

Welcome to

Rates effective November 2025

GREATER • FORT WAYNE Business Weekly

2026 Media Information

260/426-2640

fwbusiness.com



Circulation

Distribution By Counties

Distribution Area

INDIANA: Allen, Whitley, Huntington, Wells, Adams, DeKalb, Noble, Steuben, LaGrange, Kosciusko, Wabash and Elkhart.

OHIO: Van Wert, Paulding, Defiance and Williams.

Business Weekly has an impressive roster of **more than 24,000 influential readers**, including executives and small-business owners, who make critical business buying-decisions in print and digital media.

Mail Subscription pay \$52 a year or \$104 for two years.
Online pay \$47 per year

Note: Pass-along readership data comes from the City Business Journals Network.

Additional Information

260-426-2640



Deadlines

Greater Fort Wayne Business Weekly:

Space and camera-ready copy deadline is 2 p.m. Thursday, 8 days prior to the publication date. Please call your account executive for holiday deadlines.*

Special Publications: See special publication deadlines on editorial calendar.*

**Any ad received after deadline will be charged a \$50 late fee*

Agency Commission: All advertising rates are net of agency commissions.

Cancellation: Cancellation of an ad or a change

in its schedule must be received in writing before the ad deadline. Ads canceled after deadline will be billed at 100%.

Credit, Payment and Commissions: All advertising transactions with the Greater Fort Wayne Business Weekly are subject to the advertising agreement.

Ad Sizes (depth up 19.76")

1 Column	1.611"
2 Column	3.389"
3 Column	5.167"
4 Column	6.944"
5 Column	8.722"
6 Column	10.5"
Full page	10.5" x 19.76"
Double truck	22" x 19.76"

Production Specifications

FILE FORMATS ACCEPTED:

- Photographs/Artwork - TIFF, EPS, JPEG (150 dpi minimum, 300 dpi for glossy publications)
- Ads - Acrobat PDF (150 dpi, 300 dpi for glossy publications)
- Make sure all fonts are embedded.
- If ad is designed in RGB, convert file to CMYK before exporting to PDF.

PROGRAMS ACCEPTED:

- InDesign, Illustrator, Photoshop
- All art and fonts must be included. Fonts must be MAC fonts.
- No Microsoft Word, Publisher or PowerPoint files will be accepted.

MEDIA ACCEPTED:

- Customer should always provide a photocopy or paper output of the file for our processing purposes.
- CD, DVD

EMAIL:

- Ads must be in Acrobat PDF format. It is the customer's responsibility to make sure the file is the correct size, separates correctly, images are properly distilled, and fonts embedded.
- Images and graphics should be at minimum 150 dpi
- Ads cannot be larger than 9MB.
- Images or ads embedded in a Microsoft Word document will not be accepted.
- Please email ad copy to your account executive

COLOR CONVERSION ACCEPTED:

- All black-and-white ads should be sent in black and white or grayscale — not in color (CMYK or RGB).
- Black must be 100% black not CMYK black.
- All color ads should be provided in CMYK mode. If your ad is produced in RGB, please convert to CMYK before exporting to PDF.
- Color images can be converted to grayscale but grayscale can not be converted to color.
- Do not use Pantone colors.
- Black plus one color ads need to be created in CMYK blend.

The Staff

Jenny Ernsberger
Ann Saggars
Lisa Esquivel Long

General Manager
Creative Manager
Editor

2026 Ad Rates*

Rates effective November 2025

Standard Rate Sizes

Ad size	Size (wxh)	Open	13x	26x	52x
Full page	10.5" x 19.76"	\$1,661	\$1,381	\$1,217	\$1,120
1/2 page horizontal	10.5" x 9.88	\$1,123	\$934	\$828	\$746
1/2 page vertical	5.167"x19.76"	\$1,123	\$934	\$828	\$746
1/4 page horizontal	10.5" x 4.94"	\$667	\$559	\$446	\$425
1/4 page vertical	5.167" x 9.88"	\$667	\$559	\$446	\$425
1/8 page horizontal	10.5 x 2.47"	\$382	\$323	\$297	\$276
1/8 page vertical	5.167" x 4.94"	\$382	\$323	\$297	\$276
Banner	10.5" x 1.5"	\$786	\$645	\$574	\$507

Premium Positions

Ad size	Size (wxh)	Open	13x	26x	52x
Front page	5.042" x 1.5"	\$459	\$399	\$349	\$287
Inside front/back covers	10.5" x 15.5"	full page rate +10%			

* Prices include full color and \$18 charge per insertion for 7-day online ad and listing in our online business directory. All rates are net.

