Fort Wayne Newspapers

2026 MEDIA KIT

600 West Main St., Fort Wayne, IN 46802

Created November 2024

NEWSPAPER

The Journal Gazette

OUR MISSION

The Journal Gazette believes in a best of class future for Fort Wayne. This was true 150 years ago and even more true today. Our dedicated multi-media staff — the largest in the region — works 24/7 to bring this belief to life by informing and inspiring the residents of Northeast Indiana in print and online.

OUR PHILOSOPHY

As the only media source that residents choose to pay for, we have a special bond with our readers that extends to our trusted advertising partners. We take this relationship with advertising partners seriously, choosing to create long term relationships where we can grow together to serve the needs of the Fort Wayne market.

OUR PLEDGE

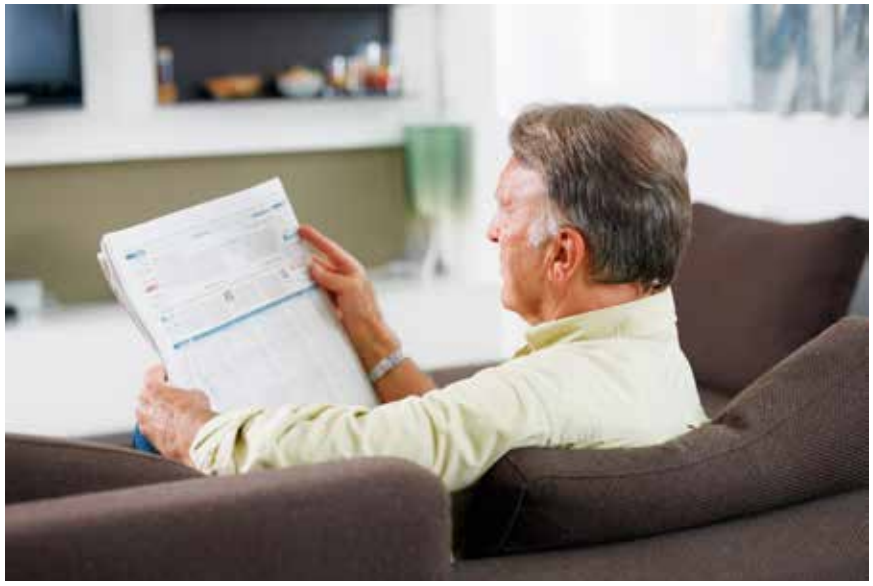
We want our advertising partners to be successful and will work hard to be as fair, transparent and supportive as possible.

