

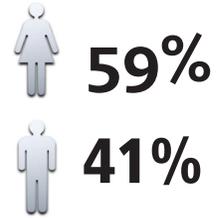
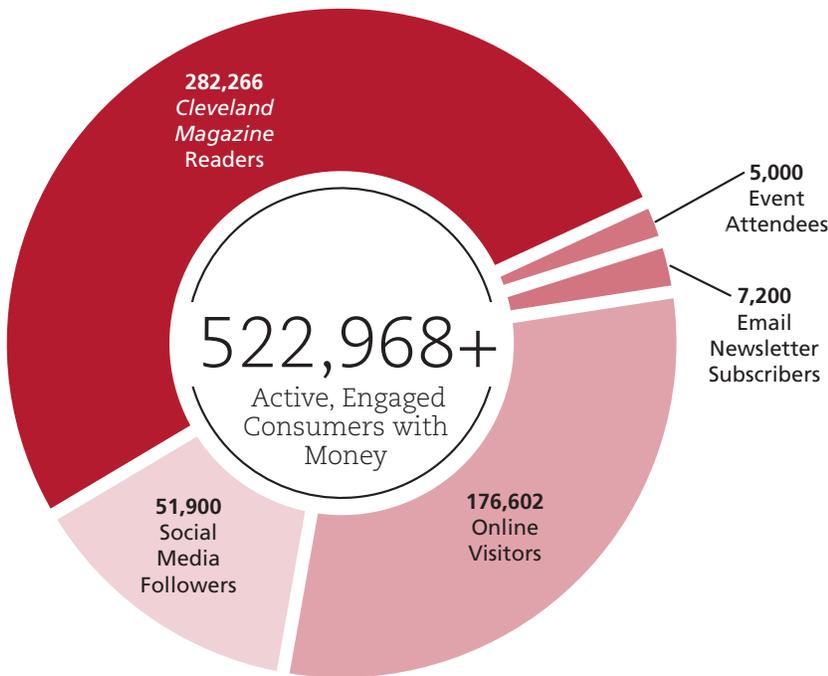


# Cleveland

## MAGAZINE

*Champions for Cleveland since 1972*

# Audience & Reach



% OF READERS AGED 24-54

66%

**AFFLUENT & INVESTED:**

Investment Portfolio:  
**\$325,000+**  
Family Income:  
**\$129,900+**

**SOPHISTICATED & RESPONSIVE:**

Our readers dine out an average of **24** times per month.

**80%** refer to *Cleveland Magazine* when deciding where to dine.

**69%** refer to *Cleveland Magazine* to choose arts/entertainment venues.

**59%** find *Cleveland Magazine* informative about fashion & style.



**89%** of *Cleveland Magazine* readers are homeowners... with an average

market value of **\$183,000** +**27%** of readers plan a remodeling project in the next 12 months.

**EDUCATED & ACTIVE:**

**93%** of readers are college educated.

26% of our readers have served on a non-profit board. On average, *Cleveland Magazine* readers make \$291 in charitable donations each year.



**68%** of readers frequently purchase products or services as a result of reading an ad in *Cleveland Magazine*.

Sources: Readership Study, CVC Audit, 2014 Readership Study, The Media Audit



**Each Month**

31,823  
CVC Audited Circulation  
282,266  
Total Readership  
3,013  
Newsstand Sales  
47,495  
Website Users

**98%** of our subscribers read *Cleveland Magazine* on a regular basis.

**74%** of our subscribers keep *Cleveland Magazine* for one month or longer.

On average, our readers refer to each issue of *Cleveland Magazine* **6 times**.

Readers spend an average of **1 hour** reading each monthly issue.



FOR MORE INFORMATION: [adsales@clevelandmagazine.com](mailto:adsales@clevelandmagazine.com) / P: 216.377.3638  
CONNECT WITH US: [facebook.com/ClevelandMagazine](https://www.facebook.com/ClevelandMagazine) [@ClevelandMag](https://twitter.com/ClevelandMag)

# HELPING YOU NAVIGATE THE DIGITAL WORLD



▶ FOR MORE INFORMATION: [adsales@clevelandmagazine.com](mailto:adsales@clevelandmagazine.com) / P: 216.377.3638  
 CONNECT WITH US: [facebook.com/ClevelandMagazine](https://www.facebook.com/ClevelandMagazine) [@ClevelandMag](https://twitter.com/ClevelandMag)

