Bringing it all together

The Times Media Company is a trusted information source for thousands of people across the Northwest Indiana region. For over 100 years, we have delivered must-read, relevant local news and information to the residents of Northwest Indiana. The Times Media Company is dedicated to the communities that we serve, and our advertisers too. We drive results by reaching a larger audience than any other media source in the Region. Our family of publications includes the second largest newspaper in Indiana, two magazines, and number of specialty publications, plus nwi.com which is customized for desktop, mobile, and tablet formats. We are continually upgrading and expanding our digital marketing services to serve your needs in an ever-changing landscape, and we are proud to host some of the most successful community and business-to-business events in the Region.

We at The Times Media Company look forward to being your trusted media source and business partner. Our team of experts look forward to assist you in formulating a custom program based on your individual needs.

The Times team is dedicated to providing Northwest Indiana with the best newspaper and website content every day. As the region grows, so do we. In fact, we reach more people today than at any time in our history, due primarily to our growing mobile and digital audiences. We are equally committed to driving the best results for our advertising partners and look forward to working with you this coming year.

Our best days are ahead of us.

Chris White
Publisher
The Times Media Company

Last updated: 1-19-2021
Daily Newspaper

142,791 Sunday Readers
141,731 Daily Readers

42,793 Sunday Circulation
36,224 Wednesday Circulation

Producing local, relevant news and information 7 days per week to captivate readers and communities.

Our advertisers see results from this engaged vibrant audience.

74.6% of adults in our market area read The Times or nwi.com in a 7-day period.

391,600 adults connect with us weekly.

47 Median Age

$59,030 Median Household Income

75% Some College or More

For advertising opportunities, contact:
Phone: 219-852-4338
Email: advertising@nwi.com

Last updated: 1-19-2021

Source: 2021 LEAR Report
When you place advertising with The Times Media Co., you are placing your message in front of an affluent, engaged audience that is invested and rooted in the communities and businesses they live and shop in.

<table>
<thead>
<tr>
<th>Total Adults</th>
<th>Times &amp; nwi.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN</td>
<td>48.1%</td>
</tr>
<tr>
<td>WOMEN</td>
<td>51.9%</td>
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<tr>
<td>MEDIAN INCOME</td>
<td>$58,010</td>
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<tr>
<td>18-29</td>
<td>20.1%</td>
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<tr>
<td>30-39</td>
<td>16.4%</td>
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<tr>
<td>40-59</td>
<td>33.1%</td>
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<tr>
<td>60 or BETTER</td>
<td>30.4%</td>
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<tr>
<td>MEDIAN AGE</td>
<td>48.4</td>
</tr>
<tr>
<td>KIDS IN HOME</td>
<td>35.9%</td>
</tr>
</tbody>
</table>

SOURCE: 2021 LEAR Report
nwi.com STANDS OUT!
Among all websites visited in Northwest Indiana, nwi.com is the top destination for local news and information.

NWI.COM
Monthly Page Views: Over 28 Million
Total Visits: Over 4.3 Million
Monthly Unique Visitors: Over 2.1 Million

THE TIMES SOCIAL MEDIA
Facebook: Over 126,000
Twitter: Over 61,000

TARGETING OPTIONS:
• Geo-Targeting
• Demographic Targeting
• Content Targeting
• Behavioral Targeting
• Daypart Targeting
• IP Targeting

DIGITAL SERVICE OPTIONS:
• Website Design
• Search Engine Optimization
• Social Media Management
• Reputation Management
• Search Engine Marketing

DIGITAL PRODUCTS:
• Email Marketing
• ReTargeting
• Video Production & Distribution
• Content Creation & Distribution
• Call Tracking
• Contests

powered by THE TIMES

SOURCE: Google Analytics December 2020

FOR ADVERTISING OPPORTUNITIES, CONTACT:
Phone: 219-852-4338
Email: advertising@nwi.com
IN Business Hall of Fame

Sponsored by The Times and IN Business Magazine, the Hall of Fame honors individuals who have made a substantial contribution to business or industry across the region.

Inductees are individuals who have not only had exceptional personal business success but have shown a lifetime commitment to Northwest Indiana. They have played key roles in developing our community. Honoring their accomplishments sets the bar for today’s and tomorrow’s generations of leaders.