CONTACT US

Advertising Director
Jenny Ernsberger
260-461-8671
jernsberger@kpcmedia.com

Emily Venderley
National Accounts Manager
260-461-8439
evenderley@fortwayne.com

600 W. Main St., Fort Wayne, IN 46802



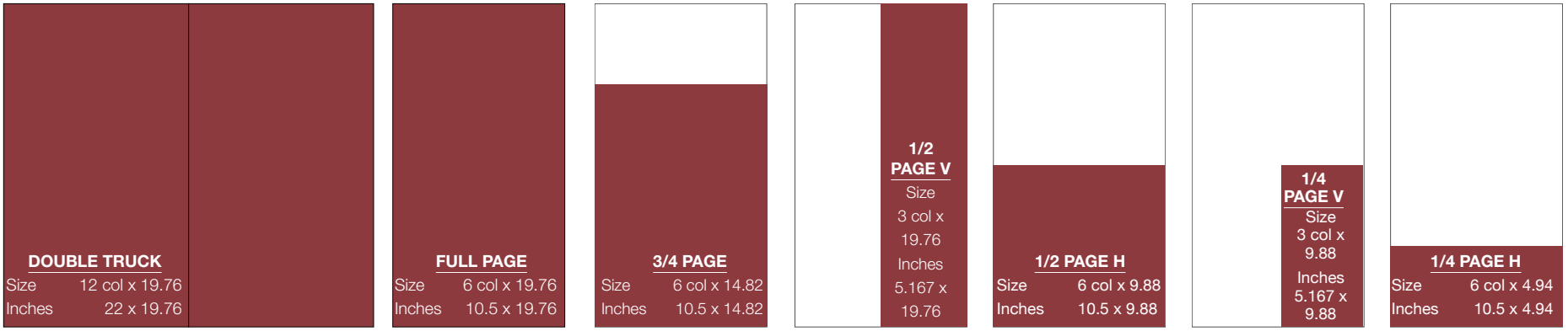
PROFILE OF THE JOURNAL GAZETTE READERS

	WEEKEND PRINT EDITION	DAILY PRINT EDITION
READERS	132,875	95,242
AVERAGE AGE	57	58
AGE BREAKOUT	42% BABY BOOMERS 32% GREATEST GENERATION 17% GEN X	38% BABY BOOMERS 37% GREATEST GENERATION 15% GEN X
COLLEGE GRAD +	22%	24%
OWN THEIR HOME	85%	87%
AVERAGE HOUSEHOLD INCOME	$72,045	$71,227
AVERAGE MARKET VALUE OF HOME	$191,985	$203,364

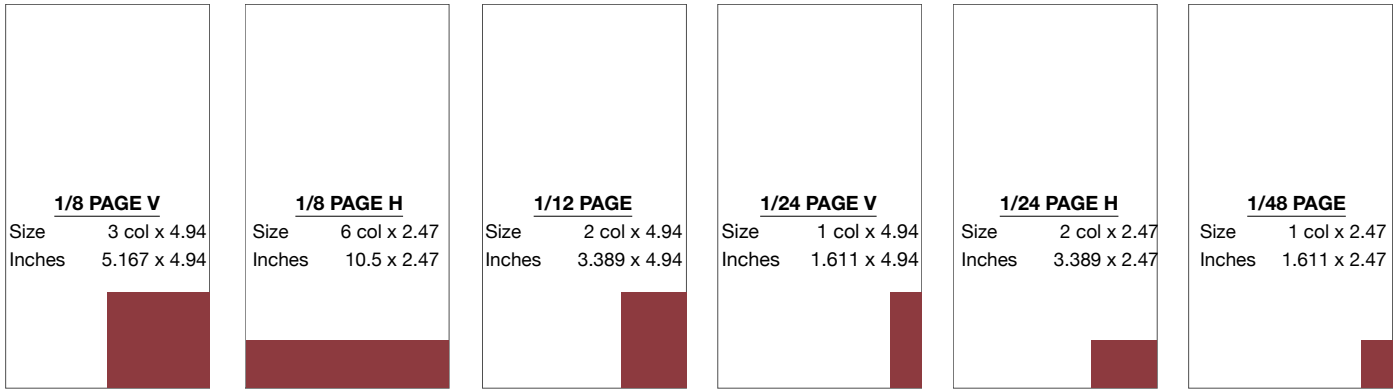
Source: Nielsen Scarborough Ft. Wayne, 2019 Release 1

MODULAR AD SIZES & BASE RATES

Frequency is key to any advertising strategy, so we at Fort Wayne Newspapers encourage it with our best incentives. Ask about our 4-, 8- and 13-week contracts that include discounts of up to 45%. Earn discounts of up to 60% by advertising multiple times in the same week.



Choose a publication day..... Choose a size							
Mon. or Tues.	$9,484.80	$4,552.71	$3,841.35	$2,560.90	$2,560..90	$1,316.02	$1,316.02
Wed., Thurs., Fri.	$11,856.00	$5,690.88	$4,801.68	$3,201.12	$3,201.12	$1,645.02	$1,645.02
Weekend Edition	$13,041.60	$6,259.97	$5,281.85	$3,521.24	$3,521.24	$1,809.52	$1,809.52



Choose a publication day..... Choose a size						
Mon. or Tues.	$675.80	$675.80	$450.53	$255.27	$255.27	$112.63
Wed., Thurs., Fri.	$844.74	$844.74	$563.16	$281.58	$281.58	$140.79
Weekend Edition	$929.22	$929.22	$619.48	$309.74	$309.74	$154.87

Rates apply only to the module ad sizes shown. Non module advertising is available at a premium. Additional frequency and commitment discounts are available for module ad sizes only. Color is included in all modular size rates.

