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.

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 15,308
(Publisher's statement June 2021)

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

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