

Building Indiana

BUSINESS

2025 Media Kit

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.

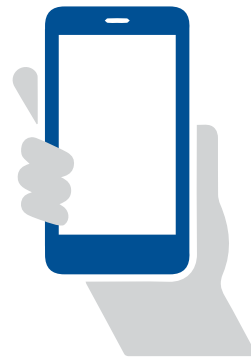
As we like to say, "If your business does business with other businesses, this publication is for you."

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



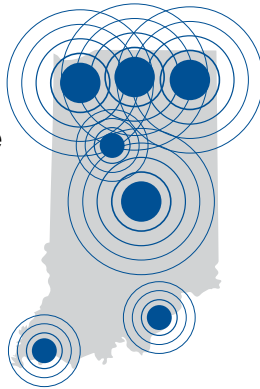
EBUZZ NEWSLETTER

- 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.

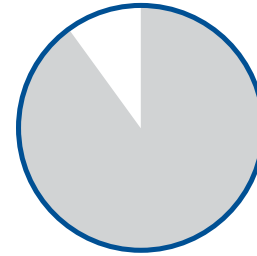


1+ HOUR IN HAND



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

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

LEAD GENERATOR

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



RECENT GROWTH

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%**

2024

- **51% Increase** Unique Yearly Online Visitors
- **26% eBuzz open rate** which is 7% better than industry average
- Building Indiana Business wins **APEX Award** for Publication Excellence
- Building Indiana is **rebranded** with new masthead and logo

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, 2025

MATERIALS DUE

January 1, 2025

PUBLICATION DATE

February 2025

MARCH/APRIL

SPECIAL FOCUS ON:

Finance

HIGHLIGHTED TOPICS:

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

SPACE RESERVATION

February 10, 2025

MATERIALS DUE

March 3, 2025

PUBLICATION DATE

April 2025

MAY/JUNE

SPECIAL FOCUS ON:

Health

HIGHLIGHTED TOPICS:

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

SPACE RESERVATION

April 11, 2025

MATERIALS DUE

May 5, 2025

PUBLICATION DATE

June 2025

JULY/AUG

SPECIAL FOCUS ON:

Technology

HIGHLIGHTED TOPICS:

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

SPACE RESERVATION

June 2, 2025

MATERIALS DUE

July 7, 2025

PUBLICATION DATE

August 2025

SEPT/OCT

SPECIAL FOCUS ON:

Construction

HIGHLIGHTED TOPICS:

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

SPACE RESERVATION

August 4, 2025

MATERIALS DUE

September 2, 2025

PUBLICATION DATE

October 2025

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 6, 2025

MATERIALS DUE

November 3, 2025

PUBLICATION DATE

December 2025

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

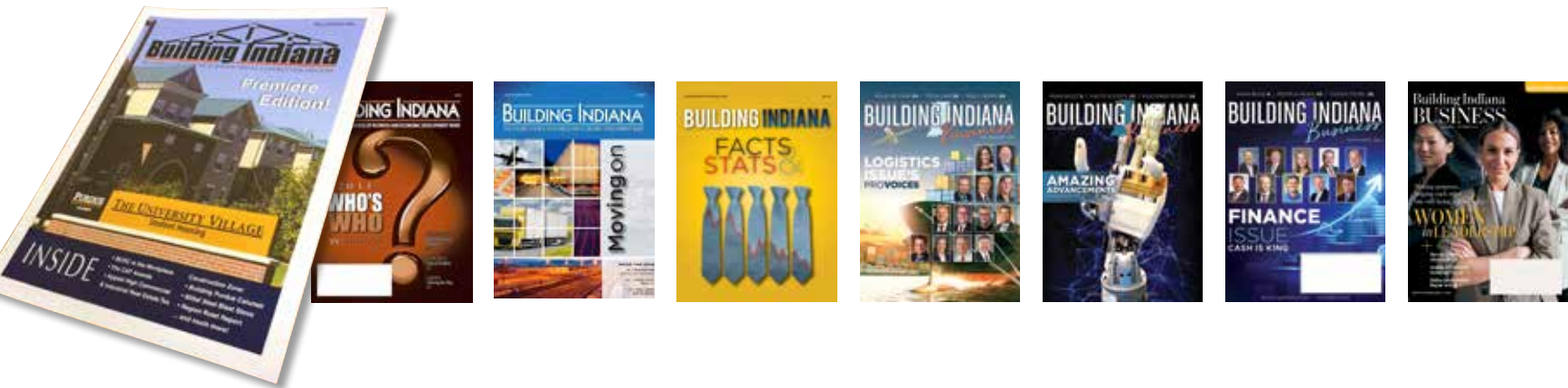
BUILDINGINDIANA.COM

- Web Banner | 3 Months

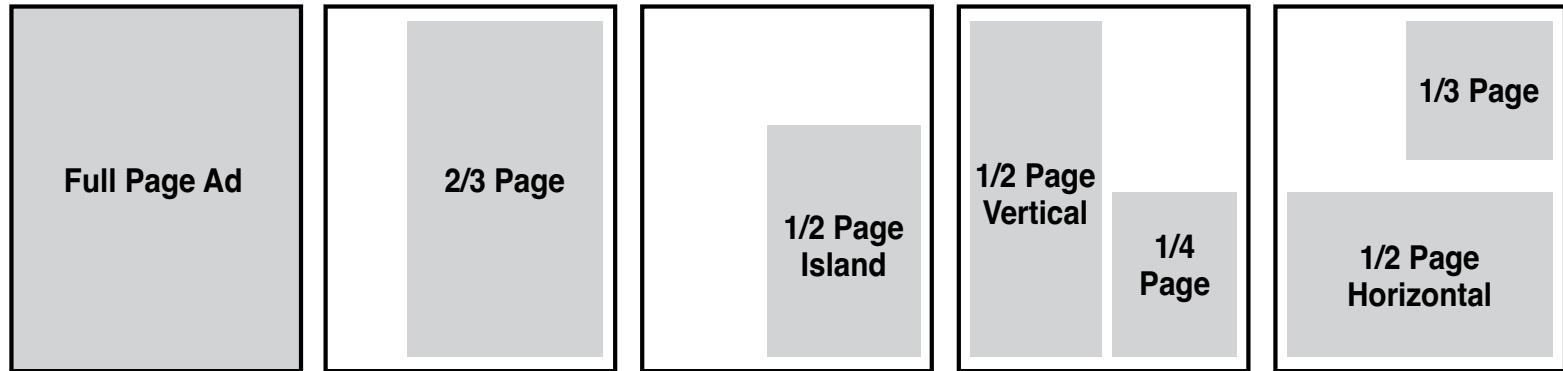
\$750 PER MONTH

CALL US FOR A CUSTOM ADVERTISING BUNDLE | 219.226.0300

TWENTY YEARS OF GROWING



AD SIZES



PRINT RATES

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

WEB AD SIZES

**Weekly
Ebuzz Ad
200x200**



**Leader Board
728x90**

**Web Banner
300x250**

DIGITAL RATES

	3 MONTHS	6 MONTHS	12 MONTHS
ROTATING LEADERBOARD 728x90px	\$220/mo	\$195/mo	\$175/mo
ROTATING WEB BANNER 300x250px	\$205/mo	\$175/mo	\$160/mo

EBUZZ RATES

	3X	6X	12X
WEEKLY EMAIL 200x200px	\$365/eBuzz	\$335/eBuzz	\$305/eBuzz

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



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



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

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@BuildingIndiana