

2024 MEDIA KIT



**BUILDING**

**INDIANA**

*Business*

**MEDIA GROUP**

# ABOUT US

## THE PUBLICATION FOR BUSINESS

Building Indiana Business is a publication designed specifically for leaders and decision-makers. Its purpose is to deliver valuable business content straight into the hands of people that drive the state's leading industries. Thousands of professionals choose Building Indiana Business for lead generation, company news, and updates.

As we like to say, "If your business does business with other businesses, this publication is for you."

## THREE MEDIA PLATFORMS



### PRINTED ISSUES

- Over **60K Readers**/Issue
- **99% Direct Mailed** to readers



### WEB & SOCIAL MEDIA

- **156K Visits** to Our Website Annually
- **Over 1.1 Million** Annual Impressions Online and Growing



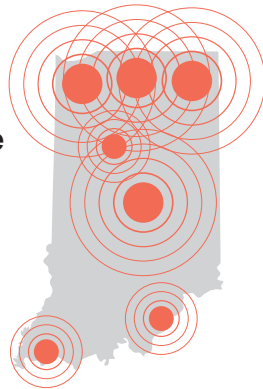
### EBUZZ NEWSLETTER

- Over **10K Weekly** Subscribers
- **32% Email Open Rate**, Compared to 27.48% Industry Average

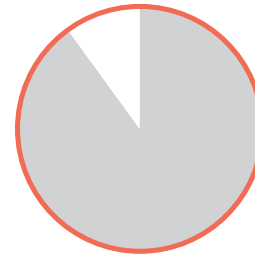
# SUBSCRIBER DEMOGRAPHICS

## REACH YOUR AUDIENCE

**Statewide coverage** where you need it.



## C-SUITE READERS



**9 out of 10 readers** are business leaders with decision-making power.

- CEOs, Presidents
- C-Suite Professionals
- Board Members
- Company Owners
- Supervisors, Managers

## 1+ HOUR IN HAND



**7 out of 10** readers spend **45 to 60** minutes reading each issue.

## LEAD GENERATOR

**6 out of 10 readers** choose Building Indiana as a source for **business leads**.



## RECENT GROWTH

### 2021

- Business Casual series **launched**
- Website traffic **grew by 40%**
- Facebook followers **grew by 37%**
- **State-Level** network expanded

### 2022

- Growth to **1 million annual** online impressions
- **Over 30% growth** in Ebuzz subscriptions
- Web visitors grew by **nearly 26%**
- **New experts**, contacts, and **sources added**

### 2023

- Web traffic **grew 20%** over 2022
- **130,000 annual** online users
- **23% increase** in new print subscribers
- Social media visits **increased 49.7%**

# EDITORIAL CALENDAR

## JAN/FEB

### SPECIAL FOCUS ON:

Professional Development

### HIGHLIGHTED TOPICS:

- Training & Employee Skills
- Workforce Development
- College Construction
- Investments in Talent

### SPACE RESERVATION

December 15, 2023

### MATERIALS DUE

January 1, 2024

### PUBLICATION DATE

February 2024

## MARCH/APRIL

### SPECIAL FOCUS ON:

Finance

### HIGHLIGHTED TOPICS:

- Money, Revenue, & Strategy
- Infrastructure Investments
- Economic Development
- Business Expansions

### SPACE RESERVATION

February 16, 2024

### MATERIALS DUE

March 1, 2024

### PUBLICATION DATE

April 2024

## MAY/JUNE

### SPECIAL FOCUS ON:

Health

### HIGHLIGHTED TOPICS:

- Employee Wellness
- Insurance & Benefits
- Hospital Construction
- Health Talent & Staffing

### SPACE RESERVATION

April 12, 2024

### MATERIALS DUE

May 1, 2024

### PUBLICATION DATE

June 2024

## JULY/AUG

### SPECIAL FOCUS ON:

Technology

### HIGHLIGHTED TOPICS:

- Advanced Manufacturing
- High-Tech Innovations
- Facility Expansions
- Logistics & Transportation

### SPACE RESERVATION

June 14, 2024

### MATERIALS DUE

July 1, 2024

### PUBLICATION DATE

August 2024

## SEPT/OCT

### SPECIAL FOCUS ON:

Construction

### HIGHLIGHTED TOPICS:

- Major Construction Projects
- New Facilities & Infrastructure
- Construction Workforce Topics
- Investments & Financing

