



# Indianapolis

MONTHLY

2024 MEDIA KIT



# THE Indianapolis Monthly BRAND

## OUR TOTAL REACH

**382,000+**

Total monthly reach



**4,582,000+**

Total annual reach



## PRINT REACH

**142,000**  
Monthly readers

**31,000**  
Monthly subscribers

**4.6**  
Average readers per copy

**70%**  
Of subscribers keep the  
magazine for over a month

## DIGITAL REACH

**259,000**  
Average monthly page views

**128,000**  
Average monthly users

**70%**  
Of traffic comes from mobile  
devices

## SOCIAL MEDIA & E-MAIL REACH

**153.1+** total social media followers

**23k** Facebook followers

**72k** Twitter followers

**42k** Instagram followers

**16,111** The Dish subscribers

**44%** open rate

**3.2%** click rate

 @IndianapolisMonthly

 @indymonthly

 @IndyMonthly



# OUR AUDIENCE

## PRINT AUDIENCE

- 54 median age
- 49% are ages 25–54
- 65% female 35% male
- \$200,000 average household income
- 72% of readers make \$100k or more (more than 3x the average income in Indianapolis)
- 92% graduated or attended college
- 33% have a post-graduate degree (2.5x the market average)
- 75% of readers frequently purchase products from ads they see in the magazine

Source: CVC Audit, 2023

## DIGITAL AUDIENCE

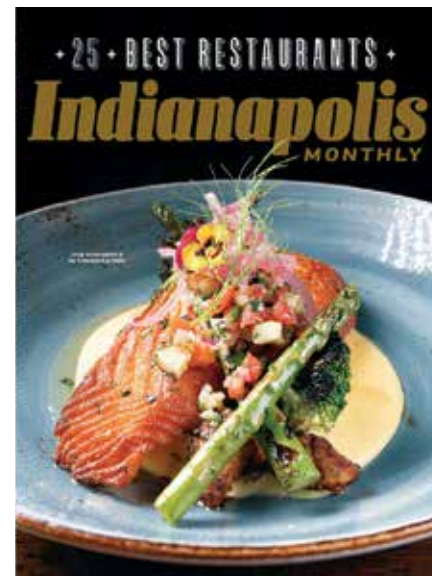
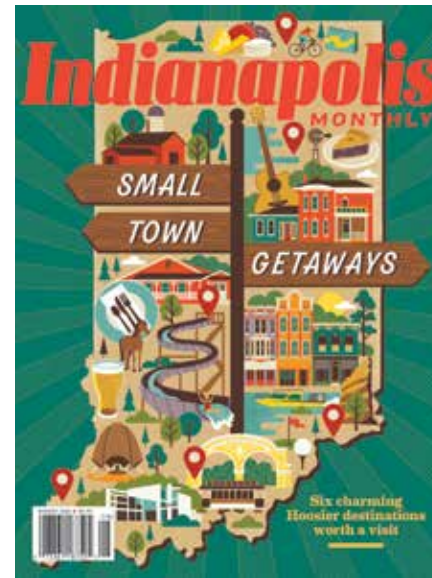
- 35–44 largest audience age segment (23%)
- 50% female, 50% male

## SOCIAL MEDIA AUDIENCE

- 71% female, 29% male

Winner of  
**SEVEN INDIANA SPJ AWARDS**

and finalist in seven CRMA award categories



# OUR DIGITAL PLATFORMS

IndianapolisMonthly.com and our social media extend our 45+ year-old print brand to a new audience of younger, mobile-savvy web users. We can elevate brand recall with unique native advertising opportunities and custom integrations.

## WHAT WE OFFER THE WEBSITE

### Run-of-Site Banner Ads

### Sponsored Blogs

Native content, plus:

- Social media posts
- Native content position in our weekly The Dish newsletter

### Traffic Driver Sponsorship

Includes run-of-site advertising, inclusion in The Dish newsletter, and a targeted dedicated email.