IN Business 20 under 40

From banks to non-profits, from manual labor to the arts, these young leaders truly represent all walks of life.

Since 2005, The Times Media Co. and IN Business magazine have annually honored 20 local young business standouts making a positive impact in the community.

These young men and women have shown outstanding leadership and have become key players in the growth and development of Northwest Indiana.

Virtual Job Fair

More than ever, connecting with the right candidate is one of the keys to business success. In the current environment, bringing that face-to-face connection is harder than ever. The Times Media Company hosts Virtual Career events throughout the year to provide that connection to business and the candidates they need to fill vital positions. These events allow candidate to interact with potential employers in a safe and effective way.
IN BUSINESS

These high-gloss issues include our annual Business and Industry Hall of Fame and 20 Under 40 recognition events. Our commitment to providing the best analysis and targeted information on local businesses and government doesn’t change — it grows.

9,000 IN Business magazines are sent by direct mail, delivered with The Times and placed at key locations and Times sponsored events.

getHealthy

Get Healthy is a comprehensive look at health care in Northwest Indiana. With regular departments covering everything from innovation in patient services and advocacy to the best wellbeing practices for individual body and spirit, Get Healthy emphasizes the personal perspectives and connections that help and heal our families. Get Healthy is a gateway and access point for the services and health care professionals that informed consumers need.

best of the region

This highly anticipated annual special section features winners of our Best of the Region contest. These businesses are voted in by our readers as the tops in the region. With over a 170 categories to vote for we get over 350,000 votes from across the region. This is truly a who’s who of loved businesses in Northwest Indiana.
Weekly
Your Times
Total Market Coverage

We reach non-subscribers across Northwest Indiana and the southeast suburbs of Illinois each week.

Features
Reach 223,568 households throughout the Market

Benefits
Provides a medium to reach 100% of NWI households

Safe Harbor robotics team completes season

TIMES STAFF

Michigan City — Safe Harbor’s Michigan City High School robotics team, the Roboblitz, finished their season on a high note. After six weeks of designing, prototyping and building a multifunction robot and delivering solid performances at State District tournaments in Mishawaka and Plainfield, the team earned a share of the Indiana FIRST (For Inspiration & Recognition of Science & Technology) Robotics 2018 State Championship and competed at the World Championships in Detroit. “There was a lot of hype and high expectations with going to the World Championships and I was worried that there might be a letdown once we arrived there,” said senior Devin Glenn. “But I was not disappointed at all. This experience has been very exciting with all the activity and the energy of the 400 plus teams at Worlds. Getting to be there and see teams from across the country and other countries, we saw what the other teams were working on; very cool.”

In reflecting on this state championship season, High School Teacher and Robotics Team Coach Ralph Gee said, “Our students worked really hard all season to achieve a high-quality and consistent robot that can win matches and they delivered with our first-ever state robotics championship. We are very proud of what our students achieved this season and we wish our senior students nothing but the best as they graduate high school and move on to learn more and pursue their career goals.”

Safe Harbor robotics team completes season

PROVIDED

Bi-Weekly Southland Your Times
Total Market Coverage

Southland Your Times, a bi-weekly tab sized newspaper supported by residents in your community, your message can be propelled in ways that reach beyond the conventional.

Local news is included in each edition of Your Times. Stories will highlight business, individuals and events from the communities of Orland Park, Tinley Park, Frankfort, Mokena, Lockport, Homer Glen and New Lenox There is also a community events calendar to help readers plan.

Southland Your Times is direct-mailed to all households and is the perfect full-coverage punch for your business.

Features
Reach 107,000 households throughout the Market

Benefits
Provides a medium to reach 100% of households in targeted communities
The Times Media Company produces great content and special publications that push beyond the newspaper format. Throughout the year you can find an array of coupon books, magazines, community focus tabs and holiday offerings that our readers look forward to each Some of these publications include:

- Get Healthy
- IN Business Magazine
- Best of the Region
- The Bridal Guide
- NWI Now (Progress edition)
- and many more

For over 100 years The Times has delivered engaging stories throughout the region. With the incredible response video provides, we are now offering a full array of video production services coupled with the ability to reach the largest local market in Northwest Indiana.

View great videos at thetimesmediacompany.com