National rates will be a 35 percent premium over the retail rates shown above.

CAMPAIGN REWARD PROGRAM

STEP ONE

Select the length of your ad campaign and receive rewards for scheduling up to 13 weeks at a time.

Commitment: 1 Week | Reward: Base Rate

Commitment: 4 Weeks | Reward: 25% Discount

Commitment: 8 Weeks | Reward: 35% Discount

Commitment: 13 Weeks | Reward: 45% Discount

*All campaigns of 4 weeks or more include 10,000 online impressions per week.

STEP TWO

Increase your rewards by scheduling multiple insertions per week.

Frequency: 1x per Week | Reward: Base Rate

Frequency: 2x per Week | Reward: 40% Discount

Frequency: 3x per Week | Reward: 50% Discount

Frequency: 4x per Week | Reward: 60% Discount

*All campaigns of 4 weeks or more include 10,000 online impressions per week.

EXAMPLE REWARD CALCULATION

1. Choose an ad size: i.e. ¼ page vertical ad
2. Choose a day of the week Base Price i.e. Wed., Thurs., Fri. insertion: $1,645.02
3. Choose consecutive week commitment: i.e. 8-weeks
   8-week discount: 35% ($575.76)
   Adjusted ad price: $1,069.26
4. Choose a frequency commitment: i.e. 2x per week 2x frequency discount: 40% ($427.70)
   Adjusted ad price per insertion $641.56

Total cost: $641.56 x 2 insertions x 8 weeks = $10,264.96

**Campaign Reward Program only applies to modular ad sizes.*

AD SIZES & NEWSPAPER PRINT SPECIFICATIONS

MECHANICAL MEASUREMENTS

RETAIL AND CLASSIFIED	
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 19.75”
DOUBLE TRUCK	22” x 19.75”

ROP TAB - 5 COLUMN LAYOUT	
Full Page	5 col (8.722”) x 10.25”
1/2 Page H	5 col (8.722”) x 5.125”
1/4 Page H	3 col (5.167”) x 4.25”
1/4 Page V	2 col (3.389”) x 6.375”
1/8 Page H	3 col (5.167”) x 2.125”
1/8 Page V	2 col (3.389”) x 3.1875”
Business Card	1 col (1.611”) x 2.5”
DOUBLE TRUCK	18.764” x 10.25”

ROP QUARTERFOLD COLUMN SIZES	
Full Page	2 col (4.75”) x 9.125”
2/3 Page H	2 col (4.75”) x 6”
1/3 Page H	2 col (4.75”) x 3”
1/6 Page V	1 col (2.325”) x 3”

Retail and classified sections are in a 6-column format.
Depths for retail- and classified-sized ads are from 1” to 19.75”. These measurements are the safe image area; the entire space is your ad space with no margin is required. There are no bleeds for newspaper publications.

Double-truck column width sizes shown include the gutter and can only pressrun in certain positions of the section layouts that contain a fold.

DISPLAY AD DEADLINES

DAY OF WEEK	SCHEDULING DEADLINE	FINAL AD PROOF
Monday	Thursday - 4pm	Friday - 4pm
Tuesday	Friday - 4pm	Monday - 4pm
Wednesday	Monday - 4pm	Tuesday - 4pm
Thursday	Tuesday - 4pm	Wednesday - 4pm
Friday	Wednesday - 4pm	Thursday - 4pm
Weekend Edition	Wednesday - 4pm	Friday - 4pm
Weekend Living	Monday - 4pm	Wednesday - 10am
Weekend Home	Wednesday - 4pm	Friday - 10am

DESIGN YOUR AD FOR NEWSPRINT PUBLICATION

Recommended quality standards

Print media such as newspapers and magazines differ in their production requirements. Adherence to these standards will ensure the best possible reproduction of your ad.

