Indianapolis Business Journal has been your top source for business news for 41 years.

Whether you’re already an IBJ Media loyalist, or a trusted next-generation leader in the central Indiana business community, we want to make you aware of the full spectrum of targeted, B2B advertising opportunities available to extend your brand’s scope and recognition, and reach the decision makers who authorize purchases for their organizations.

IBJ takes an active and interactive role in the lives of business professionals. This stance allows us to tap into the ever-evolving, ever-multitasking leaders of today’s organizations at multiple times, in various locations.

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Indianapolis Business Journal

CICF blazes new trail for equity and inclusion

Companies take lead on response to COVID surge

Carmel-based firm uncovers three separate cases of employee fraud

By Susan Orr

Indianapolis Business Journal lists • top two years in separate criminal cases that Disney-Britton was in the room in April 2019, including local hospices, pharmacies, and once again allowing only vaccinated employees back into their offices of shaving CICF gave us, as a square on equity and anti-racism. CICF blazes new trail "Black people talked about race, brown people talked about businessness—and this was the moment CICF gave us, as a square on equity and anti-racism.

CENTRAL INDIANA'S BUSINESS AUTHORITY

LISTS • TOP

BUSINESS

AWARDS • HONOREES

By Leslie Bonilla Muñiz | lbonilla@ibj.com

CICF's Pamela Ross, CICF Harges, an educator and adviser to CICF's Seven Corners cases. One of the three former employees, is named in the three former employees is named in the cases are unconnected—none of them

See page 24A

Meet IBJ's first class of Forty Under 40 honorees, 2022. Meet the people and programs that put patients first.

JOIN THE CONVERSATION

Indianapolis Business Journal

MAGAZINES & SUPPLEMENTS

• 20 in their Twenties
• A&E Preview
• BioFutures
• The Book/Year in Review
• Business Cares Breast Cancer Awareness
• Business Cares Diversity, Equity & Inclusion
• Business Cares Heart Health Awareness
• CFO of the Year
• Fast25

BUSINESS PROFILE

87% consider IBJ a primary source and one of their most important sources for local business news
77% have purchasing/specifying authority for products and services

For 41 years, IBJ has been central Indiana's trusted source for local business news. Our audience relies on our content via a full spectrum of print and digital products and events.

COMPANY POLICY INFLUENCE
36% banking & financial services
33% legal services
29% corporate giving
29% employee benefits
34% tech equipment & services
26% health insurance
27% P & C insurance
26% real estate/site location
22% acquisitions & mergers
29% corporate wellness
21% education/tuition reimbursement
24% document management services
40% marketing and sales
24% diversity, equity and inclusion

EMPLOYEE BENEFITS
40% plan to add or review
46% review for change in Q3 or Q4
22% implement change in Q1
24% implement change in Q4

COMPANY EXPANSION
23% will seek new or enlarged space within the next two years
18% will need office space
5% will need retail/flex
Average space needed 17,680 sf. or more

ANNUAL SALES & REVENUE OF FIRMS

32% less than 10
33% 10 to 99
40% 100 to 999
11% 1,000 or more
8% $1 billion or more
15% $100 million to $999 million
23% $10 million to $99.9 million
27% $1 million to $9.9 million
27% under $1 million

NUMBER OF EMPLOYEES

33% 10 to 99
32% less than 10
24% 100 to 999
11% 1,000 or more
8% $1 billion or more
15% $100 million to $999 million
23% $10 million to $99.9 million
27% $1 million to $9.9 million
27% under $1 million

38 minutes average time spent reading IBJ
33% receive IBJ at work
67% receive IBJ at home
PERSONAL PROFILE

IBJ empowers central Indiana’s business professionals by giving them local business news when and where they need it. This enables us to tap into a highly sought after demographic that influences many purchases at home and work.

HOUSEHOLD DECISION MAKERS

- $194,000 average individual income
- $246,134 average household income
- $2,538,700 average household net worth
- 39% have millionaire status

TOTAL VALUE INVESTMENTS AND BANKING SERVICES

- 5% $150,000 – $249,999
- 9% $250,000 – $499,999
- 13% $500,000 – $999,999
- 16% $1 million – $1.9 million
- 22% $2 million or more

TYPE OF RESIDENCE

- 93% own their primary residence
- $434,700 average value of residence
- 25% plan to buy or sell real estate within the next 24 months
- 42% plan to renovate or remodel

AUTOMOTIVE

- 45% plan to purchase or lease a vehicle within the next 24 months

LIFESTYLE

- 72% plan to purchase tickets to cultural events
- 66% plan to purchase tickets to sporting events
- 62% plan to buy gift certificates
- 53% plan to buy workout packages
- 18% plan to purchase fine jewelry
- 60% dine out 3 to 9 times per week

FAMILY

- Responsible for elder care decisions:
  - 36% financial
  - 35% medical
  - 30% housing
  - 30% legal
  - 20% in-home care

EDUCATION

- 93% college graduate
- 42% Master’s/JD/Doctorate

GENDER AND AGE

- 70% male
- 27% female
- Average age is 58 years

37% are owners or partners

BUSINESS DECISION MAKERS

- 55% top management
- 18% professional/technical
- 12% middle management

Responsive Readership Advertising

- 38% visited an advertiser’s website
- 72% prefer to receive their advertising within IBJ instead of direct mail or email
- 28% have saved an ad for reference
- 76% have looked at an advertising insert in IBJ
- 36% researched a product or service online