

Earned Media in August 2021

Visit Fort Wayne works with travel media by hosting them on visits to our destination, sharing unique story ideas with them, and assisting with information and photo requests for the purpose of building national awareness of Fort Wayne as a visitor destination.



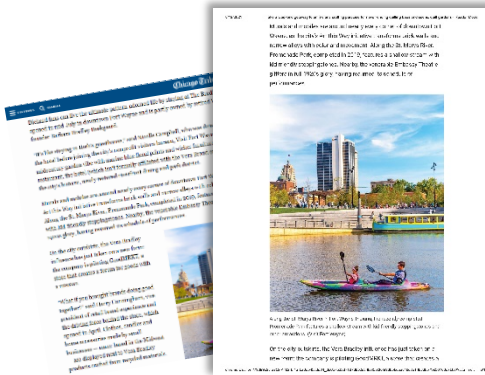
Indianapolis Monthly, August Issue

Fort Wayne was featured on the cover, and the article features key Fort Wayne messages we are sharing, including outdoor, family, and urban.

Circulation: 200,000

Online Readership: 255,000 monthly page views

<https://www.indianapolismonthly.com/lifestyle>



Chicago Tribune

The article highlights Fort Wayne's creative community, including new stories with The Bradley, our growing mural scene, and goodMRKT – a new store with a good mission.

Online Readership: 3,455,439

<https://www.chicagotribune.com/travel>



USA Today's Go Escape Magazine

Fort Wayne's very own, Barbara Bradley Baekgaard, was featured in a My Town interview highlighting her favorite activities in Fort Wayne and her new collaborative project with Provenance Hotels – The Bradley.

Circulation: 100,000

Online Readership: 15,228

<https://usatodayspecial-va.newsmemory.com>



Kit Indy, July + August Issue

The article features Fort Wayne as a convenient getaway destination and highlights new stories like The Landing and The Bradley.

Circulation: 35,000

