

Building Indiana

YOUR SOURCE FOR NORTHERN INDIANA'S ECONOMIC DEVELOPMENT AND CONSTRUCTION INDUSTRY

WHY ADVERTISE IN BUILDING INDIANA NEWS?

Building Indiana News – is the magazine that understands the economic development and construction industry in Northern Indiana. Economic development is the catalyst to the construction industry. We reach the leaders in Northern Indiana who make the key decisions.

Why advertise in Building Indiana News? Building Indiana News is the depth and breadth of Northern Indiana's economic development and construction industry, offering a valuable and dependable resource that resonates with our readers.

Building Indiana News is what you need to rise above your competition.

Editorial coverage, quality, and integrity: Building Indiana News employs local and national contributors and editorial professionals to deliver interesting features, controversial opinions, and important and breaking business news.

Timeliness: Building Indiana News is the new award winning magazine in Northern Indiana, with vitality and momentum as demonstrated by an increased publication schedule, from quarterly to bi-monthly beginning in 2007.

Scope: There are other business publications, but only Building Indiana News can provide the complete business picture of Northern Indiana's economic development, commercial and industrial construction, and infrastructure and public projects.

Audience: Building Indiana News is information worth reading, month after month, with steady and consistent increased subscriptions – Building Indiana News has a loyal and growing subscriber base.

The entire mix of readers: Through pinpoint targeting, we make sure our content is available to anyone who finds it important to do their jobs more effectively. As a result, our highly selected subscribers are comprised of *all* the economic development and construction decision makers, not just one professional segment. It's about team building between owners, contractors, engineers, and project owners – the professional cornerstones of the Building Indiana News subscription base.

Results: The influence of our subscriber base is reflected in the diversity of advertisers attaining results with Building Indiana News. Construction service firms: design, engineering, general and specialty contractors, business services: insurance, banking, consulting, legal, surety, building product manufacturers, construction materials, rental companies, equipment manufacturers, information technology: hardware, software, wireless, telecom, unions, associations, and others.