

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 73,937 with a readership of 184,800.

The average combined daily circulation is 53,610 with a readership of 134,000.

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
Digital
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 40,000

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
3.4 million	1.1 million	630,067

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

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, Walb Union
Help connect Fort Wayne area students with the business world.
Over 60 area schools • Over 50 advertisers



Moms Night Out

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