**Rates and Sizes**

Ad Size	Position	Rate
Leaderboard (728 x 90)	Top of page	\$400/month
Half Page (300 x 600)		\$350/month
In-copy Box (300 x 250)	Right side With video	\$250/month \$650/month
Small Banner (300 x 150)	Right side	\$150/month

**Sponsored Content**

Embedded Content + Splash Page (1,500 words + photos) \$1,500/month

**Clicked In**

2-Week Contesting (300 x 250) \$650/2-week

**Roadblock**

Home Page Takeover (728 x 90, 300 x 600, 300 x 250) \$750/week

Section Sponsorship (728 x 90, 300 x 600, 300 x 250) \$480/week

**Email Newsletter**

Weekly sponsorship (Two Medium rectangles, only one available per week) \$500

**Custom Direct Email**

E-Blast (540 x 540, only one available per week) \$1,000

All online advertising will run in rotation throughout the site except when special ad packages have been purchased.

Monthly rates are based on 15,000 page views per month. Additional page views can be purchased at discounted rates.

**Web Advertising Digital File Requirements**

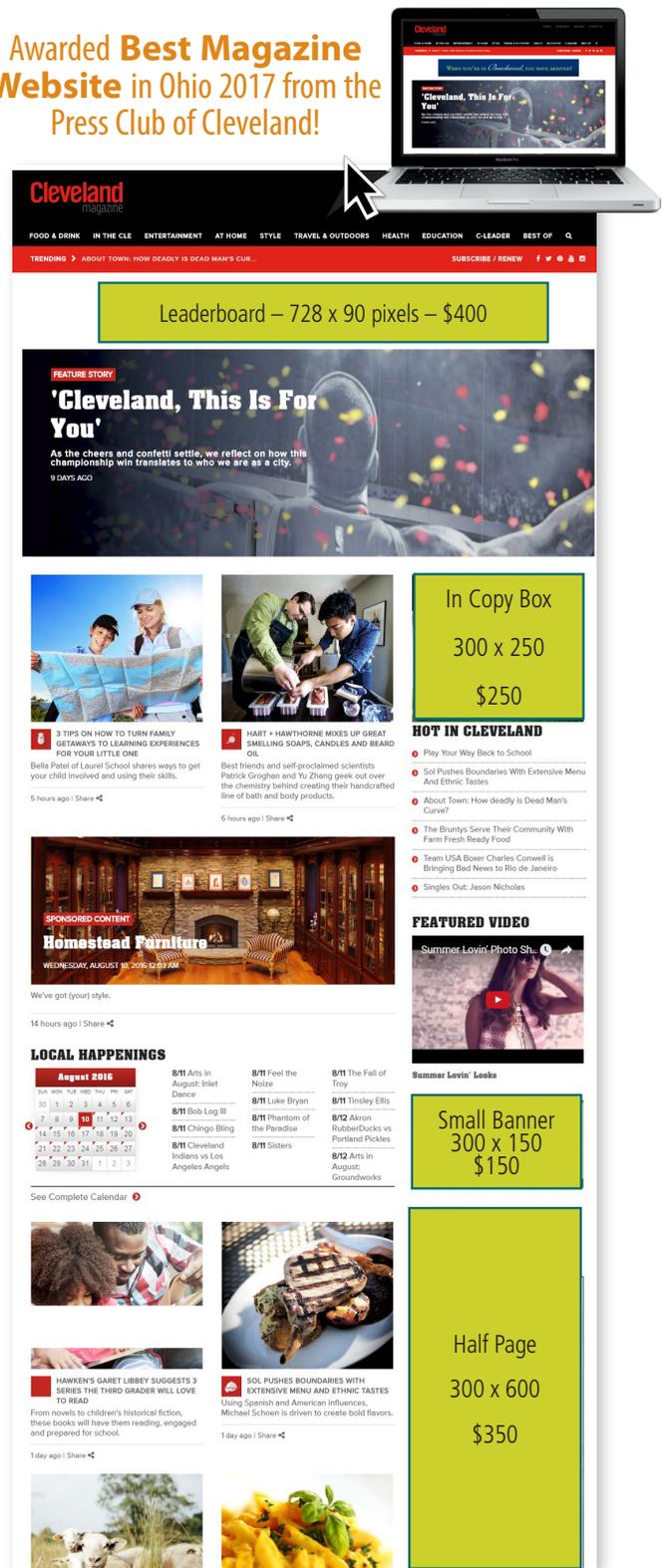
File size limit = 50k

Looping restrictions = unlimited

Supported file types (created by advertiser): Static .jpg or .gif, Animated .gif, html or Flash .swf with ClickTag embedded. (Contact us if your preferred file format is not listed here.)

