



# Cleveland MAGAZINE

2021 MEDIA KIT







# Cleveland

## MAGAZINE

### **LIVE YOUR BEST CLEVELAND**

As it has for almost 50 years, *Cleveland Magazine* champions those who are living their own version of their best life in Cleveland.

Our readers and followers are looking for the best of everything: trendy restaurants and shops, top doctors, places to live, schools for their children, care centers for their parents and ways to give back to the community.

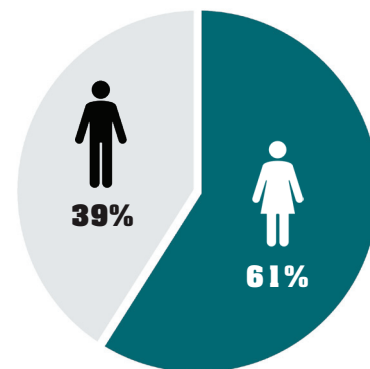
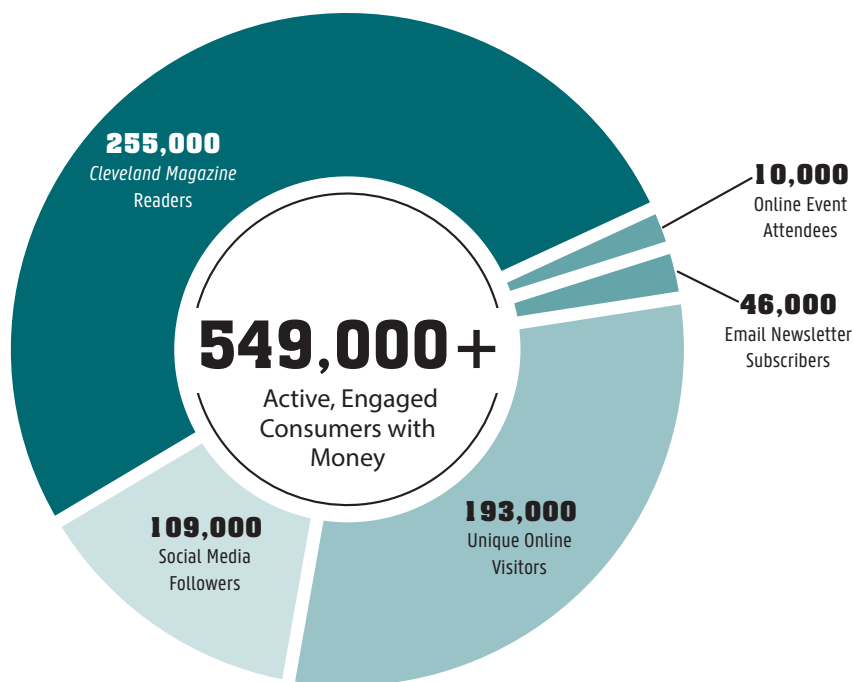
Whether our readers have lived in Cleveland their whole lives or are new to the area, *Cleveland Magazine* is the perfect guide to discover the city and region in fresh and interesting ways.

**Cleveland**  
MAGAZINE

1422 Euclid Ave., Ste. 730 | Cleveland, Ohio 44115  
clevelandmagazine.com | 216-377-3638 | [adsales@clevelandmagazine.com](mailto:adsales@clevelandmagazine.com)

# AUDIENCE PROFILE

**Cleveland**  
MAGAZINE



MEDIAN AGE

**47**

AVERAGE INVESTMENT PORTFOLIO

**\$325,000+**

AVERAGE HOUSEHOLD INCOME

**\$120,000+**

AVERAGE HOME VALUE

**\$183,000**

**Each Month**

**29,175**

CVC Audited Circulation

**186,800+**

Total Readership

**1,500**

Newsstand Sales

**97,000+**

Website Users

**Cleveland Magazine Audience Rank when compared to top Print Daily, FM Radio, AM Radio, Consumer Weekly and Business Weekly:**

