The best magazine in Indiana.

**Mission:**

*Indianapolis Monthly* is the city’s most authoritative and respected general-interest magazine, providing 200,000 loyal monthly readers with compelling stories and smart, lively service pieces. The award-winning magazine not only reflects the interests of Indianapolis, but also sparks conversation with its coverage of politics, sports, crime, lifestyle, entertainment, restaurants, culture, business, and the big personalities that make the Circle City go ‘round. *IM* strives for editorial excellence in every facet of its storytelling, from the whip-smart departments to the bold photography and design, and aims to surprise, delight, and inform.
### PRIMARY READER PROFILE

#### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Gender</th>
<th>66% Female</th>
<th>34% Male</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>81% of Subscribers have a household income of $100,000+</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>College</th>
<th>95% Graduated/Attended college</th>
</tr>
</thead>
</table>

| Postgraduate Degree | 33% Have a postgraduate degree |

<table>
<thead>
<tr>
<th>Subscribers</th>
<th>42% of subscribers have a net worth of $750,000+</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Household Earnings</th>
<th>Average annual household income $194,210</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Average subscriber age 53 years old</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Home Value</th>
<th>25% of subscribers have a home value of $400,000+</th>
</tr>
</thead>
</table>

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#### READERSHIP

Magazines engage people like no other medium. This relationship enhances the credibility of the advertising environment, causing consumers to take action.

The average subscriber has subscribed for more than 5 years and refers to each issue an average of 4 times.

<table>
<thead>
<tr>
<th>Subscribers</th>
<th>83% of subscribers read four out of the last four issues.</th>
</tr>
</thead>
</table>

#### DID YOU KNOW?

Magazines show the **HIGHEST** Return on Advertising Spending (ROAS), with an average return of $3.94 for every dollar spent on advertising.

Indianapolis Monthly is the MUST-READ for sophisticated and aspirational consumers, and a MUST-BUY for the advertisers who want to reach this market in Indianapolis.

The following profile is based on a 2019-2020 Circulation Verification Council study.

SUBSCRIBERS IN ACTION

94% OF SUBSCRIBERS HAVE PURCHASED PRODUCTS OR SERVICES FROM ADS SEEN IN THE MAGAZINE.

- 58% attend food/drink events
- 56% attend theater/opera/symphony/dance performances
- 54% visit bars/clubs
- 52% visit art galleries/museums
- 50% attend professional or college sporting events
- 45% dine at full-service restaurants a minimum of six times a month
- 43% attend charity events
- 21% travel for pleasure a minimum of six times per year

AT HOME

- 81% own their principal residence
- 25% have a home value of $400K or more

ON THE JOB

Of the employed Indianapolis Monthly subscribers...

- 35% are business owners
- 32% are managers
- 29% serve on a board of directors

LIFESTYLE

- 88% enjoy dining out
- 77% enjoy traveling
- 67% enjoy cooking
- 64% enjoy exercising/healthy living
- 57% enjoy outdoor activities (hiking, biking, walking, etc.)
- 52% enjoy attending sporting events
- 51% enjoy going to museums/historical sites
- 46% enjoy volunteering/community Service
- 45% enjoy gardening
- 20% enjoy continuing education

In the next year...

- 89% plan to invest in dining and entertainment
- 85% plan to take a trip or vacation within the U.S.
- 76% plan to buy furniture/home furnishings
- 55% plan to buy lawn and garden supplies
- 52% plan to do a home remodeling project
- 35% plan to invest in the services of a financial planner
- 30% plan to buy jewelry
- 28% plan to buy or lease a car, SUV, or truck
- 18% plan to invest in education/classes

