

Cleveland MAGAZINE

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2021 DIGITAL 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.

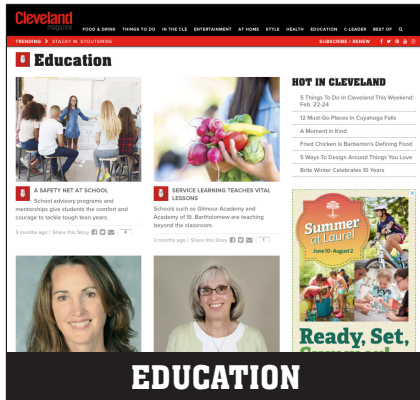
Our readers and followers are looking for the best of everything: trendy restaurants and shops, top doctors, places to live, schools for their children, care centers for their parents and ways to give back to the community.

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.

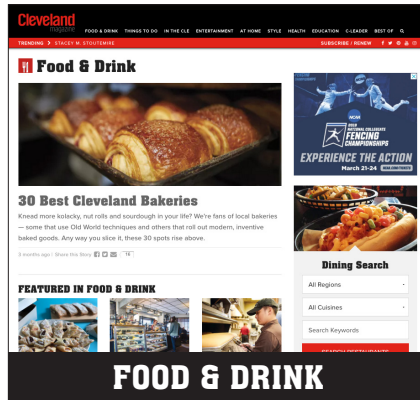
Cleveland
MAGAZINE

1422 Euclid Ave, Ste. 730 | Cleveland, Ohio 44115
clevelandmagazine.com | 216-377-3638 | adsales@clevelandmagazine.com

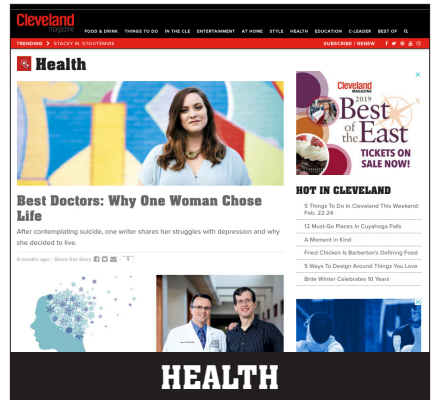
BANNER CAMPAIGNS: TARGETED BY INTEREST



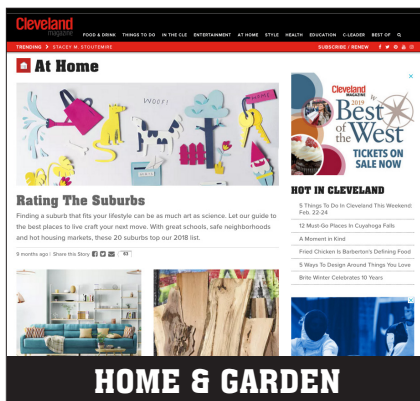
EDUCATION



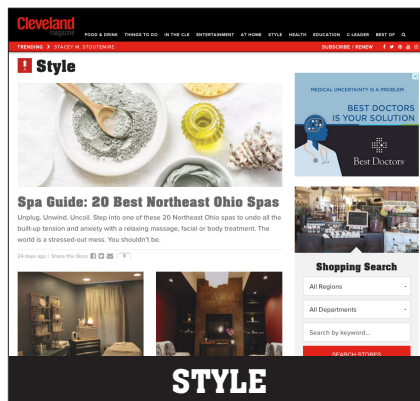
FOOD & DRINK



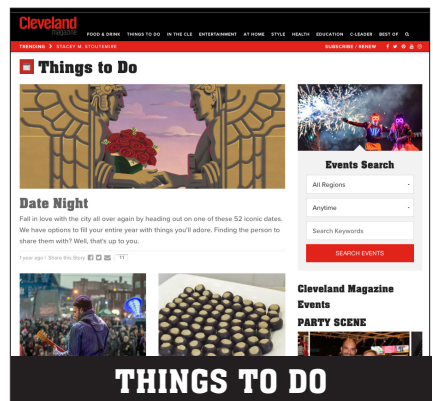
HEALTH



HOME & GARDEN



STYLE



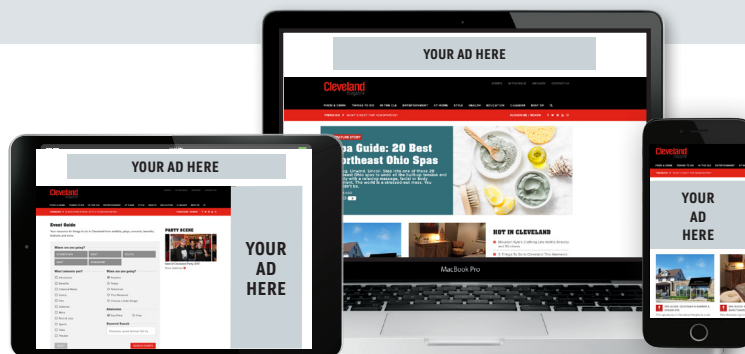
THINGS TO DO

Targeted + Interested + Receptive

ClevelandMagazine.com banner campaigns are ~~400%~~ ^{600%!} more effective than traditional banner campaigns.

All our traffic is prequalified. No amount of demographic segmenting can replace the effectiveness of adjacent content when creating excitement for your brand. Our digital audience is seeking an experience in your area of interest. Catch them in the moment where they are receptive to an idea. That is why they have taken the initiative to seek out ClevelandMagazine.com.

BUSINESSES WHO ADVERTISE IN THEIR CATEGORY OF INTEREST GET A .30 CTR!