## WHAT WE OFFER EMAIL & SOCIAL

### Custom E-blast (Average CTR: 17.11%)

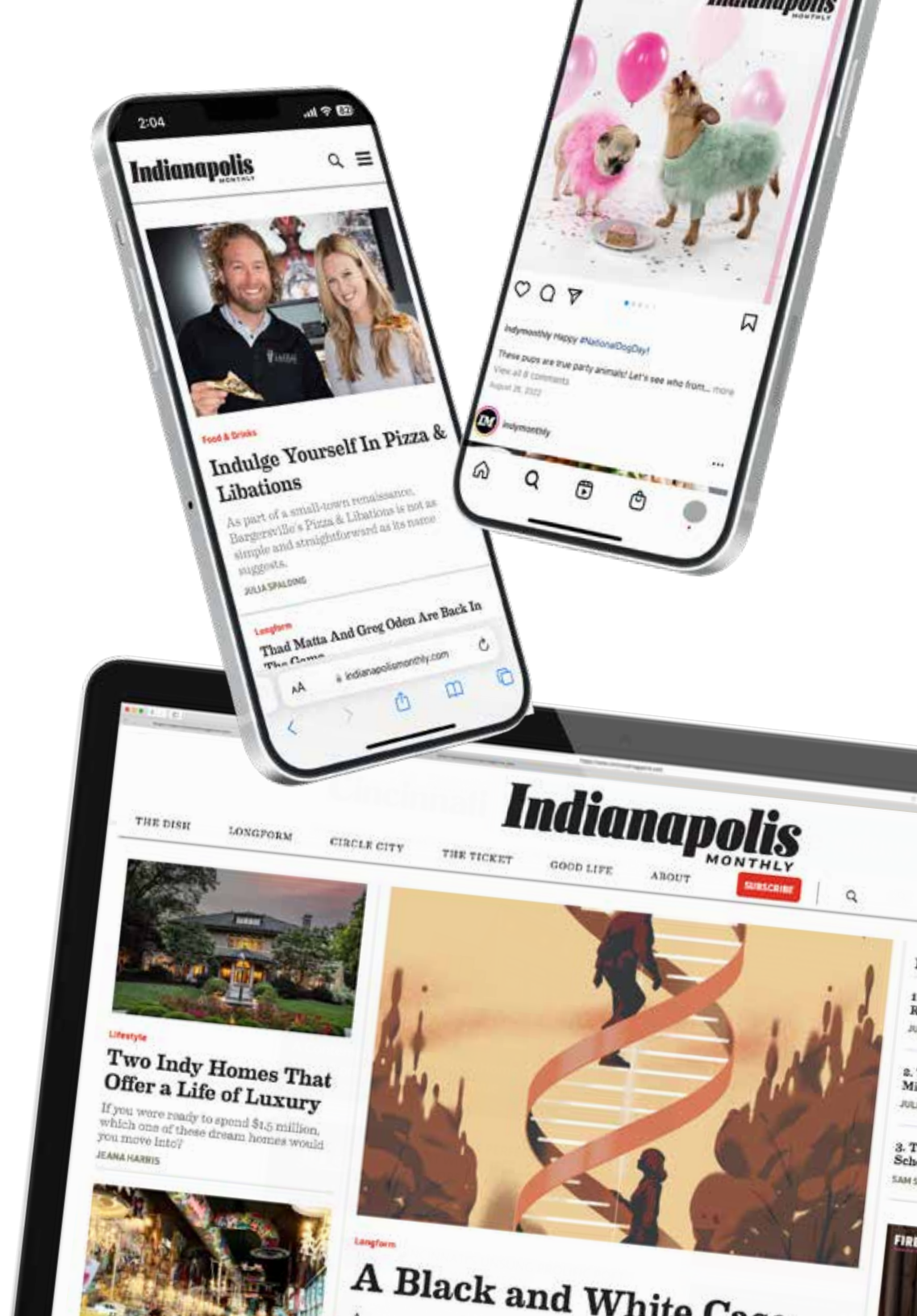
Send your specific advertising message directly to a dedicated audience who opted in to receive targeted emails and partner messages.

### The Dish Newsletter (Open Rate: 44%, Subscribers: 16,111)

Exclusive advertising position adjacent to new and popular digital stories, delivered to engaged readers weekly.

### Sponsored Instagram Post

Instagram photo collection with call to action on *Indianapolis Monthly's* profile.





# BUILD AN EXPERIENCE WITH US

*Indianapolis Monthly* produces and supports signature and client events throughout the year including one-of-a-kind custom sponsorship experiences.