Circulation Verification Council 2019-2020
## 2021 Calendar

### January
- **Space Reservation:** 11/16
- **Materials Deadline:** 11/20
- **On Newsstands:** 12/25

**Editorial:**
- Coffee

**Advertising:**
- Indiana Bride
- Financial Success

**Events:**
- Winter Bridal Show

### February
- **Space Reservation:** 12/15
- **Materials Deadline:** 12/17
- **On Newsstands:** 1/29

**Editorial:**
- School Guide
- Exclusive Cosmetic Procedures
- Top Realtor Profiles

**Advertising:**
- Top Doctors

**Events:**
- Winter Bridal Show

### March
- **Space Reservation:** 1/14
- **Materials Deadline:** 1/20
- **On Newsstands:** 2/26

**Editorial:**
- Golf Courses
- New Homes & Developments
- Faces of Indy – Advertorial

**Advertising:**
- Educational Options
- Top Doctor Profiles

**Events:**
- Winter Bridal Show

### April
- **Space Reservation:** 2/16
- **Materials Deadline:** 2/22
- **On Newsstands:** 3/26

**Editorial:**
- State of the College
- Orthopedic Surgery
- Outdoor Living

**Advertising:**
- Top Dentists

**Events:**
- Winter Bridal Show

### May
- **Space Reservation:** 3/15
- **Materials Deadline:** 3/22
- **On Newsstands:** 4/30

**Editorial:**
- Downtown Indianapolis
- Travel
- Decorators’ Show House

**Advertising:**
- Top Dentists

### June
- **Space Reservation:** 4/14
- **Materials Deadline:** 4/20
- **On Newsstands:** 5/5

**Editorial:**
- Renovate or Relocate
- Alternative Medicine

**Advertising:**
- Top Dentists

### July
- **Space Reservation:** 5/14
- **Materials Deadline:** 5/20
- **On Newsstands:** 6/28

**Editorial:**
- Venue Guide
- Pets
- Medical Guide

**Advertising:**
- Top Dentists

### August
- **Space Reservation:** 6/14
- **Materials Deadline:** 6/21
- **On Newsstands:** 7/30

**Editorial:**
- College Guide
- Retirement Planning

**Advertising:**
- Top Dentists

### September
- **Space Reservation:** 7/14
- **Materials Deadline:** 7/20
- **On Newsstands:** 8/27

**Editorial:**
- Private Education
- Drink Guide
- Senior Living

**Advertising:**
- Top Dentists

### October
- **Space Reservation:** 8/16
- **Materials Deadline:** 8/20
- **On Newsstands:** 9/24

**Editorial:**
- Cosmetic Procedures
- Winterize Your Home

**Advertising:**
- Top Dentists

### November
- **Space Reservation:** 9/14
- **Materials Deadline:** 9/20
- **On Newsstands:** 10/29

**Editorial:**
- Educational Options
- Top Doctor Profiles

**Advertising:**
- Top Dentists

### December
- **Space Reservation:** 10/14
- **Materials Deadline:** 10/20
- **On Newsstands:** 11/26

**Editorial:**
- Salons & Spas
- Top Dentists

**Advertising:**
- Top Dentists

All content subject to change.
Indianapolis Monthly’s HOME special publication showcases top design trends, covetable products, and beautiful spaces, crafted by some of Central Indiana’s premier builders, designers, and landscape architects.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.

**THE TICKET**

We offer an authoritative look at everything from improv Shakespeare to ballet, gallery happenings, major music events, and much more that unfold from September through December. Readers will want to keep this arts-and-culture guide all season long.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.

**SHOPS**

For the last word on Indy’s shopping scene and detailed descriptions of hundreds of stores, readers turn to the ultimate resource: Shops.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.
With a new website that debuted in 2019, our clean, uncluttered site and selective ad inventory increases visibility for ads and promotes higher response.

MONTHLY PAGE VIEWS
255,000+

MONTHLY SITE VISITS
170,550+

With three growing social media accounts, Indianapolis Monthly is able to partner on creative messaging to connect directly with viewers in a variety of digital areas.

TWITTER FOLLOWERS @INDYMONTLY
71,600+

INSTAGRAM FOLLOWERS @INDYMONTLY
34,200+

FACEBOOK FOLLOWERS @INDIANAPOLISMONTHLY
19,486+

Reach an engaged audience as a sponsored advertiser of one of our newsletters or by sending a custom email to one of our targeted lists.

NEWSLETTER SPECIFICATIONS

- The Dish, The Ticket, and The Buzz sponsors should provide a 300 x 250 rectangle and URL link that points to relevant content.
- Custom emails are sent using creative supplied by clients (600 pixels wide max by a reasonable height) or produced for you by our digital team at no additional charge. Please include a URL link and a preferred subject line to go with your custom email art.

DID YOU KNOW?

Our average open rate of 25% and click-through rate of 5% are above or equal to industry averages of 22% and 5%, respectively.

Sources: GeoStation (IM) and Epsilon and Direct Marketing Association Email Experience Council Q2 2011 North America Email Trends and Benchmarks Results
ONLINE READER DEMOGRAPHICS

OVER 50% OF IMF SITE USERS ARE BETWEEN AGES 25-52 YEARS OLD

AUDIENCE
FEMALE 60%  MALE 40%

SPONSORED CONTENT SERIES

- 2 Sponsored Articles released over a selected month.
- Promotion (during month of series)
  - 50K ROS display ads
  - 2 boosted Facebook posts for articles
  - Homepage navigation bar feature for one month
- Price: $2,500

Notes:
- Pricing based on Sponsor providing content and light editing to ensure high-quality writing and alignment with audience.
- Articles remain live on site for 12 months maximum.

À LA CARTE WEB PRODUCTS

DISPLAY ADS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>MONTHLY RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>RUN-OF-SITE</td>
<td>970 x 90, 728 x 90, 300 x 250, 320 x 50, 300 x 600</td>
<td>$500</td>
</tr>
<tr>
<td>TARGETED ADS</td>
<td></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

EMAIL PROGRAMS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>RATE PER SEND*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWSLETTER AD</td>
<td>300 x 250</td>
<td>$500</td>
</tr>
<tr>
<td>CUSTOM EMAIL</td>
<td>600 x 800</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Rates are subject to change at publication's discretion.

