INDIANA LIVING GREEN



MEDIA KIT 2013





what is INDIANA LIVING GREEN?

Indiana is undergoing an environmental awakening. We aim to demystify "Green" for the average Hoosier while facilitating practical and political progress. Those companies that participate will be rewarded.

According to the most recent Media Audit Survey, 75% of Indianapolis consumers make "green or good for the environment" buying decisions on a regular basis.

A recent Indiana Living Green survey puts our readers into that "green" consumer group.



MARKET your business, service or product directly to conscious consumers

TARGET our audience of conscious consumers, homeowners, and those with disposable income.

EXPAND your customer base by advertising in the only magazine targeted to Indiana's "green savvy" community

SELL with less investment as your ad hits the market with the perfect audience

Our readers are:

AFFLUENT
EDUCATED
DECISION-MAKERS

Gender: 30% M ; 70% F
Age: 80% 35 or over
Homes: 70% own their homes
Income: 70% > $60,000; 30% > $100,000
Education: 90% college; with 50% post grad
Living: 45% urban; 45% suburban

For more information

Contact your Account Executive at 317-254-2400 or advertising@nuvo.net.

INDIANA LIVING GREEN

INDIANALIVINGGREEN.COM

rates



Indiana Living Green is active with daily updates on blogs, news briefs and calendar events, as well as Facebook postings.

Full Banner 468x60
$125/mo or $100/mo
with print contract

Wide Skyscraper 160x600
$100/mo or $75/mo
with print contract

Rectangle 180x150
$75/mo or $50/mo
with print contract

Leaderboard 728x90
$65/mo or $40/mo
with print contract

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INDIANA LIVING GREEN newsletters

Email marketing is one of the most effective marketing channels available, allowing you to reach a wide audience and offering proven results. With two newsletters to choose from, Indiana Living Green offers the right audience for your business.

Indiana Living Green and Ask Renee e-newsletters reach over **6,000 subscribers**





INDIANA LIVING GREEN MONTHLY NEWSLETTER

This newsletter is published once a month announcing the current issue of Indiana Living Green, current happenings and highlighting what's coming up in the next issue.

DELIVERED ONCE A MONTH

ASK RENEE

Indy's "Queen of Green," Renee Sweany, delivers green tips directly to the inbox of thousands of subscribers twice a week. This highly valued and anticipated e-newsletter is the perfect brand to attach your business to.

DELIVERED TWICE A WEEK

RATES: $60 per issue for top & side banners. | $50 per issue for bottom banners.

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