

Indianapolis

MONTHLY



2020 PRINT & DIGITAL MEDIA KIT

317.237.9288 • IndianapolisMonthly.com
40 Monument Circle, Suite 500, Indianapolis, IN 46204

   @IndyMonthly

ABOUT US

The best magazine in Indiana.

Mission:

Indianapolis Monthly is the city's most authoritative and respected general-interest magazine, providing more than **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.



Indianapolis
MONTHLY

PUBLISHED
MONTHLY

READERSHIP
200,000+

AUDITED
37,000

Source: Circulation
Verification Council 2019

Indianapolis
MONTHLY.com

MONTHLY PAGE VIEWS
335,975+

MONTHLY SITE VISITS
128,861+

TWITTER FOLLOWERS
71,900+

INSTAGRAM FOLLOWERS
30,000+

FACEBOOK FOLLOWERS
17,964+

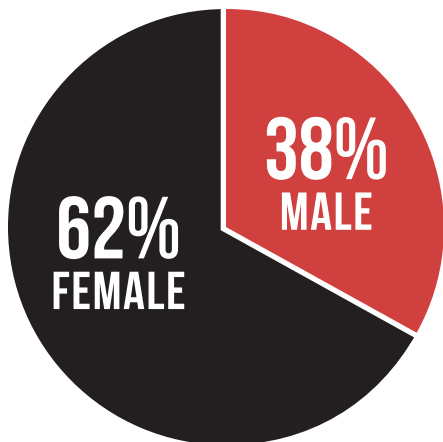
Updated November 2019



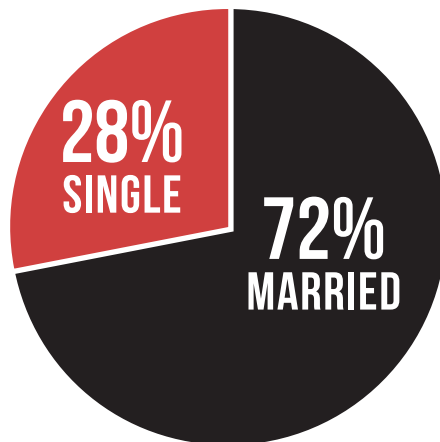
PRIMARY READER PROFILE

DEMOGRAPHICS

GENDER*



MARITAL STATUS



AVERAGE SUBSCRIBER NET WORTH

\$1,160,000

AVERAGE ANNUAL HOUSEHOLD INCOME

\$193,887*

AVERAGE INVESTMENT PORTFOLIO

\$852,000

AVERAGE SUBSCRIBER AGE

53 YEARS OLD*

Based on the latest available data from Ipsos Mendelsohn
*Circulation Verification Council 2019



AVERAGE SUBSCRIBER HOME VALUE

\$334,000



89% GRADUATED/ATTENDED COLLEGE*

25% HAVE A POSTGRADUATE DEGREE*

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**.

2.3

AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD

60 MINUTES

AVERAGE TIME SPENT READING EACH ISSUE

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.**

Yes, Advertising Works. Now, What's My ROAS Across Media Platforms? Study, Nielsen Catalina Solutions (NCS) 2016



PRIMARY READER PROFILE

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 the latest data by Ipsos Mendelsohn, one of the country's top qualitative-research companies.



SUBSCRIBERS IN ACTION

94% OF SUBSCRIBERS TOOK ACTION AS A RESULT OF READING THE MAGAZINE IN THE LAST YEAR.

- **74%** dined in a restaurant.
- **73%** frequently purchase products or services from advertisements in the magazine.*
- **69%** discussed something read in the magazine.
- **56%** passed the magazine along to a friend.
- **48%** shopped at a specific store.
- **41%** recommended a restaurant, product, store, or service.
- **25%** used dining and/or calendar listings to make reservations.
- **23%** used travel information for vacations, weekend, or day trips.

AT HOME

- **96%** own their principal residence.
- **35%** own a second home with an average value of \$365,000.
- **25%** used home-remodeling services in the past year, spending an average of \$5,299.

LIFESTYLE

- **82%** find restaurant ads helpful when planning to dine out.
 - **61%** dined out 5+ times per month, **24%** dined out 10+ times per month.
- In the past year...
- The average subscriber spent **\$1,184** at fine-dining restaurants.
 - **69%** used the services of an area hospital.
 - **61%** attended concerts, arts/culture events, dance, ballet, and/or live theater.
 - **51%** purchased jewelry or fine writing instruments, spending an average \$1,139.
 - **41%** paid K-12 tuition in the past year.
 - **1.9** average vehicles purchased.

ON THE JOB

Of the employed *Indianapolis Monthly* subscribers...