Source: Google Analytics, September 2020
Digital Advertising Bundles with *Indianapolis Monthly* are an excellent value option to get your message in front of as many different online audiences as possible. The 360° approach of IndianapolisMonthly.com display advertisements, email newsletters, social media, and custom emails is certain to attract business. For more information or more details on pricing, please contact Keith Phillips at 317-684-8320 or keith@indianapolismonthly.com.

**TRAFFIC DRIVER SPONSORSHIP**

This unique product allows our partner to earn the best bang for their buck with a 360° approach. This multi-platform program includes display ads, e-newsletter marketing, and a custom email. *Limited availability.*

**WHAT’S INCLUDED**

- **Run-of-Site Ad** – These ad positions serve across all IndianapolisMonthly.com pages.
- **Ad in Choice of E-Newsletter** – Receive an industry-exclusive placement in one e-newsletter sent to our engaged email subscribers. Average open rate: 25%
- **Custom Email** – Own all elements of this dedicated email—all creative and click-through URL(s), plus the subject line—that will go out to 8,000+ engaged subscribers. Sent out every Monday and Thursday. Check with your account executive for available send dates.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>DELIVERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run-of-Site Advertisements</td>
<td>970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600</td>
<td>1 month</td>
</tr>
<tr>
<td>Ad in Choice of E-Newsletter</td>
<td>300 x 250</td>
<td>1 email send</td>
</tr>
<tr>
<td>Custom Email</td>
<td>600 x 800-1,000</td>
<td>1 email send</td>
</tr>
</tbody>
</table>

Total investment: $1,600*  
À la carte value: $2,500  
Estimated impressions: 55,000+

**"THE DISH" SPONSORSHIP**

This unique product allows our partner to target the dining content area on IndianapolisMonthly.com with a mix of display advertising and e-newsletter marketing. *Limited availability.*

**WHAT’S INCLUDED**

- **“The Dish” Sponsorship** – All ads will be featured on The Dish section of the website.
- **Ads in “The Dish” E-Newsletter** – Placement in two available e-newsletters sent to our engaged email subscribers. Average open rate: 25%
- **Run-of-Site Ads** – These ad positions serve across all IndianapolisMonthly.com pages
- **Custom Email** – Own all elements of this dedicated email—all creative and click-through URL(s), plus the subject line—that will go out to 9,000+ engaged subscribers. Sent out every Monday and Thursday. Check with your account executive for available send dates.

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<tbody>
<tr>
<td>Dining Sponsorship</td>
<td>970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600</td>
<td>1 month</td>
</tr>
<tr>
<td>The Dish E-Newsletter</td>
<td>300 x 250</td>
<td>2 email sends</td>
</tr>
<tr>
<td>Run-of-Site Advertisements</td>
<td>970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600</td>
<td>1 month</td>
</tr>
<tr>
<td>Custom Email</td>
<td>600 x 800-1,000</td>
<td>1 email send</td>
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Total investment: $2,000*  
À la carte value: $4,000  
Estimated impressions: 65,000+

**"THE BUZZ" SPONSORSHIP**

This multi-platform product allows our partner to target “The Buzz” blog and our buzz-worthy weekly e-newsletter. This includes a mix of display advertising and e-mail marketing. *Limited availability.*

**WHAT’S INCLUDED**

- **“The Buzz” Sponsorship** – All ads will be featured on “The Buzz” section of the website, which includes Indy- and Indiana-centric features, timely blog posts, and dynamic photo galleries. This content is frequently visited and widely shared.
- **Ads in “The Buzz” E-Newsletter** – Placement in two “The Buzz” e-newsletters. Average open rate: 25%
- **Run-of-Site Ads** – These ad positions serve across all IndianapolisMonthly.com pages
- **Custom Email** – Own all elements of this dedicated email—all creative and click-through URL(s), plus the subject line—that will go out to 9,000+ engaged subscribers. Sent out every Monday and Thursday. Check with your account executive for available send dates.

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<tbody>
<tr>
<td>The Buzz Sponsorship</td>
<td>970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600</td>
<td>1 month</td>
</tr>
<tr>
<td>The Buzz E-Newsletter</td>
<td>300 x 250</td>
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Total investment: $2,000*  
À la carte value: $4,000  
Estimated impressions: 65,000+

*Rates are subject to change at publication’s discretion.

**WEB SPECIFICATIONS**

Display ad files must be saved as 72 dpi in the following sizes:

- **Rectangle:** 300 x 250 px
- **Leaderboard:** 320 x 50 px
- **Super-Leaderboard:** 970 x 90 px
- **Skyscraper:** 970 x 250 px

Please include a click-through link to which to direct the ad. Ad files must be under 50kb in size.

Custom email files must be saved as 72 dpi with a 600 px width and a height range of 800-1,000 pixels.

Please include a click-through link to which to direct the ad and a preferred subject line that concisely explains your email’s purpose.

**WHY ADVERTISE ONLINE WITH US?**

We provide clients with feedback on advertisement performance during the campaign. As an example, if a campaign is not performing well, we can quickly revamp a brand’s creative (free of charge) to optimize a campaign.