

Indianapolis Business Journal

EXPANDS REACH

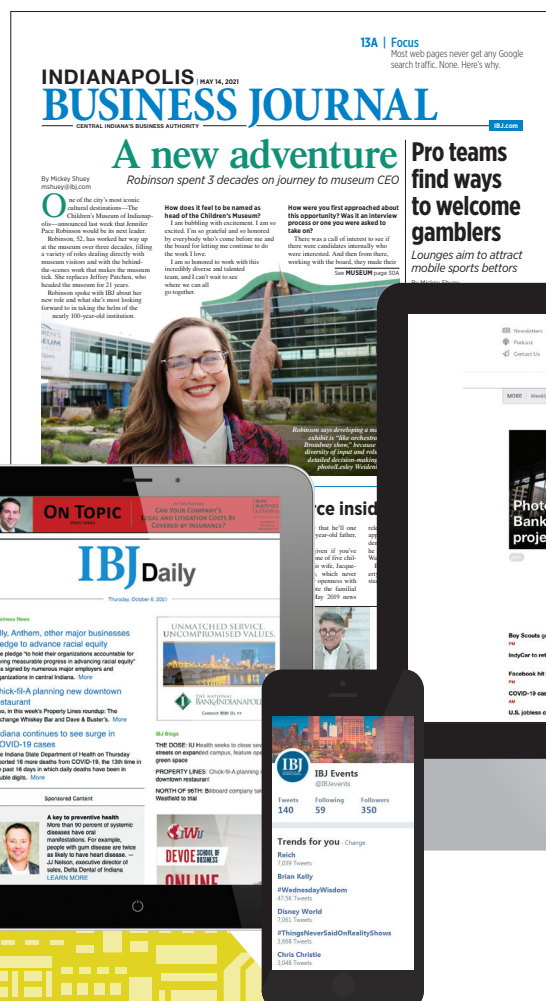
print / digital / events / social

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.

Contact 317 634 6200
advertise@ibj.com



Indianapolis Business Journal

32,481
PRINT READERS

IBJ.com

300,000
UNIQUE VISITORS

eNews

74,700
UNDUPLICATED SUBSCRIBERS

IBJ Events

6,000
VIRTUAL & IN-PERSON ATTENDEES

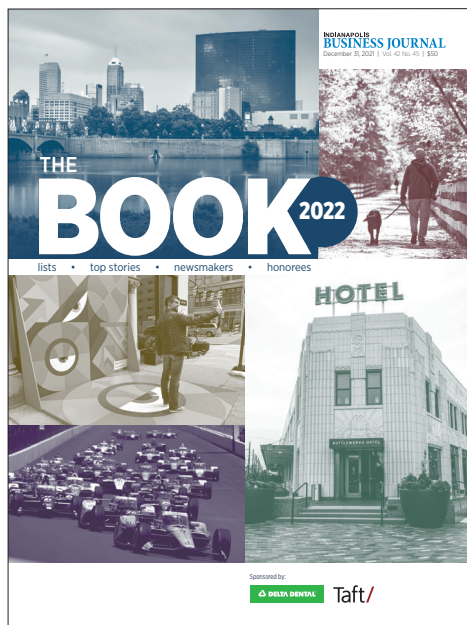
Social Media

106,500
FOLLOWERS

PRINT



Indianapolis Business Journal



The Book / Year in Review



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
- Forefront
- Forty Under 40
- Giving Guide
- Health Care Heroes
- Indiana 100
- Meeting & Event Planning Guide
- Tech Exec of the Year/Tech 25
- Women of Influence