	TRADITIONAL	WEB
Arts Patron [ HHI \$150K+ ]	#1	#1
Shopped Jewelry Store in Last 4 weeks [ HHI \$100K+ ]	#1	#1
Wine Drinker (5-9 drinks per week) [ HHI \$150K+ ]	#1	#1
Exercised 12x at a health club in last year [ HHI \$150K+ ]	#1	#2
Beer Drinker(10-15 per week) [ HHI \$150K+ ]	#1	#2
Opinion Leaders [ HHI \$100K+ ]	#1	#3
Spend \$5,000 on Kitchen Remodel [ HHI \$100K+ ]	#1	#3
Spirits Drinker(5-9 per week) [ HHI \$100K+ ]	#1	#3
Plan to buy a home in next 2 years(now rent)	#2	#2
Plan to buy Cosmetic Surgery in next 12 mos. [ HHI \$200K+ ]	#2	#2
Plan to buy a car in next 12 mos. [ HHI \$150K+ ]	#2	#2
Attended Opera/Symphony/Theater [ HHI \$150K+ ]	#2	#2

\*Data from 2018 Media Audit Market Study. Total # is used for traditional and % of 1,000 visitors is used for digital.



# EDITORIAL CALENDAR

**Cleveland**  
MAGAZINE

	EDITORIAL	ADVERTISING SECTIONS		SUPPLEMENTS	SPACE CLOSE	ADS DUE	
<b>JAN</b> ON SALE - 12/18	<b>MOST INTERESTING PEOPLE</b> Clevelanders who are doing exciting, innovative and creative things in our city.	• Elegant Wedding • At Home		• SuperLawyers • Beachwood Magazine • Cleveland 500	<b>NOV 23</b>	<b>NOV 30</b>	
<b>FEB</b> ON SALE - 1/22	<b>GET FIT</b> A guide to the latest trends, best gear and ways to stay active in CLE.	• Camp Guide • At Home • Home & Garden		• Go Red for Women • <i>Community Leader</i>	<b>DEC 28</b>	<b>JAN 04</b>	
<b>MAR</b> ON SALE - 2/19	<b>PETS</b> Our favorite local pets and the best ways to pamper and spoil them.	• Guide to Education • At Home • Home Lookbook			<b>JAN 25</b>	<b>FEB 01</b>	
<b>APR</b> ON SALE - 3/26	<b>HOME</b> Tips and advice from local design professionals on ways to decorate and renovate your home.	• At Home • City of Cuyahoga Falls • "The New Blue" – Trade Schools		• NARI Remodel Ohio • North Coast Community Homes	<b>FEB 22</b>	<b>MAR 01</b>	
<b>MAY</b> ON SALE - 4/23	<b>BEST RESTAURANTS</b> A celebration of the top spots in dining.	• Restaurant Guide • Retirement Living • At Home	• City of Cleveland Heights	• Arthritis Foundation • <i>Community Leader</i> (Meetings & Events) • OLA Landscape Ohio • Insider's Guide to CLE	• City of Brunswick • Dominion Impact Awards • NARI Home Improvement Show	<b>MAR 22</b>	<b>MAR 29</b>
<b>JUN</b> ON SALE - 5/21	<b>BEST PLACES TO LIVE</b> Event: Faces of Care Gala Stats on 77 communities, including the top schools, safest towns and lowest property taxes.	• Summer Fun Guide • At Home • City of Rocky River • Top Real Estate	• Promote Your City		<b>APR 26</b>	<b>MAY 03</b>	
<b>JUL</b> ON SALE - 6/18	<b>WINERIES</b> A guide to Northeast Ohio's wineries.	• At Home • Best of the East Finalists • Best of the West Finalists • Wine Map	• Faces of Care	• Green Magazine	<b>MAY 24</b>	<b>MAY 31</b>	
<b>AUG</b> ON SALE - 7/23	<b>TACOS</b> Events: Business Hall of Fame + Community Leader of the Year Most Interesting People Party An inside look at Cleveland's obsessions with tacos.	• Home Design Look Book • At Home • STEM	• City of Aurora • HBA New Homes Spotlight	• <i>Community Leader</i> • Lakewood Magazine • Strongsville Magazine	• Power of More • City Life/ Downtown Digs	<b>JUN 21</b>	<b>JUN 28</b>
<b>SEP</b> ON SALE - 8/20	<b>MADE IN CLE</b> Artisans and makers are proving that Cleveland is a town full of creatives. Here's how to support them.	• Western Lake Co. • At Home • OLA Landscape Ohio		• NorthCoast 99 – Best Places for Top Talent • Private School Handbook	<b>JUL 26</b>	<b>AUG 02</b>	
<b>OCT</b> ON SALE - 9/24	<b>BEST OF CLEVELAND</b> Event: Best of Cleveland Party A celebration of the best food, drinks, shops and things to do in the city.	• Education • Top Dentists • City of Solon • Akron Cleveland Assn. of Realtors	• At Home • Best of the West Winners • Best of the East Winners • Promote Your City	• NARI Remodel Ohio	<b>AUG 23</b>	<b>AUG 30</b>	
<b>NOV</b> ON SALE - 10/22	<b>BEST DOCTORS</b> A resource to the area's top physicians.	• Fall Dining Guide • Retirement Living Handbook • Wealth Management • At Home		• City of Brecksville • <i>Community Leader</i> (CLOY + Biz Hall)	<b>SEP 27</b>	<b>OCT 04</b>	
<b>DEC</b> ON SALE - 11/19	<b>INVENTIONS</b> The history behind some of our city's greatest inventions.	• Faces of Cleveland • Holiday Gift Guide • Give Cleveland	• City of Avon • At Home	• CLE for the Holidays	<b>OCT 25</b>	<b>NOV 01</b>	





