

FORTWAYNE

2025



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: November 20, 2024

*Due to expanded distribution, special ad rates apply



FEBRUARY

Cover Story: **Food**
Ad close: December 18, 2024

MARCH

Cover Story: **Education**
Ad close: January 15, 2025

APRIL

Cover Story: **City Guide**
Ad close: February 12, 2025

*Due to expanded distribution, special ad rates apply



MAY

Cover Story: **Homes**
Ad close: March 12, 2025

JUNE

Cover Story: **Black Lives Matter**
Ad close: April 16, 2025

JULY

Cover Story: **Disability Pride**
Ad close: May 14, 2025

AUGUST

Cover Story: **Savor**
Ad close: June 18, 2025

SEPTEMBER

Cover Story: **Best of**
Ad close: July 16, 2025

OCTOBER

Cover Story: **Arts**
Ad close: August 21, 2025

NOVEMBER

Cover Story: **Gratitude**
Ad close: September 13, 2025

DECEMBER

Cover Story: **People of the Year**
Ad close: October 15, 2025

**ANNUAL
PUBLICATION:**

WEDDINGS

Ad close: December 18, 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	2,690	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.