- **69%** are in professional or managerial positions.
- **21%** are business owners or partners.
- **18%** serve on a charitable board of directors.

IN THE FUTURE*

In the next year...

- **89%** plan to invest in dining and entertainment.
- **76%** plan to buy furniture/home furnishings.
- **71%** plan to invest in vacations and/or travel.
- **56%** plan to join a health club or exercise class.
- **43%** plan to buy lawn and garden supplies.
- **35%** plan to use a financial planner.
- **34%** plan to invest in home improvement.
- **30%** plan to buy jewelry.
- **18%** plan to invest in education/classes.

*Circulation Verification Council 2019



2020 CALENDAR

	EDITORIAL	ADVERTISING	EVENTS
JANUARY Space Reservation: 11/14 Materials Deadline: 11/18 On Newsstands: 12/25	Dive Bars	<ul style="list-style-type: none"> • Bride • Surgical Procedures 	<ul style="list-style-type: none"> • Winter Bridal Show
FEBRUARY Space Reservation: 12/16 Materials Deadline: 12/18 On Newsstands: 1/29	Dogs	<ul style="list-style-type: none"> • School Guide • Heart Health • Top Realtor Profiles 	
MARCH Space Reservation: 1/14 Materials Deadline: 1/17 On Newsstands: 2/26	New Must-Haves	<ul style="list-style-type: none"> • Summer Camps • Faces of Indy - Advertorial 	
APRIL Space Reservation: 2/14 Materials Deadline: 2/20 On Newsstands: 3/26	Best Restaurants	<ul style="list-style-type: none"> • Adult Learning • Top Doctors for Women • What the Home Pros Know 	<ul style="list-style-type: none"> • Best Restaurants
MAY Space Reservation: 3/16 Materials Deadline: 3/20 On Newsstands: 4/30	The Future of the 500	<ul style="list-style-type: none"> • Regional Dining/Summer Travel • Decorators' Show House 	
JUNE Space Reservation: 4/15 Materials Deadline: 4/22 On Newsstands: 5/28	Indy Bicentennial	<ul style="list-style-type: none"> • Home Furnishings • Hometown Stories • Indianapolis Bicentennial 	
JULY Space Reservation: 5/14 Materials Deadline: 5/19 On Newsstands: 6/25	Fried Chicken	<ul style="list-style-type: none"> • Medical Guide • Venue Guide 	
AUGUST Space Reservation: 6/15 Materials Deadline: 6/19 On Newsstands: 7/30	Our Favorite Homes and Rooms	<ul style="list-style-type: none"> • College Guide • Extraordinary Women • Fall Travel 	<ul style="list-style-type: none"> • Autumn Bridal Show
SEPTEMBER Space Reservation: 7/14 Materials Deadline: 7/20 On Newsstands: 8/27	Pizza!	<ul style="list-style-type: none"> • Bride • Private Education • Home-A-Rama 	<ul style="list-style-type: none"> • Home-A-Rama
OCTOBER Space Reservation: 8/14 Materials Deadline: 8/20 On Newsstands: 9/24	Camping	<ul style="list-style-type: none"> • Cosmetic Procedures • Senior Living • Smart Homes 	
NOVEMBER Space Reservation: 9/16 Materials Deadline: 9/18 On Newsstands: 10/29	Top Doctors	<ul style="list-style-type: none"> • Educational Options • Top Doctor Profiles • Home Trends 	<ul style="list-style-type: none"> • Top Doctors
DECEMBER Space Reservation: 10/14 Materials Deadline: 10/20 On Newsstands: 11/26	Best of Indy	<ul style="list-style-type: none"> • Automotive • Spirit of Giving • Top Dentists 	

All content subject to change.



SPECIAL PUBLICATIONS CALENDAR



CITY GUIDE

Space Reservation: TBD
 Production Ads Due: TBD
 Camera-Ready Ads Due: TBD
 February Delivery

This guide includes detailed information on the basics of creating a life in Indy, such as neighborhoods, schools, healthcare, and essential services. Readers will also learn about what makes Indy special, with attractions, sports, restaurants, and more!

Distribution: *City Guide* is distributed via Realtors and real estate companies.



HOME

Space Reservation: 3/25
 Production Ads Due: 4/1
 Camera-Ready Ads Due: 4/3
 April Delivery

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

Space Reservation: 7/30
 Production Ads Due: 8/3
 Camera-Ready Ads Due: 8/7
 September

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 2018. 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

Space Reservation: 10/16
 Production Ads Due: 10/20
 Camera-Ready Ads Due: 10/22
 November Delivery

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.