# EVENTS

**Event Sponsorship** is a great way to meet new clients, strengthen relationships with your current clients, attract talent, create brand loyalty, secure new leads, and launch new products or services. Our events have an average 10-year track record of success and are the leaders in their respective categories.

## **BEST OF THE EAST**

SUMMER 2021

More than 800 people gather to sample the best food, talk with owners of local shops and vote for their favorite establishments on the East Side.

## **BEST OF THE WEST**

SUMMER 2021

More than 800 people gather to sample the best food, talk with owners of local shops and vote for their favorite establishments on the West Side.

## **FACES OF CARE GALA**

JUNE 2021

More than 600 of the top professionals in nursing and medicine gather to network and honor the Faces of Care award winners.

## **BEST OF LORAIN COUNTY**

SUMMER 2021

More than 800 people gather to sample the best food, talk with owners of local shops and vote for their favorite establishments in Lorain County.



## **BEST OF CLEVELAND**

OCTOBER 2021

1,500 of Cleveland's movers and shakers gather to celebrate all the people and places that make Cleveland an amazing community to work, play and live.

## **BUSINESS HALL OF FAME & COMMUNITY LEADER OF THE YEAR**

NOVEMBER 2021

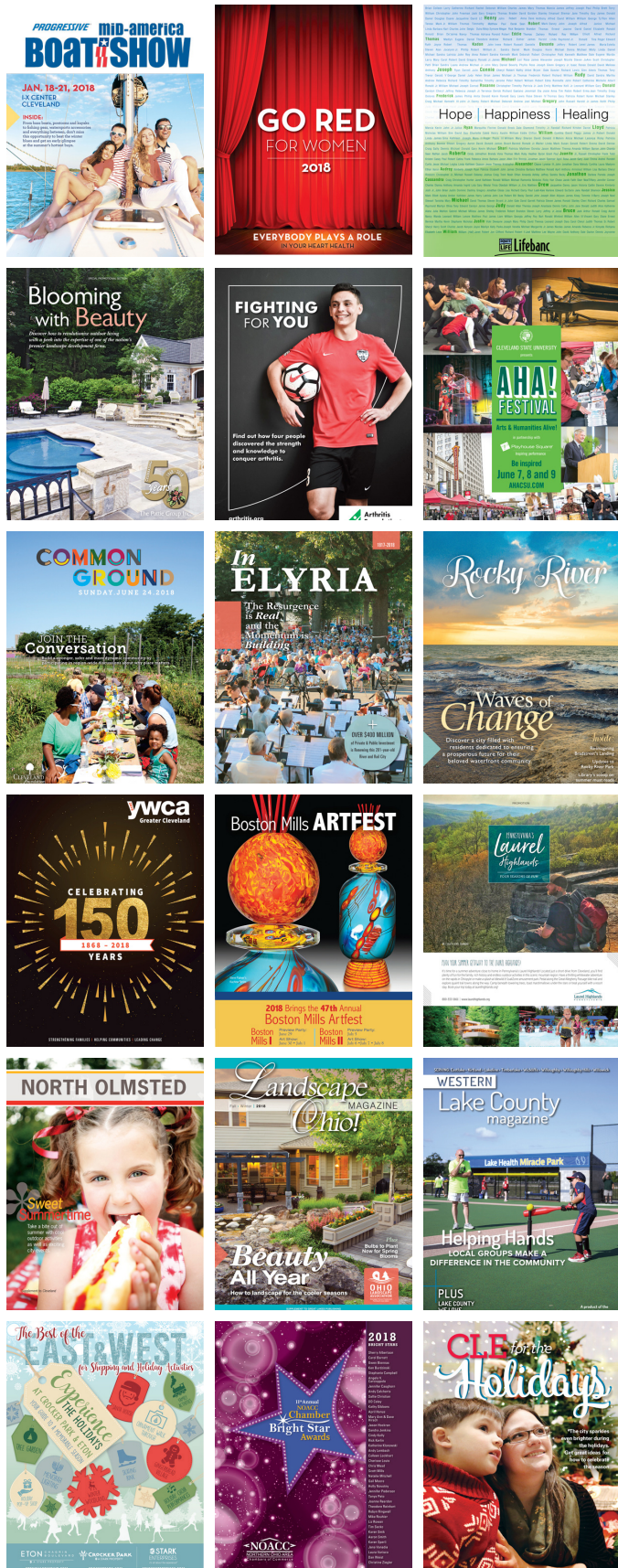