### SPACE RESERVATION

August 16, 2024

### MATERIALS DUE

September 1, 2024

### PUBLICATION DATE

October 2024

## NOV/DEC

### SPECIAL FOCUS ON:

Women in the Workplace

### HIGHLIGHTED TOPICS:

- Empowering Stories of Women in Business
- Fun & Interesting Stats
- In-Depth Looks at Industries
- Exciting Benchmarks & Growth

### SPACE RESERVATION

October 11, 2024

### MATERIALS DUE

November 1, 2024

### PUBLICATION DATE

December 2024

# ADVERTISING BUNDLES

## EXECUTIVE PLAN

### BUILDING INDIANA

Full Page Ad | 3 Issues  
Half Page Ad | 3 Issues

### WEEKLY eBUZZ NEWSLETTER

- 12 Ads | One per Month

### BUILDINGINDIANA.COM

- Web Banner | 12 Months

### BUSINESS CASUAL VLOG

### EARNED MEDIA OPPORTUNITIES

### CLIENT SUBSCRIPTION PROGRAM

**\$1,300 PER MONTH**

## PROFESSIONAL PLAN

### BUILDING INDIANA

Half Page Ad | 6 Issues

### WEEKLY eBUZZ NEWSLETTER

- 6 Ads per Year

### BUILDINGINDIANA.COM

- Web Banner | 6 Months

### EARNED MEDIA OPPORTUNITIES

### CLIENT SUBSCRIPTION PROGRAM

**\$950 PER MONTH**

## START-UP PLAN

### BUILDING INDIANA

Quarter Page Ad | 6 Issues

### WEEKLY eBUZZ NEWSLETTER

- 3 Ads per Year

### BUILDINGINDIANA.COM

- Web Banner | 3 Months

**\$750 PER MONTH**

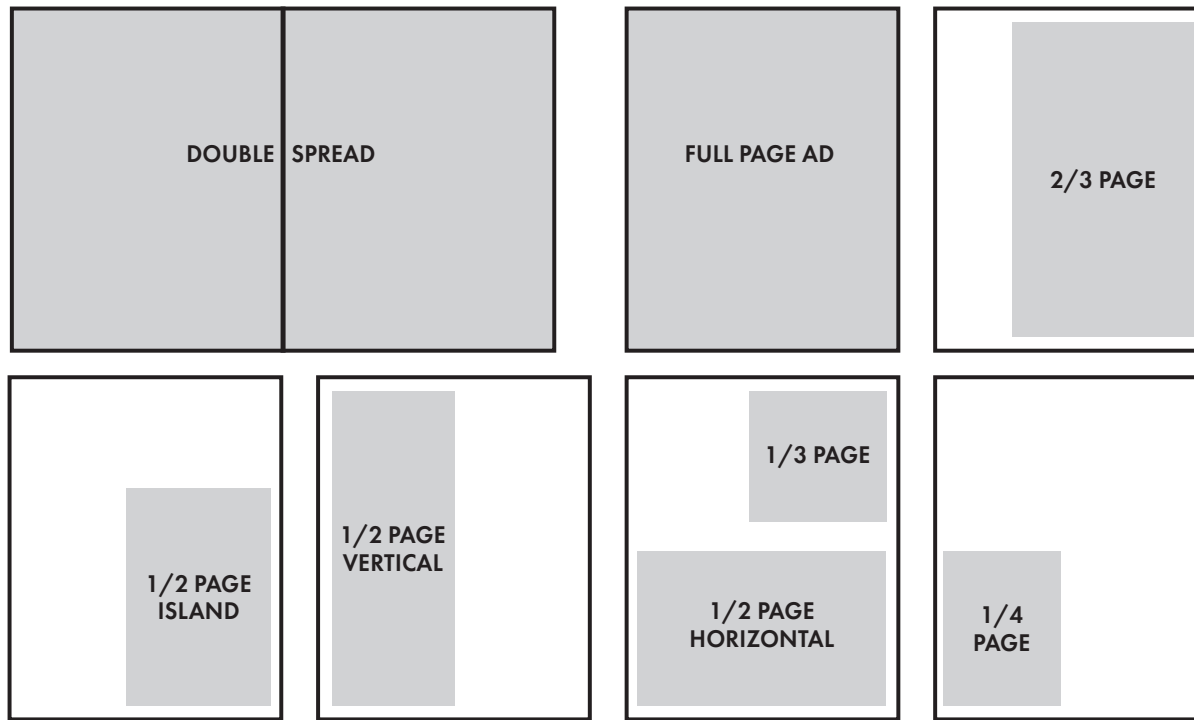
CALL US FOR A CUSTOM ADVERTISING BUNDLE | 219.226.0300

## BUSINESS CASUAL

Business Casual is a series of laid-back online interviews with leading industry experts. These recordings are informative, insightful, and a great way to promote your business. They showcase your expertise and build awareness of your company's credibility. Plus, these recordings make great content for your website and social media platforms. Contact us for scheduling and availability.