Black-and-white

Screen ruling: 110 lines per inch

Black-and-white halftone reproduction

- Black type with screened background, no greater than 30 percent screen is recommended.
- Reverse white type with screened background; 60 percent or greater screen recommended.

Process color:

CMYK (cyan, magenta, yellow, black plates)

- Minimum 6 point type size
- Minimum 10 point type size in reverse and avoid serif fonts
- Minimum 12 point type size process color reverse and avoid serif fonts

PDF export settings for camera ready art

- High quality print (preset)
- Compatibility Acrobat 5.0 (PDF 1.4)
- 220 dpi resolution
- 100% black (no RGB or rich black). Black text especially should NOT be percentages of all 4 colors for best reproduction

ADDITIONAL NEWSPAPER OPPORTUNITIES

FRONT PAGE ADVERTISING

	WEEKEND	DAILY
Top of page (6 col x 2 inches)	$3,500	$2,700
Bottom of page (6 col x 2 inches)	$3,000	$2,250

BIG BUCKS COUPON

1 MONTH INSERTION

1-Sided	**$ 725**
2-Sided	**$ 890**

COST PER MONTH: 3 MONTHS COMMITMENT

1-Sided	**$ 625**
2-Sided	**$ 780**

COST PER MONTH: 6 MONTHS COMMITMENT

1-Sided	**$ 550**
2-Sided	**$ 705**

COST PER MONTH: 12 MONTHS COMMITMENT

1-Sided	**$ 465**
2-Sided	**$ 620**

Coupon book inserted in The Journal Gazette, The Star, The Herald Republican and The News Sun on the first Friday and The Journal Gazette the second weekend edition every month. All pricing includes full color and an email blast.

BIG BUCKS	
Single Page	8.722" x 4.25"
Max. Coupon Size (always on right side of ad)	4.31" x 4"
Front Page	8.54" x 4.2"

SPECIAL SECTIONS/PAGES

SECTION/PAGE	PUBLICATION
NCAA March Madness brackets	March
Design an Ad	May
Senior Living Spring	May
Lakes #1	May
Lakes #2	June
Readers' Choice Nominations Tab	June
Lakes #3	July
Lakes #4	August
Readers' Choice Voting Top 5 Tab	August
Readers' Choice Winners Tab	September
Senior Living Fall	October
Holidayfest Tab	November
Veteran's Day Tab	November

DIGITAL

JOURNALGAZETTE.NET FORTWAYNE.COM

We know digital! Newsletters, ROS/Targeted impressions, social media, programmatic and video. We can do it all so let's build it together.

BUY THE NUMBERS

	JG.NET VISITORS (past 7 days)
READERS	38,517
AVERAGE AGE	48
AGE BREAKOUT	40% GEN X 36% BABY BOOMERS 15% MILLENNIALS
COLLEGE GRAD +	34%
OWN THEIR HOME	79%
AVERAGE HOUSEHOLD INCOME	$85,784
AVERAGE MARKET VALUE OF HOME	$189,964
58% digital content is accessed through a mobile device	25,449 average number of unique users per day
30,217 average number of sessions per day	69,808 average number of page views per day

DIGITAL ADVERTISING PACKAGES

PLATINUM
Home Page Takeover
125K ROS impressions: $2,300

GOLD
125K ROS Impressions
Online Sticky Note: $1,150

SILVER
25K Home Page Impressions
37.5K ROS impressions: $575

BRONZE
30K ROS Impressions: $360

**Customized digital packages are available at $10/CPM*

LEADERBOARD
A horizontal ad that appears second on the page sliders.

BIG BOX
A square ad that appears on the right side adjacent to content.

SKYSCRAPER
A vertical ad that appears adjacent to content.

MOBILE BOX
Corresponding mobile sizes for leaderboards, big boxes and skyscrapers.

ONLINE STICKY NOTE
A horizontal ad that appears only on The Journal Gazette homepage at the bottom of content.

