

PAID CIRCULATION

Paid circulation is a big reason why your advertising works in IBJ.

PUBLICATION VALUE

Year after year, the percentage of our paid subscribers who renew exceeds industry standards.

87% consider IBJ a primary source and one of their most important sources for local business news.

Indianapolis Business Journal

32,481
PRINT READERS

IBJ.com

300,000
UNIQUE VISITORS

eNews

74,700
UNDUPLICATED SUBSCRIBERS

Average Time

38 min.
SPENT READING IBJ WEEKLY

67%

RECEIVE IBJ AT HOME

AUDITED CIRCULATION FIGURES—SUBSCRIPTIONS

Print & Digital	10,674
Digital Only	4,481
Total Average Paid	15,155
Total Average Non-Paid	153

TOTAL AVERAGE CIRCULATION

(Publisher's statement June 2021)

15,308

READERSHIP

Subscriber	1
Pass-Along Readers	2
Total Readers Per Copy	3
Male Readers	22,737
Female Readers	9,744

TOTAL PRINT READERSHIP

32,481