## 2023 EVENT CALENDAR

January	<b>Bridal Show</b>	250 guests
May	<b>Savor</b>	600 guests
August	<b>The Ticket Live</b>	Inaugural
September	<b>Best Restaurants</b>	300 guests
	<b>Dream Home</b>	3,800+ guests



# OUR CREATIVE SERVICES

Indianapolis Monthly is proud to partner with a variety of clients in the region to create and deliver authentic, content-driven publications for brands and businesses.

## TRAVEL GUIDES

Visit Indiana Travel Guide

## SHOW PROGRAMS

Indianapolis Monthly Dream Home

## ANCILLARY TITLES

Home  
The Ticket  
Indianapolis Gives



## AD SIZES

### FULL PAGE SPREAD

Trim:  
16" x 10.5"

Bleed:  
16.25" x 10.75"

### FULL PAGE

Trim:  
8" x 10.5"

Bleed:  
8.25" x 10.75"

### 1/2 PAGE SPREAD

15" x 4.625"

2/3

4.4" x 9.55"

1/2

7" x 4.5"

1/4

3.375" x  
4.5"

1/3 SQUARE

4.4" x 4.625"

1/3  
VERTICAL

2.1875" x  
9.55"

## AD SPECS

### FILE FORMAT

PDF or JPEG  
300 dpi/ppi  
CMYK

# LET US MARKET YOU



## COMPASS MEDIA

Our in-house digital agency offers a full-service suite of performance marketing tools including:

- Google Display and Programmatic Advertising
- Paid Social Media Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Website Remarketing
- Video and OTT Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Google for Nonprofits + Google Ad Grants

These initiatives serve as the perfect complement to the digital advertising options currently available on IndianapolisMonthly.com and branded social channels.

## COMPASS MEDIA CONSULTATION

Our team stands ready to consult with you to customize a digital strategy that will:

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results



JAN

## GREAT BAKES

Indiana Bride, Memory Care

IM Events:  
Bridal Show

Space Close: 11/14/23  
Artwork Close: 11/29/23  
On Newsstands: 1/2/24

FEB

## HAIR

School Guide, New Year, New You

Space Close: 12/18/23  
Artwork Close: 1/3/24  
On Newsstands: 2/1/24

MAR

## WHISKEY/DISTILLERIES

Faces of Indy

Client Publication:  
Visit Indiana Travel Guide

Space Close: 1/18/24  
Artwork Close: 1/31/24  
On Newsstands: 2/29/24

APR

## SOLAR ECLIPSE

Advanced Degree Profiles,  
Healthwatch: Orthopedic Surgery

IM Event:  
Savor

Space Close: 2/15/24  
Artwork Close: 2/28/24  
On Newsstands: 3/28/24

MAY

## THE CAR ISSUE

Travel

Ancillary Publication:  
Home

Space Close: 3/14/24  
Artwork Close: 3/27/24  
On Newsstands: 4/25/24

JUN

## SUMMER NIGHTS

Champions of Diversity & Inclusion,  
Healthwatch: Innovations

Space Close: 4/11/24  
Artwork Close: 4/24/24  
On Newsstands: 5/23/24

JUL

## GLOBAL EATS

Medical Guide, Women Who Move Indy

Space Close: 5/15/24  
Artwork Close: 5/29/24  
On Newsstands: 6/27/24

AUG

## REAL ESTATE GUIDE

College Guide, Real Estate All-Stars

IM Events: The Ticket Live | Ancillary Publication:  
The Ticket

Space Close: 6/19/24  
Artwork Close: 7/2/24  
On Newsstands: 8/1/24

SEP

## BEST RESTAURANTS

School Profiles, Dream Home, Home  
Expert Profiles

IM Events:  
Dream Home

Space Close: 7/18/24  
Artwork Close: 7/31/24  
On Newsstands: 8/29/24

OCT

## INDY MUSIC SCENE

Fall School Open House Guide,  
Travel, Healthwatch: Cancer Care

Space Close: 8/14/24  
Artwork Close: 8/27/24  
On Newsstands: 9/26/24

NOV

## TOP DOCTORS

Shop Profiles, Top Doctor Profiles

Space Close: 9/12/24  
Artwork Close: 9/25/24  
On Newsstands: 10/24/24

DEC

## BEST OF INDY

Top Dentist Profiles  
Ancillary Publication:  
Indianapolis Gives

Space Close: 10/17/24  
Artwork Close: 10/30/24  
On Newsstands: 12/2/24