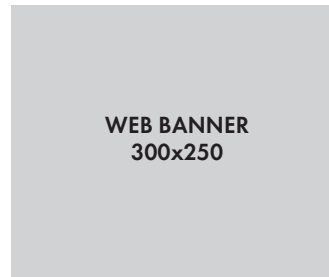
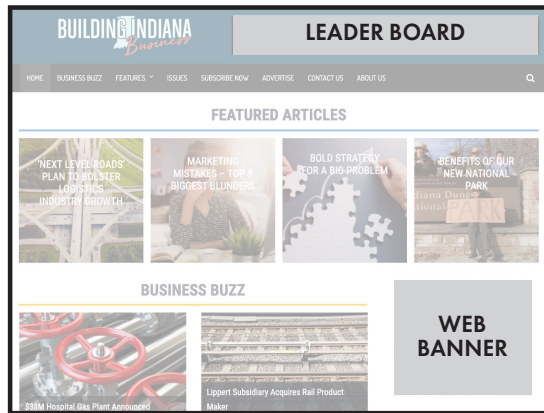
# AD SIZES



## PRINT RATES Let us help develop a strategic marketing bundle that best fits your company's needs to include Print, Web and EBuzz Ads.

	1 ISSUE	3 ISSUES	6 ISSUES
<b>ROTATING PREMIUM POSITIONS</b> Inside Front, Inside Back and Back Cover			\$3,630
<b>FULL PAGE</b> Safe: 8" x 10.5" Trim: 8.5" x 10.875" Bleed: 8.75" x 11.125"	\$3,657	\$3,525	\$3,330
<b>2/3 PAGE</b> 4.65" x 9.5"	\$2,860	\$2,750	\$2,575
<b>1/2 PAGE ISLAND</b> 4.65" x 7"	\$2,420	\$2,300	\$2,175
<b>1/2 PAGE</b> Vertical - 3.38" x 9.5" Horizontal - 7.5" x 4.65"	\$2,179	\$2,080	\$1,980
<b>1/3 PAGE</b> 4.65" x 4.75"	\$1,965	\$1,870	\$1,830
<b>1/4 PAGE</b> 3.5" x 4.75"	\$1,650	\$1,575	\$1,535

# WEB AD SIZES



**3 MONTHS**

**6 MONTHS**

**12 MONTHS**

## BUILDINGINDIANA.COM

Rotating Leaderboard  
728x90px

\$220/mo

\$195/mo

\$175/mo

Rotating Web Banner  
300x250px

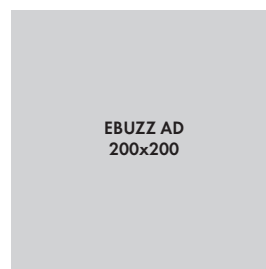
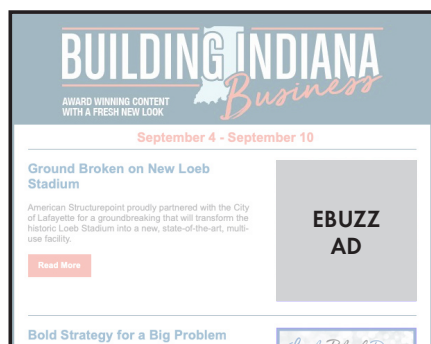
\$205/mo

\$175/mo

\$160/mo

# EBUZZ AD SIZES

Weekly eNewsletter sent to over **10,000 readers**



**3 X AD RATE**

**6 X AD RATE**

**12 X AD RATE**

## BUSINESS EBUZZ

200x200px

\$365/ad

\$335/ad

\$305/ad



**32% open rate**, which is better than the **27.48%** industry average.



**156K visits** to our website annually and **13K monthly!**



**10K subscribers** to our weekly **emailed Ebuzz** newsletter.

# BUILDING INDIANA

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