

Who Are We?

The third-oldest state business magazine

SINCE 1957

Indiana Business magazine began publication in 1957, making our award-winning publication the country's third-oldest state business magazine. *Indiana Business* magazine is published by Curtis Magazines Inc., which also publishes state business guides and directories and community-profile magazines throughout the state.

Curtis Magazines Inc. is a spin-off of The Curtis Publishing Company. Founded in Philadelphia in 1891, Curtis Publishing, now Indiana-based, has had a long history of magazine publishing, including *The Saturday Evening Post*.

STATEWIDE

Indiana Business magazine offers some of the leading business writers in Indiana who seek out the local perspective. Each month we profile both large and small Indiana businesses and the personalities behind them. We focus on Indiana industries and issues. We report on different regions of the state. And we provide lists, surveys, and economic and financial information – all in a colorful and readable format.

TARGETED

Indiana Business magazine has a distribution of more than 25,000. With 3.3 readers per copy, that's more than 82,500 Indiana business professionals reading the publication each month.

Indiana Business magazine reaches top decision-makers in Indiana firms. More than 89% of subscribers hold management positions. And after the *Wall Street Journal*, *Indiana Business* magazine is the most-read business publication in Indiana, better read than *BusinessWeek*, *Forbes*, *Fortune* or *Inc.*