

# PRINT

Specializing in affordable, high-quality, full-color printing on our TKS 7000CDH offset press, Fort Wayne Newspapers publishes The Journal Gazette in the morning and The News-Sentinel in the afternoon.

Sunday circulation is 67,553 with a readership of 168,882.

The average combined daily circulation is 45,149 with a readership of 112,872.

Total market coverage (EXTRA) circulation is 89,376 with a readership of 223,400.

The Journal Gazette and The News-Sentinel is distributed within 16 counties in northeast Indiana and northwest Ohio.



# COMMERCIAL PRINTING



## What the state-of-the-art TKS 7000CDH press can do for you

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.

Fort Wayne Newspapers commercial printing offers a comprehensive list of new, commercial media services for our clients locally and in the region. Our services are designed to improve the look of your publications and give you the best results at a great value.

Our services include:

- Commercial printing
- Newspaper printing
- Magazine printing
- Mail ink jetting
- Mail sorting
- Mail services fulfillment
- Catalog printing
- And much more...

We print broadsheets, tabloids, magazines, booklets on a variety of paper stocks and web widths.

# INSERTS

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-broad sheet or eight-page tabloid sizes. This provides you the 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.



**Print**  
**Commercial Printing**  
**Inserts**  
**Magazines**  
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**Events**

**FORT WAYNE NEWSPAPERS**  
THE NEWS-SENTINEL ▲ THE JOURNAL GAZETTE

FortWayne.COM

**Media Guide**



# MAGAZINE

Fort Wayne magazine captures the flair and vitality of our community and packages it with distinction and creativity. Colorful and sophisticated, the content is both compelling and intimate, combining the talents of award-winning writers with dynamic photography, illustration and design.

Audited readership - over 37,500

4x More Likely to have household income over \$150,000

3x More Likely to have household income over \$100,000

3X More Likely to be a college graduate

2X More likely to have completed post-graduate studies.

And...

Our readers express high interest in the finer things in life, including

- fine dining
- upscale health clubs and fitness classes
- fine jewelry for themselves and their significant others
- luxury automobiles
- prestigious homes and home furnishings
- fine apparel
- quality healthcare

Our readers are: 65% female and 35% male



# DIGITAL

Fort Wayne Newspapers' family of websites are the most popular local websites in Northeast Indiana. We are advertiser's first choice when using online advertising to reach users who live here, work here and have an intense interest in this market.

Our family of sites is the most popular online destination for users in our market. With more than 26,000 daily unique visitors and approaching 4 million monthly page views, FortWayne.com is THE local website of choice.

Monthly Pageviews	Monthly Visits	Monthly Uniques
3.5 million	1.3 million	771,415

## Why Online? Online Newspaper Readers

- \* Younger, better educated, more diverse, and more affluent
- \* Three times as likely as general users to be online during the workday
- \* Twice as likely to have broadband access at work and 42 percent more likely to have it at home
- \* Vastly more likely to have shopped and bought online

Source: MORI Research

## Online Newspaper Users:

- \* 84 percent recently shopped online
- \* 63 percent check news daily
- \* 82 percent recently bought online
- \* 58 percent frequently bank online
- \* 69 percent are online daily @ work
- \* 57 percent have home broadband

Source: MORI Research



# EVENTS



## Bridal Extravaganza

**FEBRUARY** || Grand Wayne Convention Center  
Find everything you need to make your dream day perfect.  
Over 150 vendors • Over 500 brides/1,000 attendees



## Northern Indiana Golf Show

**FEBRUARY** || Allen County War Memorial Coliseum  
We bring the latest and best the region has to offer in the golf world.  
Over 60 vendors • Over 3,000 attendees



## Design An Ad Contest

**APRIL** || IPFW International Ball Room, Walk Union  
Help connect Fort Wayne area students with the business world.  
Over 60 area schools • Over 50 advertisers



## Moms Night Out

**APRIL** || Ceruti's Event Center  
Join moms like you to enjoy a night of shopping, style and fun.  
Over 60 vendors • Over 500 Attendees



## 50+ Life Expo

**MAY** || Allen County War Memorial Coliseum  
Learn ways to stay active and healthy as a 50+ consumer.  
Over 70 vendors • Over 500 Attendees



## SHE Expo

**OCTOBER** || Allen County War Memorial Coliseum  
Women come together to enjoy a day of pampering, shopping and speakers.  
Over 200 vendors • Over 2,000 Attendees



## Taste of Home Cooking School

**NOVEMBER** || Grand Wayne Convention Center  
Culinary specialists share their favorite cooking tips and tricks.  
Over 60 vendors • Over 1,000 Attendees

www.FortWayne.com/events || @FWNevents

FOR VENDOR INFORMATION: (260) 461-8307 or events@fortwayne.com