Please provide a destination URL with all digital file submissions.

Awarded **Best Magazine Website** in Ohio 2017 from the Press Club of Cleveland!



	EDITORIAL	ADVERTISING SECTIONS	SUPPLEMENTS	SPACE CLOSE	ADS DUE	
<b>JAN</b> ON SALE - 12/19	<b>Most Interesting People</b>	<ul style="list-style-type: none"> <li>Elegant Wedding</li> <li>LEMTA Mid-America Boat Show</li> </ul>	<ul style="list-style-type: none"> <li>NARI Home Improvement Show</li> <li>SuperLawyers</li> <li>Beachwood</li> </ul>	<b>11/20</b>	<b>11/27</b>	
<b>FEB</b> ON SALE - 1/23	<b>Date Night CLE</b> EVENT: Power 100	<ul style="list-style-type: none"> <li>Camp Guide</li> </ul>	<ul style="list-style-type: none"> <li>Go Red for Women</li> <li>Great Big Home &amp; Garden Show Guide</li> <li>Community Leader - Power 100</li> </ul>	<b>12/22</b>	<b>12/29</b>	
<b>MAR</b> ON SALE - 2/20	<b>Home Design</b>	<ul style="list-style-type: none"> <li>Guide to Education</li> <li>NEW Home Design Look Book</li> </ul>	<ul style="list-style-type: none"> <li>Crocker Park/Eton</li> <li>Five Star Wealth Managers</li> <li>Brunswick</li> </ul>	<b>1/22</b>	<b>1/29</b>	
<b>APR</b> ON SALE - 3/20	<b>Music in CLE</b> EVENT: Best of the East Best of the West	<ul style="list-style-type: none"> <li>Education Profiles</li> <li>Summer Camp Ad Directory</li> </ul>	<ul style="list-style-type: none"> <li>Best of the East Finalists</li> <li>Best of the West Finalists</li> <li>NEW At Home Section</li> </ul>	<ul style="list-style-type: none"> <li>City Guide</li> <li>LifeBanc</li> </ul>	<b>2/19</b>	<b>2/26</b>
<b>MAY</b> ON SALE - 4/17	<b>Silver Spoon Awards - Best Restaurants</b> EVENT: Silver Spoon Awards	<ul style="list-style-type: none"> <li>Restaurant Guide</li> <li>Retirement Living</li> </ul>	<ul style="list-style-type: none"> <li>Arthritis Foundation</li> <li>OLA Landscape Ohio</li> <li>NARI Remodel Ohio</li> </ul>	<ul style="list-style-type: none"> <li>Live Cleveland/ Downtown Digs</li> <li>Community Leader - Meetings and Events</li> </ul>	<b>3/19</b>	<b>3/26</b>
<b>JUN</b> ON SALE - 5/22	<b>Rating the Suburbs</b> EVENT: Faces of Care Gala	<ul style="list-style-type: none"> <li>Summer Fun Guide</li> <li>City of Rocky River</li> <li>Top Realtor/Mortgage Bankers</li> </ul>	<ul style="list-style-type: none"> <li>Faces of Care</li> <li>Crocker Park/Eton</li> </ul>	<b>4/23</b>	<b>4/30</b>	
<b>JUL</b> ON SALE - 6/19	<b>Lakes and Rivers</b> EVENT: Best of Lorain County	<ul style="list-style-type: none"> <li>Healthy Living (Beauty)</li> <li>Best of the East Winners</li> <li>Best of the West Winners</li> </ul>		<b>5/21</b>	<b>5/28</b>	
<b>AUG</b> ON SALE - 7/24	<b>Top Doctors</b>	<ul style="list-style-type: none"> <li>Strongsville</li> </ul>	<ul style="list-style-type: none"> <li>Community Leader</li> </ul>	<b>6/25</b>	<b>7/2</b>	
<b>SEP</b> ON SALE - 8/21	<b>Private Schools</b>	<ul style="list-style-type: none"> <li>Private Schools</li> <li>Willoughby Western Lake County</li> </ul>	<ul style="list-style-type: none"> <li>NorthCoast 99 — Best Places to Work</li> <li>Celebrate Westlake</li> <li>OLA Landscape Ohio</li> </ul>	<ul style="list-style-type: none"> <li>Lakewood</li> <li>NARI Remodeled Homes Tour</li> </ul>	<b>7/23</b>	<b>7/30</b>
<b>OCT</b> ON SALE - 9/18	<b>Best of Cleveland</b> EVENT: Best of Cleveland Party	<ul style="list-style-type: none"> <li>Education</li> <li>Top Dentists</li> </ul>	<ul style="list-style-type: none"> <li>NARI Remodel Ohio</li> </ul>	<b>8/20</b>	<b>8/27</b>	
<b>NOV</b> ON SALE - 10/23	<b>Food</b> EVENTS: Business Hall of Fame MIPS	<ul style="list-style-type: none"> <li>Fall Dining Guide</li> <li>Retirement Living</li> </ul>	<ul style="list-style-type: none"> <li>Crocker Park / Eton</li> <li>Village of Chagrin Falls</li> </ul>	<ul style="list-style-type: none"> <li>Community Leader Guide to Charitable Giving + Biz Hall</li> </ul>	<b>9/24</b>	<b>10/1</b>
<b>DEC</b> ON SALE - 11/20	<b>TBD</b>	<ul style="list-style-type: none"> <li>Faces of Cleveland</li> <li>Health Care Guide</li> <li>Holiday Gift Guide</li> <li>City of Avon</li> </ul>	<ul style="list-style-type: none"> <li>Winterfest</li> </ul>	<b>10/22</b>	<b>10/29</b>	

