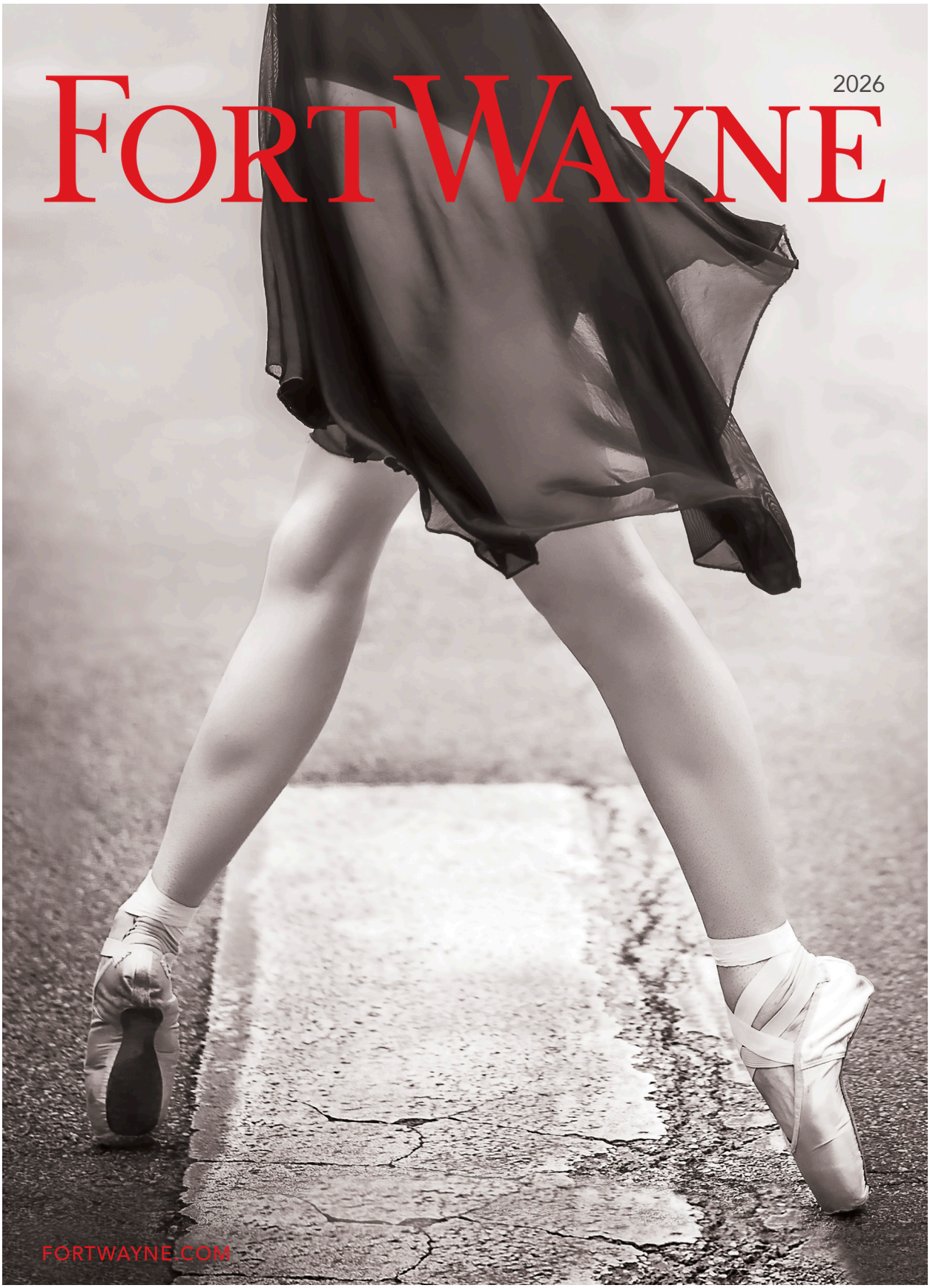
2026
FORTWAYNE
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JANUARY 2025
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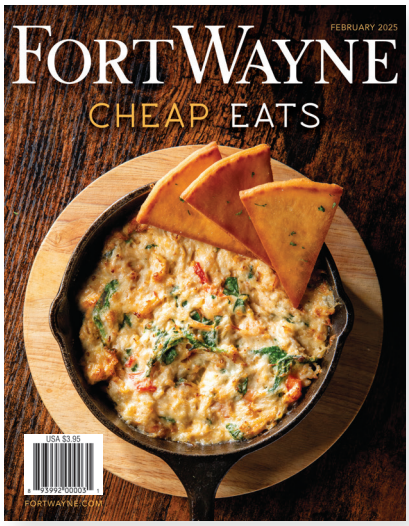
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JULY 2025
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APRIL 2025
CITY GUIDE
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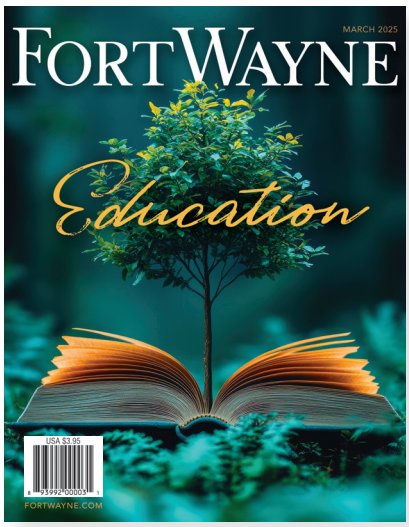
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Education
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FORTWAYNE
NOVEMBER 2025
SECOND CHANCES
USA $3.95
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SEPTEMBER 2025
BEST OF
USA $3.95
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FORTWAYNE
MAY 2025
DOWNTOWN LIVING
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FORTWAYNE
FEBRUARY 2025
WEDDINGS
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.