DIGITAL OVERVIEW

INDIANAPOLISMONTHLY.COM

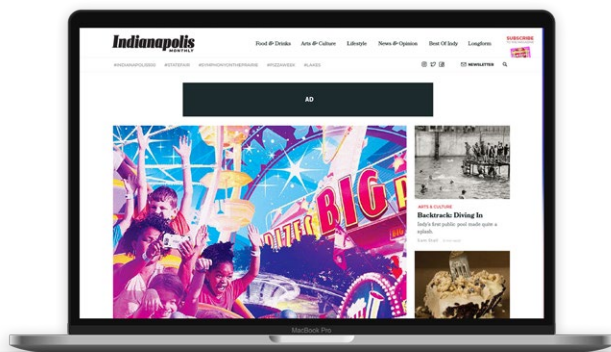
With a new website that debuted in 2019, our clean, uncluttered site and selective ad inventory increases visibility for ads and promotes higher response.

MONTHLY PAGE VIEWS

335,975+

MONTHLY SITE VISITS

128,861+



SOCIAL MEDIA

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.



71,900+

TWITTER FOLLOWERS
@INDYMONTHLY



30,000+

INSTAGRAM FOLLOWERS
@INDYMONTHLY



17,964+

FACEBOOK FOLLOWERS
@INDIANAPOLISMONTHLY

E-NEWSLETTERS

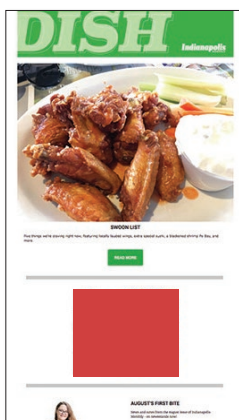
Reach an engaged audience as a sponsored advertiser of one of our newsletters or by sending a custom email to one of our targeted lists.

NEWSLETTER TYPES

NEWSLETTER	LIST SIZE*	FREQUENCY
THE DISH DINING	14,582	WEEKLY
THE BUZZ NEWS	11,570	WEEKLY
THE TICKET ARTS/CULTURE	16,909	MONTHLY
CUSTOM EMAIL TYPE	LIST SIZE*	
EXCLUSIVE EVENTS + SPECIAL OFFERS	14,605	
BRIDE + EXCLUSIVE EVENTS	14,582	

*Updated October 2019

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 6%** are above the 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



DIGITAL OVERVIEW

ONLINE READER DEMOGRAPHICS

TOP CONTENT PAGES

HOMEPAGE
BEST RESTAURANTS
LONGFORM
DINING
TOP DOCS

DEVICE TYPE USED

MOBILE 56% DESKTOP 37% TABLET 7%

OVER 50% OF /M SITE
USERS ARE BETWEEN AGES
25-44 YEARS OLD

AUDIENCE

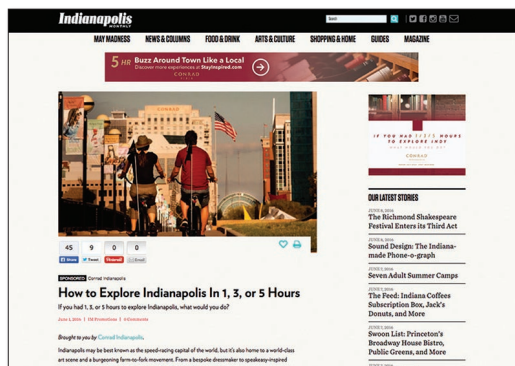
FEMALE 51% MALE 49%

TOP USER INTERESTS

ARTS & ENTERTAINMENT
NEWS & POLITICS
FOOD & DINING
TRAVEL & HOTELS
HOME DÉCOR & REAL ESTATE

Source: Google Analytics, October 2018

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

TYPE	DIMENSIONS	MONTHLY RATE*
RUN-OF-SITE	970 x 90, 728 x 90, 300 x 250,	\$500
TARGETED ADS	970 x 250, 320 x 50, 300 x 600	\$1,000

EMAIL PROGRAMS

TYPE	DIMENSIONS	RATE PER SEND*
NEWSLETTER AD	300 x 250	\$500
CUSTOM EMAIL	600 x 800	\$1,500

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



DIGITAL ADVERTISING OPPORTUNITIES

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.

PRODUCT	SIZE	DELIVERY
RUN-OF-SITE ADVERTISEMENTS	970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600	1 month
AD IN CHOICE OF E-NEWSLETTER	300 x 250	1 email send
CUSTOM EMAIL	600 x 800-1,000	1 email send

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.

PRODUCT	SIZE	DELIVERY
DINING SPONSORSHIP	970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600	1 month
THE DISH E-NEWSLETTER	300 x 250	2 email sends
RUN-OF-SITE ADVERTISEMENTS	970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600	1 month
CUSTOM EMAIL	600 x 800-1,000	1 email send

Total investment: \$2,000*

À la carte value: \$4,000

Estimated impressions: 70,000+

“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 email 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.