# Community Leader

Cleveland  
MAGAZINE

# COMMUNITY LEADER

Cleveland's Voice for Business and Community Progress

Community Leader is dedicated to researching, reporting and communicating the things that matter to achieve community progress in Northeast Ohio.

Community Leader uses the collaborative power of business, government and nonprofits to be the voice of economic growth, social advancement and government effectiveness in Northeast Ohio.

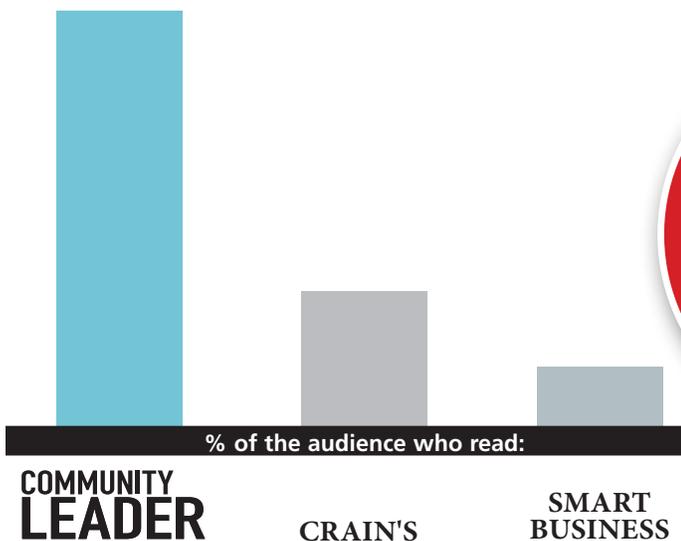


## Business Decision Makers:

Community Leader's audience of readers has

# 213% more

decision makers than Crain's and SBN combined.



Full year packages start at \$4,500 (net)

## ADVERTISING DEADLINES

### February 2018

Space Close: 12/7/17  
Ads Due: 12/14/17

### May 2018

Space Close: 3/8/18  
Ads Due: 3/15/17

### August 2018

Space Close: 6/7/18  
Ads Due: 6/14/18

### November 2018

Space Close: 9/6/18  
Ads Due: 9/13/18

# Event Sponsorship

**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.

## Power 100



February 2018  
**Invite only** group of the 100 most influential people in Cleveland and Community Leader Partners

## Faces of Care Gala (benefiting the Greater Cleveland Nurses Association scholarship fund)



June 2018  
 Embassy Suites Cleveland - Rockside  
**600 of the top** professional in nursing and medicine.

## Best of the East Party



April 2018  
 Executive Caterers at Landerhaven  
**800 locals** from the east side suburbs there to sample the best food, talk with owners of local shops and vote for their favorites.

## Super Lawyers



September 2018  
**200 of the top** attorneys in Cleveland as voted on by their peers.

## Best of the West Party



April 2018  
 LaCentre  
**800 locals** from the west side suburbs there to sample the best food, talk with owners of local shops and vote for their favorites.

## Best of Cleveland Party



October 2018  
 Rock & Roll Hall of Fame  
**1,500 of Cleveland's** movers and shakers gather to celebrate the best food, beverage and local craftsmen.