DIGITAL ONLINE SIZES	
All sizes specified are in pixels.	
Big Box	300x250
Mobile for Big Box	320x100
Leaderboard	728x90
Mobile for Leaderboard	320x50
Skyscraper	160x600
Mobile for Skyscraper	320x100
Cube	160x90
Newsletter (static only)	320x100
Email Blast	600x900
Centro - 160x600, 300x250, 300x600, 320x50 & 728x90	

EMAIL BLAST SOLUTIONS

Supplement your print campaign while driving immediate response with Email blast solutions. Choose between Fort Wayne Newspapers Opt-In list or a targeted demographic specific list.

Fort Wayne Newspapers Opt-In list:

$630 per blast or $1,100 for two within 30 days.

22,000+ audience

Limited to one email blast per day

Fast turn-around from concept to execution

Engaged, community minded audience

Targeted Email blast: **$32 per thousand**

Hyper focused email list based on your preferences across dozens of demographic and behavioral data points.

Minimum 20,000 recipients per blast.

Guaranteed open rate of 8% or we will resend for free

BUILD YOUR OWN AUDIENCE WITH PROGRAMMATIC DIGITAL ADVERTISING OPTIONS

Target by audience, geography, search context or predictive behavior. Or simply insure visitors stay in the loop with retargeting efforts. You select your target. You select your budget. You select your timeline. Your campaign will be optimized on the fly so the target with the best response rates is the target you invest the majority of your budget. Delivered impressions and CPM will fluctuate based on the real time cost of inventory. Contact your account representative for a customized quote.

COMMERCIAL PRINTING

Fort Wayne Newspapers Commercial Printing offers comprehensive commercial media services for our clients locally and in the region designed to improve the look of your publications and give you the best results at a great value. We print broadsheets, tabloids, magazines and booklets on a variety of paper stocks. Big jobs, small jobs—they're all the right size for us.

Under the ownership of Ogden Newspapers, Fort Wayne Newspapers Commercial Printing specializes in affordable, high-quality, full-color printing on our TKS 7000CDH offset press. When the TKS 7000 was commissioned in 2007, it granted us the ability to achieve higher-quality print results with a tripling of color capacity.

Our services include:

- Commercial printing
- Newspaper printing
- Magazine printing
- Mail ink jetting
- Mail sorting
- Mail services fulfillment
- Catalog printing

Please ask for a customized quote for your job.

PRINT AND DELIVER

Solution #1: **PRINTSERT**

8 3/8" x 10 7/8"

Quantity	Price
10,000-19,999	**$132.25 CPM**
20,000-29,999	**$119.10 CPM**
30,000-49,000	**$91.75 CPM**
50,000-99,999	**$79.40 CPM**
100,000+	**$65.85 CPM**

FEATURES AND BENEFITS OF PRINTSERT PROGRAM:

- Custom designed to your specifications
- Full color printing
- Bleed available
- Two-sided
- 70# gloss text stock
- Delivered to the zip codes of your choice on Wednesday delivery dates
- Professional design team can create your advertising message free of charge

Solution #2: **FRONT PAGE NOTE**

3.5"x3.5"
(3"x3" image)

Quantity	Price
25,000-50,000	**$70.55 CPM**
50,001-100,000	**$64.50 CPM**

FEATURES AND BENEFITS OF FRONT PAGE NOTE PROGRAM:

- Custom designed to your specifications
- Full color printing
- Positioned to the front page where readers look first
- Easy-to-remove advertisement
- Printed on offset white paper
- Available Weekend edition through Friday
- Custom to your business message means driving customers to your location

Solution #3: **INSERT PROGRAM**

2 pg broadsheet/4 pg tab
50# bright paper
$79.75 CPM 50,000-74,999
$73.25 CPM 75,000-124,999
$54.25 CPM 125,000+

Bonus section - 4pg broadsheet
50# bright paper
$119.75 CPM 50,000-74,999
$110.00 CPM 75,000-124,999
$81.25 CPM 125,000+

Print, distribute and get results. That is what Fort Wayne Newspapers is offering with our special insert pricing. These premium newsprint inserts promote your business and are a great way to catch consumers' attention. These full-color inserts are available in two-page broadsheet, four-page tabloid, four-page broadsheet or eight-page tabloid sizes. This provides you with maximum exposure in the format that works best for you and your business. Take advantage of this opportunity for printing and distribution for one low cost.

