



2016 Quarterly Magazine Distribution

Mailed Copies To

Targeted businesses and owners, decision makers, community leaders and subscribers in the ten-county region (Elkhart, Jasper, Lake, LaPorte, Marshall, Newton, Porter, Pulaski, St. Joseph and Starke counties)

9,099

Requested Copies For

Advertiser distribution, universities, health care providers, economic development regional offices, not-for-profit organizations, local chambers of commerce and selected hotels targeting business travelers/meetings and conferences

3,901

Total Distribution

*Readership

Source: Data analysis by Herron Associates, Inc., July 2012

Pass-along readership estimated at over 26,000.

13,000*

Effective: August 1, 2015