Inserts

Preprints

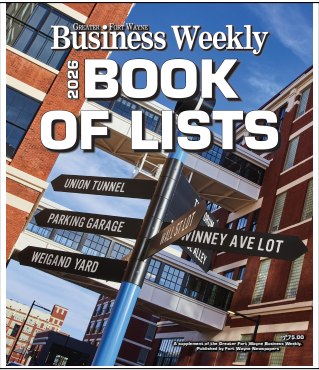
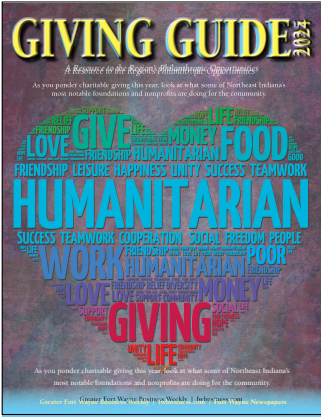
Size	1x	6x	12x	Deliver to: Business Weekly Attn: Distribution 600 W. Main St. Fort Wayne, IN 46802
Single sheet	\$42	\$40	\$39	
4-10 pages	\$61	\$57	\$55	
12-14 pages	\$66	\$61	\$57	
16-18 pages	\$86	\$80	\$77	
20-22 pages	\$91	\$86	\$82	Inserts must be clearly labeled for the Greater Fort Wayne Business Weekly with the publication date.
24-30 pages	\$95	\$91	\$84	
32-48 pages	\$103	\$98	\$93	

(Insertion rates only, printing is custom quoted)
Preprints must arrive 7 days prior to publish date

Special Publications and Events

Live Events

Forty Under 40
Influential Women of Northeast Indiana



fwbusiness.com Advertising & Email Blasts

fwbusiness.com Ad Sizes (WxH) in pixels

Leaderboard Ad	728x90
Medium Rectangle	300x250
Double Tile	300x600
Pencil Ad	970x30
Expanding Pencil Ad	970x30 expands to 970x350
Page Curl	100x100 expands to 500x500
Pop Up Ad	up to 500x500
Wallpaper	2000xnec.
Home Page Takeover	See your rep for details

Daily Email Blasts* (WxH) in pixels

Email blasts are sent to subscribers daily, Monday-Friday.	
Banner ad (600x125)	Banners sold based on availability. Limited number of spaces available per day.
Rates	Email blasts available for the following websites:
\$45 per day, pick your days	www.fwbusiness.com
\$175 Monday through Friday, any week (5 consecutive days) Same copy	www.infortwayne.com
\$160 per month with a 1-day-per-week contract	www.thepostandmail.com
	www.kpcnews.com

GIVING
GUIDE

A Resource to the Region's
Philanthropic Opportunities

Business Weekly
FORTY
UNDER
40[®] 2024



2026 EDITORIAL CALENDAR

		In Focus	Top List			In Focus	Top List
December	19	Bank & Finance	Wineries	July	3*	Health care	Dental practices
					10	Real estate	Contractors
January 2026	9	Health care	Accounting firms Construction projects		17	Banking and finance	Employers
	16	Banking and finance	Best performing stocks		24	Human resources	Staffing agencies
	23	Law/Government	Law firms		31	Education	Highest paid executives
	30	Technology/startups	Web developers and designer	August	7	Health care	Breweries
					14	Real estate	Chambers of commerce
February	6	Real estate	Apartment communities		21	Banking and finance	Foundations
	13	Health care	Meeting and banquet facilities		28	Defense	Entertainment venues
	20	Banking and finance	Financial planning firms	September	4*	Health care	Hospitals
	27	Education	Building trade unions		11	Real estate	Commercial real estate brokers
					18	Banking and finance/Educations	Credit unions
March	6	Health care	Nursing homes		25	Manufacturing	Manufacturing (excludes ortho)
	13	Real estate	Hotels	October	2	Health care/Startups	Medical device manufacturers
	20	Banking and finance	Landscape companies		9	Real estate	Women-owned companies
	27	Nonprofits	Employee benefit companies		16	Banking and finance	Banks
					23	Transportation/Automotive	Engineering firms
April	3	Health care	Printing companies		30	Education	Colleges and universities
	10	Real estate	Golf courses	November	6	Health care/Military	Veteran-owned businesses
	17	Banking and finance	Forty Under 40 class		13	Real estate/Insurance	Private schools
	24	Manufacturing/startups	Tourist attractions		20	Banking and finance	Political contributions SBA Lenders
				December	4	Health care	Advertising and marketing firms
May	1	Health care	Wealthiest ZIP codes		11	Real estate	Architectural firms
	8	Real estate/Military	Residential real estate agencies		18	Banking and finance	Computer networking companies Wineries
	15	Banking and finance	Minority-owned businesses	January 2027	8	Health care	Accounting firms
	22	Law/Government	Exclusive restaurants				
June	29	Hospitality and Tourism/Sports Businesses	Shopping Centers				
	5	Health care	Physicians groups				
	12	Real estate	Office buildings				
	19	Banking and finance	Money management firms				
	26	Insurance	Publicly traded companies by market cap				

*Denotes holiday deadline