## puLse Magazine's Best of Lorain Party



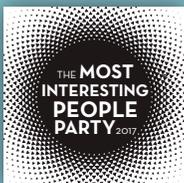
June 2018  
 Spitzer Center at Lorain Community College  
**800 locals** from Lorain County to there sample the best food, talk with owners of local shops and vote for their favorites.

## The Business Hall of Fame



November 2018  
 The Intercontinental Hotel  
**250-300 of Cleveland's** top business people join to induct 4-6 of our business professionals into the BHoF that includes titans of the industrial age such as Rockefeller, Mather and Eaton.

## The Most Interesting People Reception



November 2018  
**Every year** Cleveland Magazine hosts the best cocktail party in the city. Our January Most Interesting People issue brings together sports stars, news makers, civic activists, noted chefs, innovative entrepreneurs and personalities who are shaping our city. Then we get them talking about anything — and everything.

# Advertiser Subscription

2018 MEDIA KIT

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

Yes

No

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

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

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

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

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

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

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

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

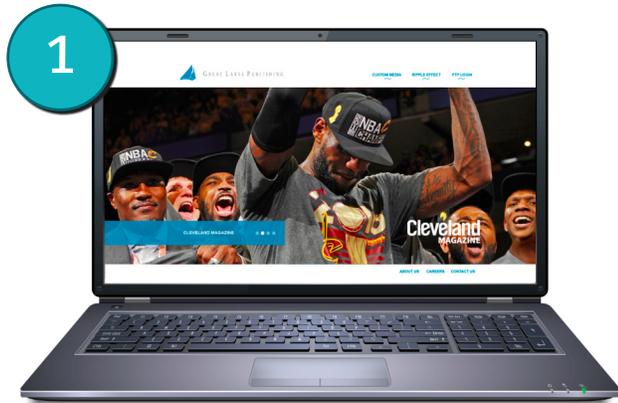
Account Executive: \_\_\_\_\_

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

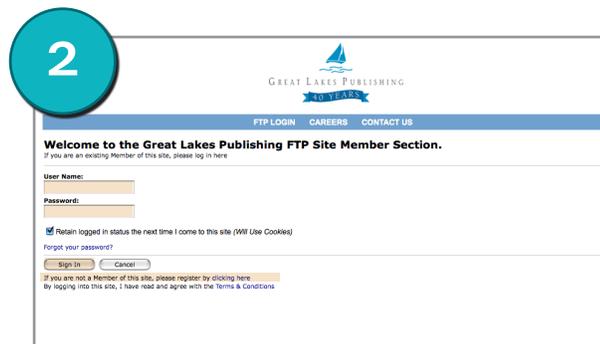
PLEASE RETURN COMPLETE FORM TO:  
1422 Euclid Avenue, Suite 730  
Cleveland, Ohio 44115  
circulation@clevelandmagazine.com

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

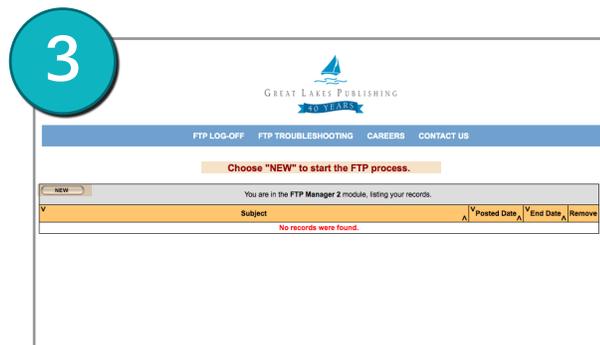
## DIGITAL FILE SUBMISSIONS TO FTP SITE



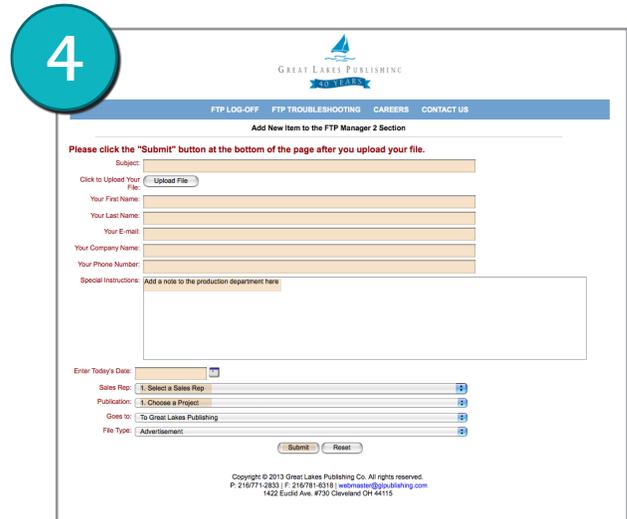
1. Navigate to [www.glpublishing.com](http://www.glpublishing.com) and select FTP Login



2. Enter User Name and Password, or click to register. (You select your own User Name and Password and have immediate access to the site.)