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

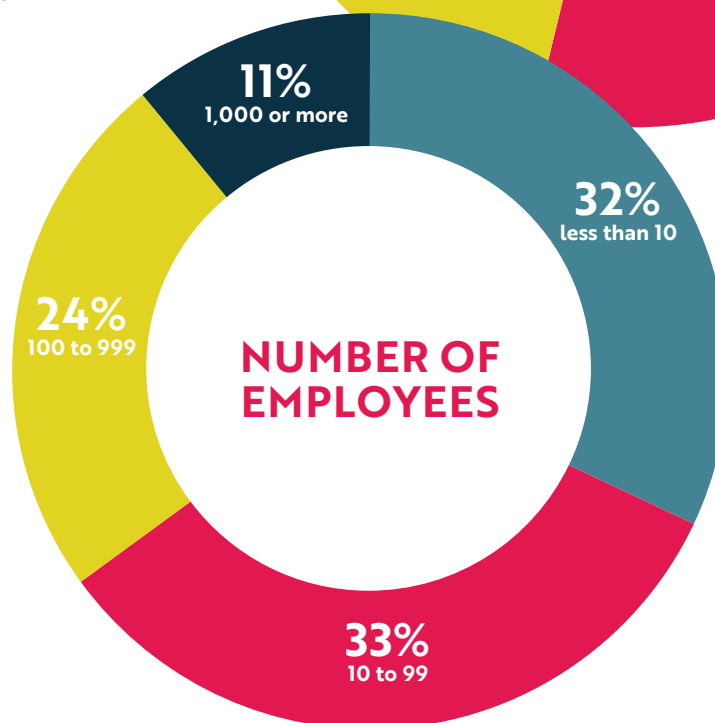
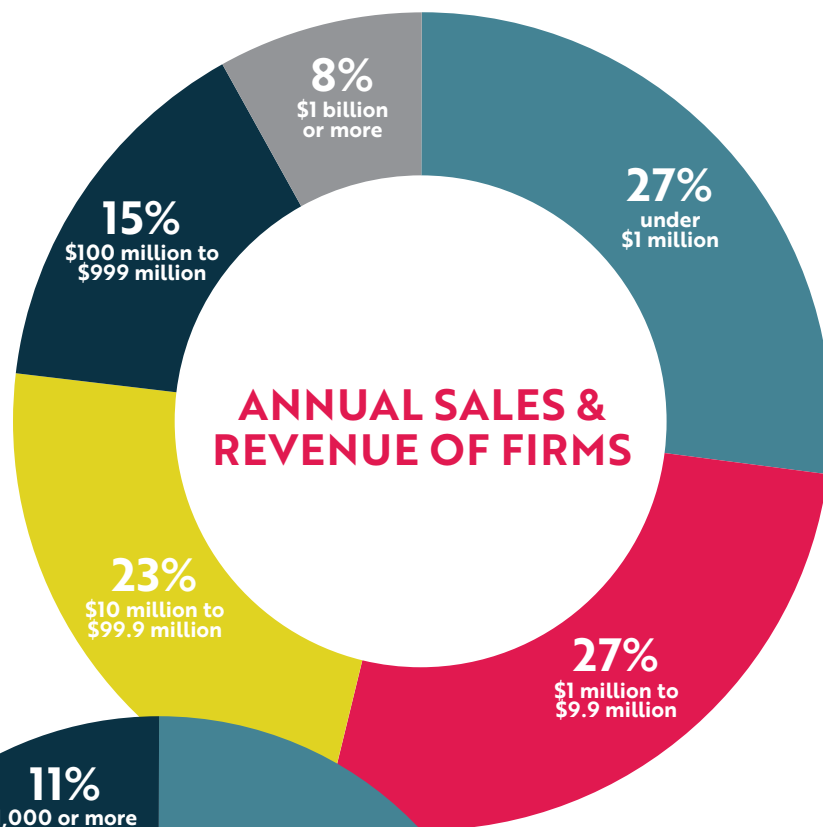
- 36% banking & financial services
- 33% legal services
- 29% corporate giving
- 29% employee benefits
- 34% tech equipment & services
- 26% health insurance
- 27% P & C insurance
- 26% real estate/site location
- 22% acquisitions & mergers
- 29% corporate wellness
- 21% education/tuition reimbursement
- 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



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

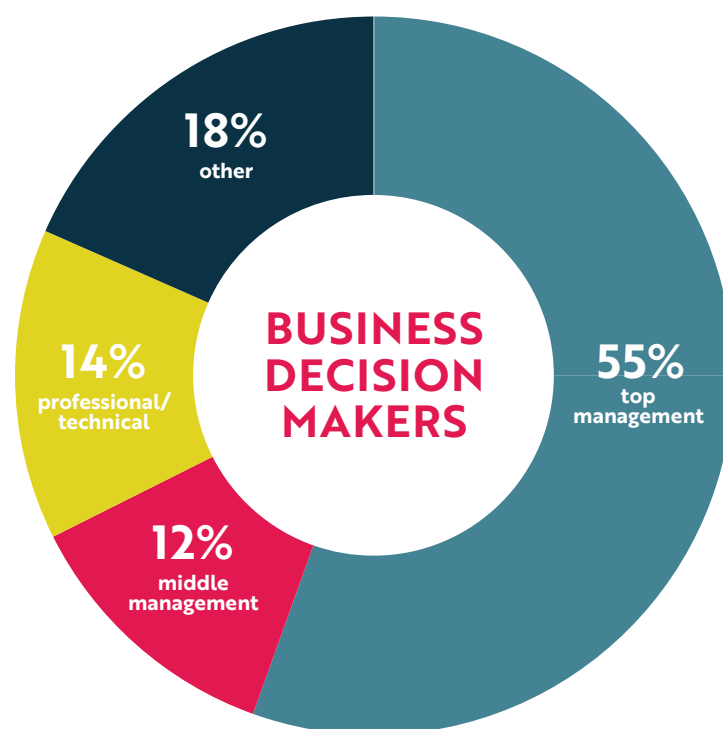
GENDER AND AGE

70% male

27% female

Average age is 58 years

37% are owners or partners



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