

2023 media kit





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.

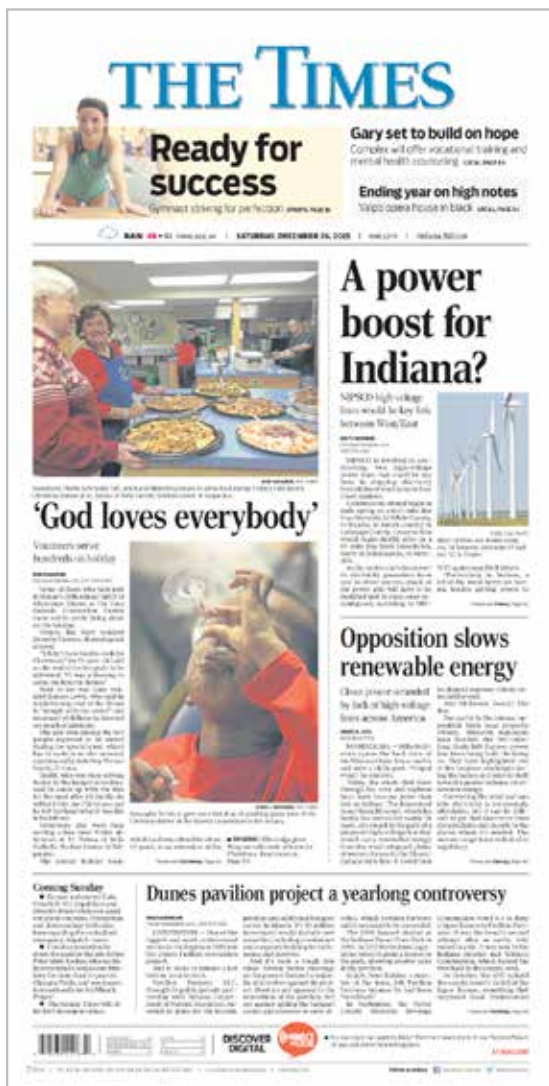
We at The Times Media Company look forward to being your trusted media source and business partner. Our team of experts look forward to assist you in formulating a custom program based on your individual needs.



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



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.



:: our audience

2023 **media** kit

74.6%

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

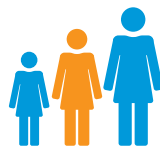


391,600

**ADULTS CONNECT
WITH US WEEKLY**

demographics

SNAPSHOT OF OUR AUDIENCE



47

Median
Age



\$59,030

Median
Household Income



75%

Some College
or More

Last updated: 12-21-2022

SOURCE: 2021 LEAR Report

THE TIMES | **nwi**
MEDIA COMPANY | .com

FOR ADVERTISING
OPPORTUNITIES, CONTACT:

Phone:
219-852-4338

Email:
advertising@nwi.com

:: invest in audience

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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.



**Total
Adults**



**Times &
nwi.com**

MEN	48.1%	47.2%
WOMEN	51.9%	52.8%
MEDIAN INCOME	\$58,010	\$59,030
18-29	20.1%	22.2%
30-39	16.4%	17.5%
40-59	33.1%	30.1%
60 or BETTER	30.4%	30.2%
MEDIAN AGE	48.4	46.9
KIDS IN HOME	35.9%	37.5%

Last updated: 12-21-2022

SOURCE: 2021 LEAR Report



powered by THE TIMES
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



Over
131,000



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



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.



Job Fairs

More than ever, connecting with the right candidate is one of the keys to business success. The Times Media Company hosts Career events throughout the year to provide that connection to business and the candidates they need to fill vital positions. These events allow candidates to interact with potential employers in an effective way.

:: niche publications

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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.



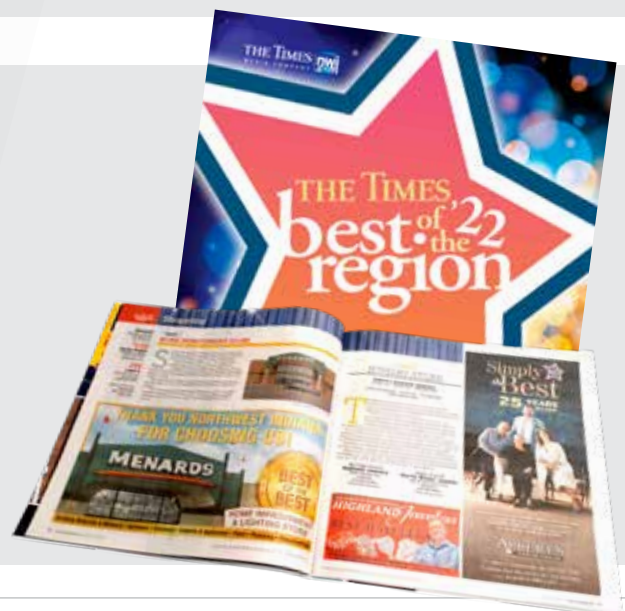
getHealthy

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.



Last updated: 12-21-2022

Weekly Your Times Total Market Coverage

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

Features

Reach 220,514 households throughout the Market

Benefits

Provides a medium to reach 100% of NWI households



:: southland your times

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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, 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 85,000 households throughout the Market

Benefits

Provides a medium to reach 100% of households in targeted communities



Last updated: 12-21-2022

SOURCE: Jan. 2021 Circulation Projection

THE TIMES
MEDIA COMPANY | **nwi**
com

FOR ADVERTISING
OPPORTUNITIES, CONTACT:

Phone:
219-852-4338

Email:
advertising@nwi.com

:: special sections

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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

:: video capabilities

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



This calendar is tentative and may change per the discretion of The Times.

Last updated: 12-21-2022



RETARGETING

National partners at a local level.

- Premium partnership among thousands of websites
- Reach individuals across desktops, smart phones & tablets
- Grab viewers' attention through media rich ad creative
- Deliver your message to the audience of your choosing

SEARCH RETARGETING provides the opportunity to reach users who have conducted a recent search using any of the client supplied campaign keywords or phrases. Marketing to those who are looking for you.

SITE RETARGETING makes it possible to reach customers after they have visited your website by serving them ads as they travel across the web on sites that are within our network. Frequency of ad delivery is increased to users who have shown interest in your products or services. Marketing to those who are familiar with you.

CONTEXTUAL TARGETING puts your online display ad onto pages with content that matches your keywords or phrases, reaching consumers that are interested in that content.