3. You can view any previously uploaded file or click NEW to begin the FTP upload process.



4. Complete the information form and upload the file attachment. Include any special instructions. Be sure to select the Sales Rep and Publication for the file submission. "Goes To" and "File Type" will default to most common selections and can be left unchanged.

Click Submit to complete the FTP upload.

If you have any questions about the FTP site, please email our production department at [production@glpublishing.com](mailto:production@glpublishing.com).  
**Make sure to include the proper publication in the subject line.**

# Custom Inserts



## A Unique Way to Get Your Message to 282,000+ Readers

Cleveland Magazine is excited to offer a unique way to help your message reach the best customers 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.

### Section Specifications

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

**WE CAN HELP!**  
 Many section prices are drastically reduced through advertising support.

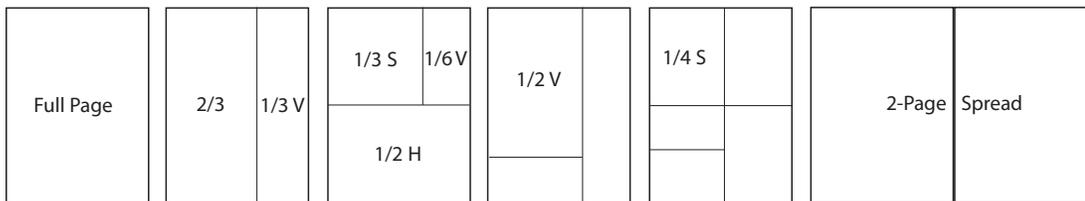
Total Cost	
4-Page Insert.....	\$8,000
8-Page Insert.....	\$12,500
12-Page Insert.....	\$17,500
16-Page Insert.....	\$22,000
24-Page Insert.....	\$32,000
32-Page Insert.....	\$40,000
40-Page Insert.....	\$48,000

*All rates are net.*

# Print Rates

GROSS RATES	1X	3X	6X	12X
Full page	5030	4105	3690	3355
2/3 page	3705	3025	2720	2470
1/2 page	2825	2305	2070	1880
1/3 page	1940	1585	1425	1295
1/4 page*	1500	1225	1100	1000
1/6 page	1067	875	785	725
COVER 2	7060	5765	5175	4705
Page 1	6175	5045	4530	4120
COVER 3	6175	5045	4530	4120
COVER 4	7940	6485	5825	5295

\*1/4-page advertisements are available in select special sections and custom publications. 15% discount credited to recognized agencies.



(WIDTH x DEPTH)	Ad Sizes	Bleed Sizes	Ad Sizes
Full Page	7" x 10"	8.25" x 11.125"	1/3 Page (vertical) 2.25" x 10"
2/3 Page	4.625" x 10"	5.25" x 11.125"	1/6 Page (horizontal) 4.625" x 2.375"
1/2 Page (horizontal)	7" x 4.875"		1/6 Page (vertical) 2.25" x 4.875"
1/2 Page (vertical)	4.625" x 7.5"		*1/4 Page (square) 3.375" x 4.875"
1/3 Page (square)	4.625" x 4.875"		*1/8 Page (horizontal) 3.375" x 2.375"

Final trim size of publication is 8" x 10.875". Keep live matter 1/4" from the trim edge top and bottom and 1/2" from both side trim edges. All spreads should be set up as a two-page document. \* 1/4-page and 1/8-page advertisements are available in select special sections and custom publications. Please contact your account representative for details and availability.

## Client-Supplied Advertisement Specifications

**PDF documents are preferred.** Files should be 350 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 files or PDFs. 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 files or PDF 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 (350 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. Information on how to produce a press quality PDF file is available at [www.glpublishing.com](http://www.glpublishing.com).

**Accepted Media:** Files may be submitted on CD/DVD or sent to our FTP site. Visit [glpublishing.com](http://glpublishing.com) for step-by-step instructions.

**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.

For further information on our digital specifications or ad material closing dates, please contact our production manager at 216-771-2833.

## 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.