

2025 ADVERTISING RATES

Northwest Indiana Business Magazine engages 40,000 readers per issue, six times a year. Our weekly newsletter has a more than 30% open rate, and our two websites are updated Monday through Friday.

FULL COLOR MAGAZINE RATES

AD SIZE	1-2 ADS A YEAR	3-5 ADS A YEAR	6 ADS A YEAR
4- PAGE SPREAD	\$8,172 / ad	\$7,763 / ad	\$7,375 / ad
2-PAGE SPREAD	\$4,767 / ad	\$4,430 / ad	\$4,095 / ad
FULL PAGE	\$2,970 / ad	\$2,760 / ad	\$2,550 / ad BONUS
2/3 VERTICAL	\$2,383 / ad	\$2,215 / ad	\$2,047 / ad
1/2 VERTICAL	\$2,173 / ad	\$2,020 / ad	\$1,869 / ad
1/2 HORIZONTAL	\$1,937 / ad	\$1,795 / ad	\$1,660 / ad
1/3 SQUARE	\$1,700 / ad	\$1,580 / ad	\$1,460 / ad
1/4 HORIZONTAL	\$1,560 / ad	\$1,450 / ad	\$1,340 / ad
BIZ DIRECTORY - 1/10	\$350 / ad	\$325 / ad	\$300 / ad

BONUS Buy six full page print ads in one year and receive a complimentary logo in our 6 issue announcements.

PRINT AD SIZES

- FULL PAGE:** 8.125 x 10.875 inches with a 0.125 inch bleed around the entire ad
- TWO-THIRDS VERTICAL:** 4.625 x 10 inches
- HALF VERTICAL:** 4.625 x 7.5 inches
- HALF HORIZONTAL:** 7 x 4.875 inches
- THIRD:** 4.625 x 3.75 inches
- QUARTER:** 4.625 x 3.75 inches
- BIZ DIRECTORY:** 3.4x2 inches

PREMIUM MAGAZINE RATES

FULL PAGE AD PLACEMENT	PER ISSUE
INSIDE FRONT COVER	\$3,200 / ad
PAGE ONE	\$3,150 / ad
PAGE 3 - Opposite table of contents	\$3,000 / ad
PAGE 9 - Around the Region NEW	\$3,000 / ad
INSIDE BACK COVER	\$3,100 / ad
BACK COVER	\$3,300 / ad

*NOTE: Minimum 3-issue commitment

NOTES

- All prices are per ad, per issue and are subject to change.
- Frequency discounts are for a 12-month period.
- Premium ads do not qualify for frequency discounts. They are sold first come, first served.
- Subtract \$275 from rates left for 2-color CMYK spot or \$475 for black only per ad.
- All orders must be electronically signed before insertion.
- We reserve the right to refuse ads based on content at the publisher's discretion.

DEADLINES

- PRINT:** 2nd Friday the month before publication
- WEBSITES:** 15th of the month before publication
- NEWSLETTER:** A week before publication

DIGITAL RATES

WEBSITE AD RATES

Sponsorships are by the month and include three ad sizes: 728x90, 300x250, 320x50 pixels

FREQUENCY OF AD	COST PER MONTH
1-5 MONTHS	\$325/month
6-12 MONTHS	\$300/month

E-BLAST RATES **NEW**

A mass email sent to our targeted marketing list of readers. Only one per month.

FREQUENCY OF AD	COST PER MONTH
1-5 MONTHS	\$600/month
6-12 MONTHS	\$550/month

NEWSLETTER AD RATES

Ads rotate weekly: 468x60 pixels

FREQUENCY OF AD	COST PER WEEK
1-8 WEEKS	\$60/week
9+ WEEKS	\$50/week

WEEKLY SPONSOR **NEW**

Size: 160x600 pixels

SKYSCRAPER \$180/week

SPONSORED CONTENT

Columns written by business leaders and experts who live or work in our coverage area.

NUMBER OF SUBMISSIONS	COST PER COLUMN
1-5 COLUMNS	\$250 each
6+ COLUMNS	\$200 each

ADVERTORIAL RATES

SHARE YOUR STORY WITH PAID CONTENT

An advertorial looks like editorial content, but the advertiser has control of what is written, and supplies the story and artwork. We also offer editorial services, which are reviewed in advance.

RATES: The cost is similar to a full-page, two-page or four-page ad plus 20% if content is produced by our staff, or a \$100 production fee per page if content is supplied.