PRODUCT	SIZE	DELIVERY
THE BUZZ SPONSORSHIP	970 x 90, 728 x 90, 300 x 250, 970 x 250, 320 x 50, 300 x 600	1 month
THE BUZZ E-NEWSLETTER	300 x 250	2 email sends
RUN-OF-SITE ADVERTISEMENTS	970 x 90, 728 x 90, 300 x 250, 320 x 50, 970 x 250, 300 x 600	1 month
CUSTOM EMAIL	600 x 800-1,000	1 email send

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 **Skyscraper:** 300 x 600 px
Leaderboard: 728 x 90 px **Mobile Banner:** 320 x 50 px
Super-Leaderboard: 970 x 90 px **Full Leaderboard:** 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.



SPECIFICATIONS & FILE REQUIREMENTS

MECHANICAL REQUIREMENTS

TRIM SIZE: 8 x 10.5

PRINTING PROCESS: Web Offset

BINDING: Perfect Bound

AD FILE TYPE: PDF

AD COLOR: CMYK

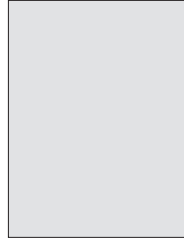
LINE SCREEN: 133

STANDARD ADVERTISING SIZES



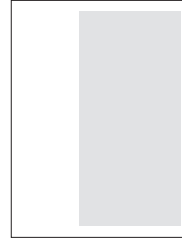
TWO-PAGE SPREAD

Bleed: 16.25" x 10.75"
Trim: 16" x 10.5"



FULL PAGE

Bleed: 8.25" x 10.75"
Trim: 8" x 10.5"
Live Area: 7.5" x 10"



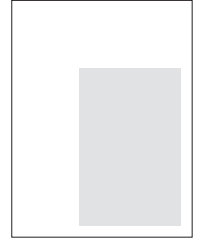
2/3 PAGE

4.5" x 9.5"



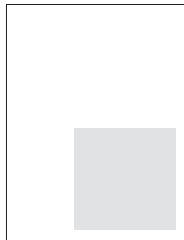
1/2 HORIZONTAL

7" x 4.5"



1/2 VERTICAL

4.5" x 7"



1/3 SQUARE

4.5" x 4.5"



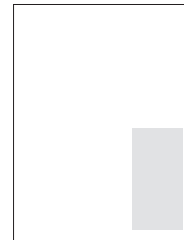
1/3 VERTICAL

2.25" x 9.5"



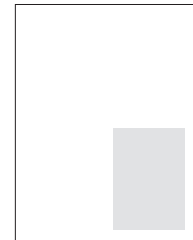
1/6 HORIZONTAL

4.5" x 2.25"



1/6 VERTICAL

2.25" x 4.5"



1/4 MARKETPLACE

3.5" x 4.5"

DIGITAL FILE REQUIREMENTS

- *Indianapolis Monthly* recommends the PDF format for the submission of advertising. We do, however, accept files in the native format of InDesign, Illustrator or Photoshop. These files need to be packaged, collected or flattened to ensure all required materials are present for proper output.
- All files received MUST BE MacIntosh-compatible. They will be returned to the client if not.
- All files must be accompanied with a color proof. If one is not provided, *Indianapolis Monthly* cannot guarantee desired color will be matched. If a color proof is requested, one will be made at a cost of \$30 each.
- *Indianapolis Monthly* is not responsible for output errors or inconsistencies in ads received without a high-resolution color proof.
- Image resolution must be no lower than 200 dpi up to 300 dpi – which is ideal.
- Ads can be submitted in the following ways:
 - Through Dropbox, WeTransfer, Google Drive, etc. via sharable link. Make sure to share the link with the email address mmaguire@indianapolismonthly.com.
 - Via email to mmaguire@indianapolismonthly.com for files that are less than 10MB in size. Make sure to copy in your account executive.
 - On a disk that is sent or given to your account executive.
 - Posted to our FTP site. Your account executive can provide FTP information upon request.

PRODUCTION

- Conversion of original material will be billed at publisher's cost.
- Scanning: Original artwork will be kept until the magazine is published. If the artwork needs to be returned prior to publication, please notify the account executive. If you would like a single image from a magazine layout or brochure, do not cut out the image. Supply the entire image and we will remove the background. Original artwork must be flexible and no larger than 19 X 24 inches.
- Provide specific colors for logos (All Pantone colors will be converted to CMYK).
- Stock photography is available for a \$50 fee. *Indianapolis Monthly* will manipulate files as needed.