JANUARY
Cover Story: Innovation
Ad close: December 1, 2025
SPECIAL ISSUE
*Due to expanded distribution, special ad rates apply

FEBRUARY
Cover Story: Food
Ad close: January 2, 2026

MARCH
Cover Story: Youth
Ad close: February 2, 2026

APRIL
Cover Story: City Guide
Ad close: February 12, 2026
SPECIAL ISSUE
*Due to expanded distribution, special ad rates apply

MAY
Cover Story: Homes
Ad close: April 1, 2026

JUNE
Cover Story: Soccer
Ad close: May 1, 2026

JULY
Cover Story: On Stage
Ad close: June 1, 2026

AUGUST
Cover Story: Savor
Ad close: July 1, 2026

SEPTEMBER
Cover Story: Hidden Gems
Ad close: August 3, 2026

OCTOBER
Cover Story: Biggest Fear
Ad close: September 1, 2026

NOVEMBER
Cover Story: Carpe Diem
Ad close: October 1, 2026

DECEMBER
Cover Story: People of the Year
Ad close: November 2, 2026

ANNUAL PUBLICATION:

WEDDINGS
Ad close: January 7, 2026

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	2,690	2,384	1,848	1,654
2/3 page price	2,315	2,105	1,654	1,475
1/2 page price	1,654	1,410	1,092	1,029
1/3 page price	1,040	920	850	788
1/6 page price	625	567	530	499

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	2,380
2/3 page	2,100
1/2 page	1,400
1/3 page	920
1/6 page	565
Back Cover	3,475
Inside Front Cover or Inside Back Cover	3,230
Spread	3,044

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 2025 or earlier, NO MICROSOFT programs. All fonts (printer and screen) and graphic files must be included. All photos must be 300 dpi. 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 your account executive.

**All logos and text must be within the live area.*

600 W. Main Street, Fort Wayne, IN 46802 • 260.461.8671 • fortwayne.com