Solution #4: **STANDBY JACKET**

2 pg broadsheet/4 pg tab
50# bright paper
$41.50 CPM*

STANDBY JACKETS

Our most economical solution is printed on bright white paper and utilized as a jacket for other inserts. The outermost position gives you maximum exposure. You can designate a 2 to 4 week window for distribution. We then distribute the insert jacket as needed.

**Minimum 100,000/month.*

PREPRINTS

LOCAL RATES

PREPRINT	WEEKEND/HOLIDAY	DAILY (Except Wed)	WED
Single Sheet	**$57.25**	**$55.25**	**$56.25**
2 STD/4-6 TAB/8-12 mini	**$76.50**	**$73.50**	**$75.25**
4 STD/8-10 TAB/16-20 mini	**$90.75**	**$87.25**	**$89.00**
6 STD/12-14 TAB/24-28 mini	**$96.75**	**$93.00**	**$95.00**
8 STD/16 TAB/32 mini and up	**$108.00**	**$102.75**	**$105.00**

Approved art due 2 weeks prior to insertion date.

Insert dates available Wednesdays, Thursdays, Fridays and Weekend edition and are full run.

The minimum cardstock size 6" x 9".

The minimum single sheet size 8.5" x 11". The minimum envelope is #10.

DISTRIBUTION AREA

MAGAZINES

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

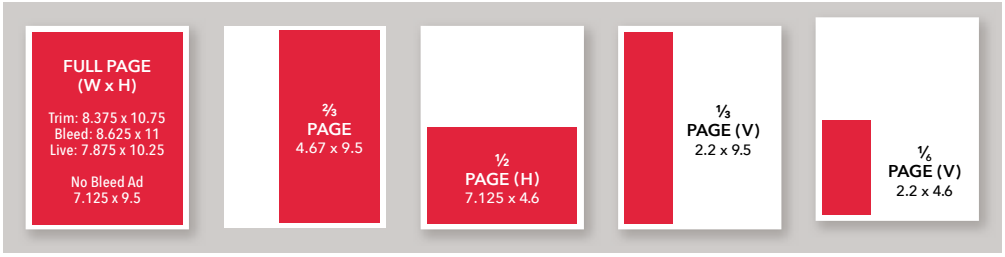
JANUARY & APRIL RATES

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 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.



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

EVENT MARKETING

Bridal
EXTRAVAGANZA

BRIDAL EXTRAVAGANZA BOOTH

(1) 10' x 10' booth *per business* (pipe & drape, table, 2 chairs)
includes inside page in Digital Bridal Planner..... $575

PACKAGE ADD-ONS (BOOTH PURCHASE REQUIRED)

Electricity..... $35
Corner booth..... $75
Extra booth .....$350 each
Link on bridal website $100

Fort Wayne Newspapers Bridal Extravaganza is an afternoon event filled with a fashion show, Dream Day giveaways, vendors and fun designed to help brides plan the wedding day of their dreams. Newly engaged couples will have the opportunity to see the latest wedding trends that Fort Wayne and the surrounding communities have to offer. They can find all the vendors they are looking for in one place! Each vendor will receive a list of all our registered brides, so you can follow up with each couple you met at the show.

Photo Credit: The Journal Gazette

The first 250 brides to purchase tickets will receive a link prior to the show with access to the digital planner. Advertising in the Digital Bridal Planner is ONLY available to vendors participating in the Bridal Extravaganza. A full-page, full color ad in the Bridal Planner is included with the cost of the event.

Full inside planner page: 7.25" wide by 10" high, no bleed.

Material specifications: CMYK (one color black), 300 dpi, pdfs preferable.

BUSINESS WEEKLY

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.

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.*

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.

Welcome to

Rates effective November 2025

Greater Fort Wayne Business Weekly

2026 Media Information

260/426-2640
fwbusiness.com