Cleveland's premier event recognizing the community's top business and civic leaders.

## **MIPS RECEPTION**

NOVEMBER 2021

This invite-only cocktail party features the year's Most Interesting People, as selected by the editors of *Cleveland Magazine*.





## A UNIQUE WAY TO GET YOUR MESSAGE TO 255,000+ READERS

A custom insert in *Cleveland Magazine* is a unique way to get your message in front of the most desirable consumers in Northeast Ohio.

### Our readers are your buyers...

These special inserts are a great way to draw more attention to your organization, products, services or events.

## CUSTOM INSERT SPECIFICATIONS

- ▶ Dimensions: 8" x 10.875"
- ▶ Paper: All inserts will appear on 40# text stock in the magazine
  - 4 and 8 page inserts will reprint on 100# text.
  - 12, 16 and 24 page inserts will reprint on 80# text.
  - 32+ page inserts will reprint on 60# text.
- ▶ Inserts will be bound into the full run of one issue of *Cleveland Magazine*.
- ▶ An electronic flipbook of your insert with hyperlinks to embedded URLs will be provided.
- ▶ 1,000 client copies printed on heavier paper is included.
- ▶ Additional overrun copies are 50¢ each.
- ▶ *Cleveland Magazine* editorial and design services are included.

### WE CAN HELP!

Many section prices are drastically reduced through advertising support.

