For almost 40 years, IBJ has been central Indiana’s trusted source for local business news. Our audience relies on our content via a full spectrum of print and digital products and events.

**Company Policy Influence**
- 43% banking & financial services
- 42% legal services
- 42% corporate giving
- 38% employee benefits
- 37% tech equipment & services
- 36% health insurance
- 35% P & C insurance
- 32% real estate/site location
- 29% acquisitions & mergers
- 26% corporate wellness
- 22% tuition reimbursement

**Products/Services to be Purchased**
- 47% accounting services
- 47% office equipment
- 42% overnight shipping services
- 42% legal services
- 32% office furniture
- 31% office renovation/design
- 30% hospitality services
- 23% staffing/fleet
- 15% freight/logistics

**Employee Benefits**
- 40% plan to add or review
- 73% review for change in Q3 or Q4
- 44% implement change in Q1
- 37% implement change in Q4

**Company Expansion**
- 23% will seek new or enlarged space within the next two years
- 85% will need office space
- 9% will need retail/flex
- 27% will need 20,000 sf. or more

Research USA Inc., August 2015
Personal Profile

IBJ empowers central Indiana’s business professionals by giving them local business news when and where they need it. This enables us to tap into a highly sought after demographic that influences many purchases at home and work.

Household Decision Makers
$233,800 average individual income
$277,300 average household income
$2,402,700 average household net worth
49% have millionaire status

Total Value Investments and Banking Services
9% $150,000 - $249,999
15% $250,000 - $499,999
20% $500,000 - $999,999
21% $1 million - $1.9 million
21% $2 million or more

Type of Residence
91% own their primary residence
$419,800 average market value
25% plan to buy or sell real estate within the next 24 months
53% plan to renovate or remodel

Automotive
41% plan to purchase or lease a vehicle within the next 24 months

Lifestyle
77% plan to purchase tickets to cultural events
76% plan to purchase tickets to sporting events
25% plan to purchase fine jewelry
24% dine out 7 or more times per week

Family
29% are responsible for elder care decisions:
  86% financial
  80% medical
  79% housing
  69% legal
  53% in-home care

Education
86% college graduate
39% Master’s/JD/Doctorate

Gender and Age
73% male
27% female
Average age is 55 years

40 min average time spent reading IBJ
42% are owners or partners

Responsive Readership Advertising

76% prefer to receive their advertising within IBJ instead of direct mail or email
73% have looked at an advertising insert in IBJ
59% have taken one or more actions in the past 12 months as a result of reading an ad in the IBJ
33% visited an advertiser’s website
32% researched a product or service online
24% have saved an ad for reference