

PROMOTIONS

CITY GUIDES

Quarterly insider's guide to the best in Indy arts, music, food and drink scenes chosen by NUVO editors.



NUVO FOOD WEEKS



DEADLINES

Print	All prior to publication (Wed.) Reservation - 10 AM Fri. Copy delivered - 5 PM Fri. Camera Ready - 2 PM Mon.
Inserts	Delivered 5 days prior to publication
Digital	3 business days prior to start
Social Boost	5 business days prior to start
Newsletters	3 business days prior to start

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2018 - 2019 **MEDIA KIT**



Indy's **alternative** voice

**CENTRAL INDIANA'S
INDEPENDENT VOICE AND
BEST SOURCE FOR ARTS,
ENTERTAINMENT, AND NEWS.**

MEDIA.NUVO.NET

For nearly three decades, NUVO has served Indianapolis and the surrounding area as a trusted source for news, arts and entertainment coverage. As a locally owned, independent company reaching nearly 200,000 inquisitive, educated and active readers each month online and in print. NUVO remains the most relevant and respected independent voice in Indianapolis media.

TOTAL AUDIENCE

72,000 WK. READERS

WEEKLY

	UNIQUE	IMPRESSIONS
PRINT	40,000	40,000
DIGITAL	25,000	50,000
NEWSLETTER	7,000	30,000
	72,000	120,000

170,000+ MONTHLY READERS

MONTHLY

	UNIQUE	IMPRESSIONS
	60,000	160,000
	100,000	200,000
	10,000	120,000
	170,000	480,000

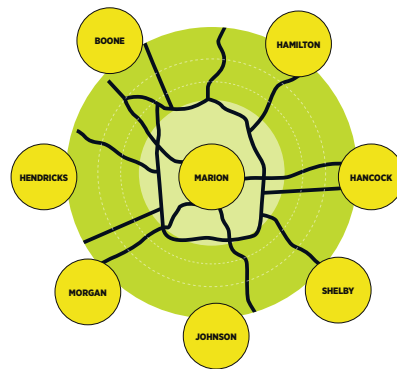
PRINT

NUVO BI-WEEKLY NEWSPAPER



NUVO is published bi-weekly on Wednesdays and distributed in the Indianapolis metropolitan area at more than 1000 locations.

AREAS OF DISTRIBUTION COUNTIES



DIGITAL

NUVO.NET is one of the city's most visited websites for daily coverage of Indianapolis and the communities we serve. Updated with fresh content daily, as well as digital version of the bi-weekly print product.

NEWSLETTERS



Slash - distributed daily Monday - Friday featuring the best of NUVO.net



Music - distributed weekly on Thursdays focusing upon the local music scene.



Eat + Drink - distributed weekly Wednesday, focusing upon the food, beverage, and things to do.



Art - distributed weekly on Friday, focusing upon the local art scene.



Ask Renee - distributed weekly on Tuesday, focusing upon local environmental issues.

SOCIAL AUDIENCE REACH

47,000+ 28,950+ 17,500+

WE ARE

SPENDING POWER



Our NUVO audience represents over \$25 million monthly in local food and entertainment market spending.

AGE RANGE



36% Ages 18-34
34.8% Ages 35-54
29.2% Ages 55+

GENDER



53.2% Female readers
46.8% Male readers

EDUCATION LEVEL



26% Advanced college
28% College graduate
23% Some college
23% High school graduate

'18—'19 RATE CARD

NUVO BI-WEEKLY

	1 Run only	2 or more*	Digital days
1 Full page	\$1,750	\$1,400	14
1/2 Half page	\$919	\$735	12
3/8 page	\$705	\$564	10
1/4 page	\$481	\$385	8
1/8 page	\$246	\$197	6

INSERTS

Full Run	\$40	per 1k
Partial Run	\$60	per 1k
Minimum Buy (6000)	\$500	

* All rates include process color (CMYK)
* Guaranteed position: 10%
* Digital days are included with NUVO weekly print ad only, special sections not included
* Insert rates are for 8 pages or less.

DIGITAL ADVERTISING

PER DAY

Three day min.	≤ 6	7-14	15+
Additional NUVO print	\$20	\$16	\$14
Sold independently	\$35	\$30	\$25

SOCIAL MEDIA BOOST // f // i

Sold with NUVO print package	\$200
Sold independently	\$300
Ticket giveaway	\$200

WEBSITE

Enhanced calendar listing	\$25/week
Business directory	Basic: FREE Enhanced: \$20/month* Elite: \$30/month*
Classifieds (print & web)	\$9.75**

* Set up fee of \$75 (Enhanced) or \$150 (Elite).

** Minimum cost of \$9.75 (up to 15 words).

** Ads cost \$0.65/word after exceeding 15 words.

** \$5 per online photo (2 photo limit).

NEWSLETTER ADVERTISING

Newsletter Ad Position	Top	Middle	Bottom
Sold with NUVO print package	\$100	\$90	\$80
Sold independently	\$125	\$115	\$105

BEER BUZZ

Monthly Feature

In-column listing	\$60/year	Max 3 lines
In-column display (AD)	\$40	per inch/Edition

PRINT & WEB SPECIFICATIONS

Print	Full-page: 9.75" wide by 9.9" high Fractional sizes sold in horizontal or vertical orientations.
Digital	Desktop only sizes: 728x90 (pairs with 320x50), 300x600 Desktop & Mobile sizes: 300x250 Mobile only sizes: 320x50 (pairs with 728x90)
Newsletter	Size accepted: 550x100
Inserts	Min. size 5"x8", Max Size 10.5"x 10.5" Min. stock thickness 70#, assume 2% waste for extra copies.