## CUSTOM INSERT RATES

4-Page Insert.....	\$8,600
8-Page Insert .....	\$13,500
12-Page Insert .....	\$18,900
16-Page Insert.....	\$23,800
24-Page Insert.....	\$34,600
32-Page Insert.....	\$43,300
40-Page Insert .....	\$51,900

*All rates are net.*



# PRINT AD SIZES & RATES

## MECHANICAL REQUIREMENTS

**TRIM SIZE:** 8 X 10.875

**PRINTING PROCESS:** WEB OFFSET

**BINDER:** PERFECT BOUND

**PREFERRED AD FILE TYPE:** PDF

**AD COLOR:** CMYK

**LINE SCREEN:** 175

## ADVERTISING SIZES



**TWO-PAGE SPREAD**

Bleed: 16.5" x 11.125"

Trim: 16" x 10.875

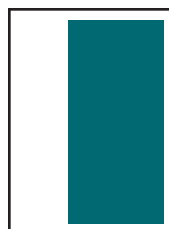


**FULL PAGE**

Bleed: 8.25" x 11.125"

Trim: 8" x 10.875

Live Area: 7" x 10"



**2/3 PAGE**

4.625" x 10"



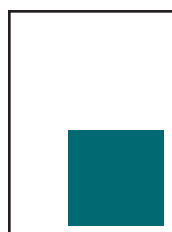
**1/2 HORIZONTAL**

7" x 4.875"



**1/2 VERTICAL**

4.625" x 7.5"



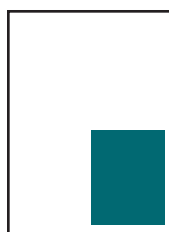
**1/3 SQUARE**

4.625" x 4.875"



**1/3 VERTICAL**

2.25" x 10"



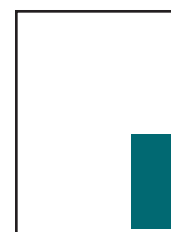
**1/4 SQUARE**

3.375" x 4.875"



**1/6 HORIZONTAL**

4.625" x 2.375"



**1/6 VERTICAL**

2.25" x 4.875"

## ADVERTISING RATES

	1x	3x	6x	12x
<b>FULL PAGE</b>	\$5,335	\$4,350	\$3,915	\$3,560
<b>2/3 PAGE</b>	\$3,930	\$3,210	\$2,885	\$2,620
<b>1/2 PAGE</b>	\$2,995	\$2,445	\$2,195	\$1,995
<b>1/3 PAGE</b>	\$2,060	\$1,685	\$1,510	\$1,375
<b>1/4 PAGE*</b>	\$1,590	\$1,300	\$1,180	\$1,075
<b>1/6 PAGE</b>	\$1,135	\$920	\$830	\$770
<b>COVER 2</b>	\$7,270	\$5,940	\$5,330	\$4,845
<b>COVER 3</b>	\$6,360	\$5,195	\$4,665	\$4,245
<b>COVER 4</b>	\$8,180	\$6,680	\$6,000	\$5,455
<b>PAGE 1</b>	\$6,360	\$5,195	\$4,665	\$4,245

\*1/4-page advertisements are available in select special sections and custom publications.

Additional pricing and rates are available upon request. Contact your account manager or Corey Galloway at 216-377-3638 for more information.

# PRINT AD SPECS & GENERAL INFO

## DIGITAL FILE REQUIREMENTS

**PDF documents are preferred.** Files should be 300 dpi. Files should be press optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.

**Ad Proofs:** Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied ads. We assume due diligence was taken by the client or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your ad before publication.

**Spot Color and RGB Ads:** (Use of PMS inks) We do not support spot color or RGB printing for the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent.

**Specifications:** All images are to be CMYK tiff or eps files and must be high resolution (300 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available.

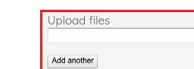
**Programs:** Great Lakes Publishing produces all publications using the Adobe Creative Suite of programs. If you have documents produced in another program, please provide us with a press-ready CMYK PDF.

**Ad Submission:** Files may be submitted in the following ways:

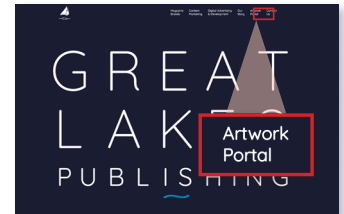
- Via email to your account executive or Corey Galloway at [cgalloway@glpublishing.com](mailto:cgalloway@glpublishing.com) for files that are less than 10MB in size.
- Through Dropbox, Google Drive, etc. via sharable link. Make sure to share the link with your account manager or with Corey Galloway at [cgalloway@glpublishing.com](mailto:cgalloway@glpublishing.com)
- On a disk that is sent or given to your account manager
- Posted to our Artwork Portal on [glpublishing.com](http://glpublishing.com).

