

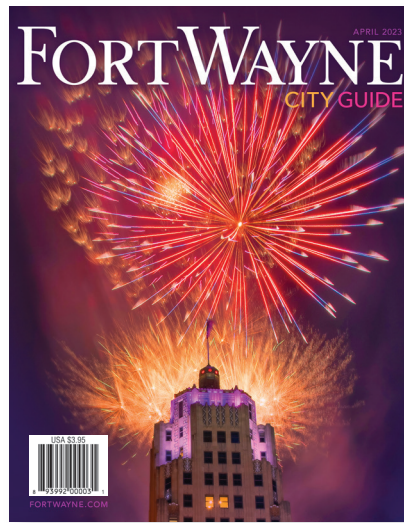
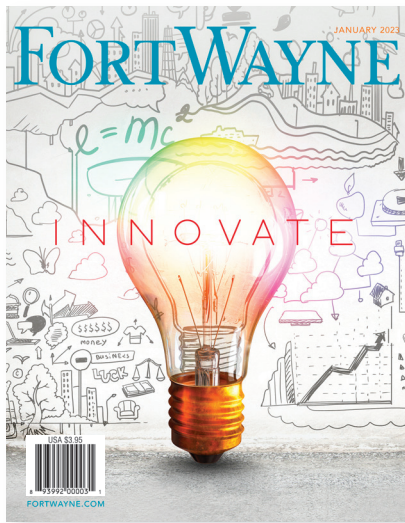
# FORTWAYNE

2024



FORTWAYNE.COM





Fort Wayne magazine is more than a lifestyle publication. Our mission is to inspire community engagement and build connections. This can certainly start with dining and shopping forays into Fort Wayne's eclectic mix of menus and storefronts, but it can also dive deep into cultural and community issues, with all sorts of arts and entertainment options in between. Fort Wayne magazine is the instigator for creative and inclusive growth as we showcase the people, places and issues that are most influential in our continuous pursuit of quality of place in Northeast Indiana.

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## JANUARY

Cover Story: **Innovation**

Ad close: November 22, 2023

\*Due to expanded distribution, special ad rates apply

SPECIAL  
ISSUE

## AUGUST

Cover Story: **Savor**

Ad close: June 19, 2024

## FEBRUARY

Cover Story: **Food**

Ad close: December 20, 2023

## SEPTEMBER

Cover Story: **Best of**

Ad close: July 24, 2024

## MARCH

Cover Story: **Renewal**

Ad close: January 17, 2024

## OCTOBER

Cover Story: **Love Thy Neighbor**

Ad close: August 21, 2024

## APRIL

Cover Story: **City Guide**

Ad close: February 19, 2024

\*Due to expanded distribution, special ad rates apply

SPECIAL  
ISSUE

## NOVEMBER

Cover Story: **Local History**

Ad close: September 18, 2024

## MAY

Cover Story: **Home**

Ad close: March 20, 2024

## DECEMBER

Cover Story: **People of the Year**

Ad close: October 23, 2024

## JUNE

Cover Story: **Service**

Ad close: April 24, 2024

### ANNUAL PUBLICATIONS:

#### WEDDINGS

Ad close: December 18, 2023

#### HEALTH

Ad close: September 16, 2024

## JULY

Cover Story: **Celebrating Life**

Ad close: May 22, 2024

# FORT WAYNE

## MAGAZINE

### READERSHIP

With a combined print and digital audience, *Fort Wayne* magazine has a unique and influential reach across subscribers, single copy outlets, free distribution events, lobbies and strategic sampling to key demographics.

Total print readership of 32,000 plus digital distribution of an additional 32,000.

January *Innovate* Issue and April *City Guide* Issue include an additional readership of 16,000 through expanded number of distribution outlets.

19% between ages of 25 and 39

27% between ages of 40 and 54

29% between ages of 55 and 64

47% have household income greater than \$100,000

75% have at least some college education

54% have traveled in the last 12 months

42% participate in organized fitness activities

64% are gardeners

37% volunteer their time and talent

31% eat at a sit-down restaurant at least 6 times per month

(2019 Nielson Scarborough Consumer Buyer Behavior Study)

### ADVERTISING RATES

| AD SIZE         | 1X    | 3X    | 6X    | 12X   |
|-----------------|-------|-------|-------|-------|
| Full page price | 2,565 | 2,270 | 1,760 | 1,575 |
| 2/3 page price  | 2,205 | 2,005 | 1,575 | 1,405 |
| 1/2 page price  | 1,575 | 1,340 | 1,040 | 980   |
| 1/3 page price  | 990   | 875   | 810   | 750   |
| 1/6 page price  | 595   | 540   | 505   | 475   |

Back cover: Full page price plus 30% premium

Inside front cover: Full page price plus 20% premium

Inside back cover: Full page price plus 20% premium

Position guarantee: 10% premium

### JANUARY & APRIL RATES

|   |       |
|---|-------|
| Full Page                               | 2,270 |
| 2/3 page                                | 2,005 |
| 1/2 page                                | 1,340 |
| 1/3 page                                | 875   |
| 1/6 page                                | 540   |
| Back Cover                              | 3,310 |
| Inside Front Cover or Inside Back Cover | 3,070 |
| Spread                                  | 2,900 |

January and April issues count towards annual frequency discounts, but their rates are not discounted due to expanded distribution efforts.

### AD MATERIAL REQUIREMENTS

Acrobat PDF (11.0 or earlier), InDesign CS6 or earlier, NO MICROSOFT programs. All fonts (printer and screen) and graphic files must be included. All photos must be 300 dpi minimum resolution. Halftone screens are

150 line screen (133 min.) **On two-page spreads, leave a one inch gutter for all live material.** Email: Attach ONE self-extracting, stuffed, zipped or PDF file and send to [advertising@fortwayne.com](mailto:advertising@fortwayne.com).