## ARTWORK PORTAL INSTRUCTIONS

1. Go to [www.glpublishing.com](http://www.glpublishing.com)
2. Click "Artwork Portal" on the right top of the page.
3. Click on the white box under "Upload files" and choose the file you wish to submit
4. Check the box for the magazine or magazines that you are submitting materials to.
5. Fill out contact information and submit files.



**NOTE:** Before submitting files, be sure to type the code from the image into the box below!



## GENERAL ADVERTISING INFORMATION

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

**SHORT RATES:** An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

**COMMISSIONS:** 15% commission is paid only to recognized agencies. No agency commission is allowed if full payment is not received within 60 days of invoice date.

**RATE PROTECTION:** Contract advertisers will be protected at their contract rates for 60 days after the effective date of new rates.

**PREPAYMENT DISCOUNTS:** Yearly contracts paid in full in advance earn 5% discount.



## DISPLAY ADVERTISING

ClevelandMagazine.com has an extremely powerful digital audience. They are on our site looking for advice and are ready to act. All campaigns include multiple advertising units and are weighted toward the audience interest category of your choosing: Home & Garden, Things to Do, Food & Drink, Health & Wellness, Style, Education, Business & Philanthropy.



## E-MAIL NEWSLETTER

Each week, our opt-in e-newsletter subscribers get the latest in upcoming events and things to do throughout the city with Cleveland Magazine's e-newsletter. E-newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!



## CUSTOM E-BLASTS

Let Cleveland Magazine's award-winning team of designers develop a custom email marketing campaign to reach our targeted list of 10,000 opt-in subscribers. Use this timely medium to drive immediate traffic to your website, promote an upcoming event, encourage sales for a package or special offer, launch a new product or service and more!



## SOCIAL MEDIA

Cleveland Magazine's loyal social media audience are young, active and looking for the hottest trends in Cleveland. We offer businesses the opportunity to show off their brand with sponsored posts. We can track the impressions and engagement of each post thereafter, gathering valuable insights for your business.



## SPONSORED CONTENT

A picture is worth 1,000 words, but maybe that isn't enough to communicate the emotion of an experience. Sponsored content is a great way to go deeper and engage readers more fully within an environment the trust. We can write a captivating SEO friendly story under your direction or we can take existing copy that has proven to be successful on your own digital channels. Either way, we will promote it on clevelandmagazine.com and boost it with a programmatic advertising buy to be sure it gets the exposure you need.



## SPONSORED DIRECTORY

Our searchable directories are the go-to resource that visitors refer to throughout the year. Our directories are viewed by 180,000+ monthly viewers, providing them with easy access to the region's best professionals. Sponsorships are exclusive and carry a right of refusal for previous sponsors. Directories include: Doctors, Dentists, Lawyers, Private Schools, Real Estate Agents, Mortgage Professionals, Things to do, Restaurants.



## SPONSORED EVENT LISTING

Clevelandmagazine.com is the go-to event resource that visitors refer back to throughout the year. Sponsored event listings include promotion on the home page, Things to Do page and e-newsletter.



## PROGRAMMATIC EXTENSIONS

Utilize the Cleveland Magazine audience to better target your programmatic advertising buy with CRM targeting specific to our 100,000 person database or with Audience Interest Retargeting.



Display Banners	\$300	Sponsored Facebook Post	\$500
Video	\$500	CRM Database Targeting	\$1,450
Sponsored Content	\$1,200	Audience Interest Pixel Targeting	\$1,250
Email Newsletter Sponsorship	\$500	Sponsored Event Listings	\$495
Promotion + Offer E-Newsletter	\$750	Directory Sponsorship	\$10,000
Sponsored Instagram Post	\$500		

## BANNER CAMPAIGNS

- Choose from Home + Garden, Things to Do, Food + Drink, Health + Wellness, Style, Education, Business and Philanthropy.
- Includes multiple ad units. Provide artwork for leaderboard (728x90), medium rectangle (300x250) and half page (300x600).
- Include URL for link to your website or social media.
- Submit files as .jpg or static/animated .gif.
- File size limit is 75kb.
- Artwork files must be submitted 3 business days prior to campaign start date.

## VIDEO PLACEMENT

- Video placement will be ROS in medium rectangle space.
- Video placements must be hosted through a 3rd party streaming service (like YouTube). If service is not provided, video will be hosted through *Cleveland Magazine's* YouTube channel.
- Maximum run time is 60 seconds.
- Video must be submitted 3 business days prior to campaign start date.

## SPONSORED CONTENT

- 500-1,000 word article
- At least one 960 px wide by 640 px tall jpg image at 72 dpi
- Logo in .jpg format at 72 dpi
- Optional suggestions
  - Provide URLs to link content to social media or your website.
  - Provide additional images to be used within article.
- Materials must be submitted 10 business days prior to campaign start date. A proof of the page will be sent for client review.
- Note: Content may be produced by *Cleveland Magazine* for an additional charge.
- Programmatic Advertising Boost
  - Your account executive and our digital strategy team will work with you to determine the best audience to promote your sponsored message. Additional artwork may be requested based on the tactics used.

## EMAIL NEWSLETTER SPONSORSHIP

- Includes two medium rectangle (300x250) placements. Provide the URL to link your website for each.
- Static .jpg artwork only.
- Materials must be submitted 3 business days prior to email send date.

## PROMOTIONS & OFFERS

- Includes 540 px wide by at least 540 px tall image. For best results, image should be no taller than 1728 px.
- Provide your desired subject line and URL link to your website.
- Materials must be submitted 3 business days prior to email send date.
- HTML artwork may also be accepted. Please allow an additional 3 business days for processing.

## SPONSORED SOCIAL: FACEBOOK & INSTAGRAM

One post is available on Instagram and Facebook each week. Talk to your account executive about a full Instagram Takeover!

- 3-5 images. Do not place text or logos on the images.
- 20-30 words copy for Instagram; 50-100 words of copy for Facebook
- Includes link to profile and up to 3 hashtags
- All copy and images are subject to match the editorial style of *Cleveland Magazine's* channel.

## PROGRAMMATIC AUDIENCE EXTENSIONS

- Must be purchased in conjunction with a paid Facebook or Network Programmatic campaign. Includes 125,000 minimum of page views. Contact your account executive for a custom proposal from our digital strategy team.

## SPONSORED EVENT LISTING

- Rotating promotion on clevelandmagazine.com's home page event calendar
- Enhanced listing on clevelandmagazine.com's Things to Do web page with one photo and a 50-word event description
- Event promotion in the weekly newsletter



# ADVERTISER SUBSCRIPTION FORM

**Cleveland**  
MAGAZINE

Do you wish to receive (continue to receive) a free print subscription to *Cleveland Magazine*?

☐

Yes

☐

No

Do you wish to receive a free subscription to our email newsletter?

☐

Yes

☐

No

If yes, please fill in the information requested below and return to *Cleveland Magazine* or to your *Cleveland Magazine* account manager.

Signature (required): \_\_\_\_\_

Name (please print): \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Account Executive: \_\_\_\_\_

Date: \_\_\_\_\_

**PLEASE RETURN COMPLETE FORM TO:**

**Cleveland**  
MAGAZINE

1422 Euclid Avenue, Suite 730  
Cleveland, Ohio 44115  
circulation@clevelandmagazine.com



Cleveland Magazine



clevelandmagazine



clevelandmag

***For more information about advertising,  
call your account manager today at 216-377-3638.***







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[clevelandmagazine.com](http://clevelandmagazine.com) | 216-377-3638 | [adsales@clevelandmagazine.com](mailto:adsales@clevelandmagazine.com)



Cleveland Magazine



[clevelandmagazine](https://www.instagram.com/clevelandmagazine)



[clevelandmag](https://twitter.com/clevelandmag)