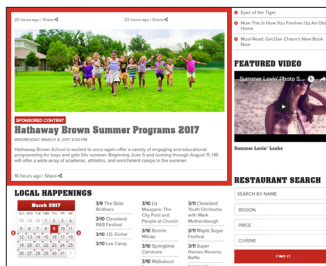
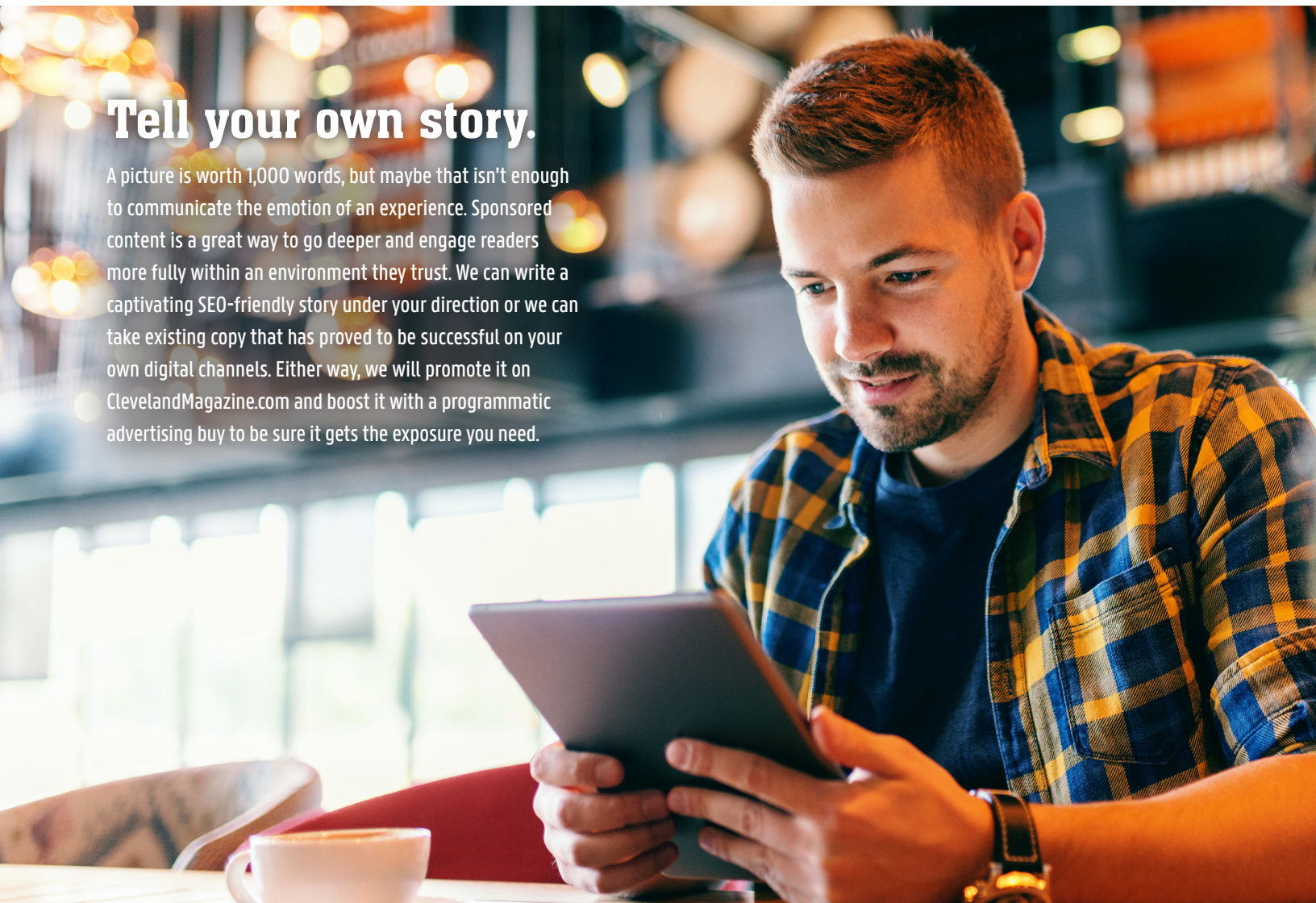
All campaigns include multiple units for maximum reach and effectivity.

*Smart Insights 2020 average click through rate of .05%



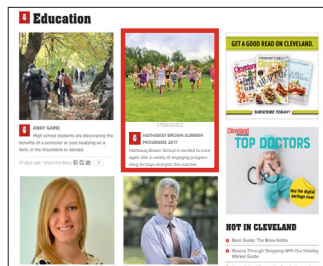
Tell your own story.

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 they trust. We can write a captivating SEO-friendly story under your direction or we can take existing copy that has proved 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.



HOME PAGE FEATURED SPOT

Be one of the first things our readers see when they visit our homepage. Your featured spot on our home page will click through to your sponsored page.



TARGETED PAGE FEATURED SPOT

You will also receive a feature spot on one of our six targeted pages:

- Education
- Home & Garden
- Food & Drink
- Style
- Health
- Things to Do/Events



CUSTOMIZED SPONSOR PAGE

Increase brand awareness and promote your personalized message to our targeted audience on a digital platform. You will receive your very own sponsored page on ClevelandMagazine.com that we will promote through various channels.



PROGRAMMATIC ADVERTISING BOOST

Each sponsored content engagement includes a targeted programmatic buy we make on your behalf on Facebook or Google to ensure maximum exposure.

Cleveland Magazine's loyal Instagram followers are young, active and looking for the hottest trends in the city on social media. Cleveland Magazine's Instagram account is a **visual inspiration board for all the BEST in Cleveland**. We offer businesses in select industries 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. That way, you'll know exactly who responds to your message.

Instagram Advertising Opportunity



PARAMETERS

One post available per week. Client must submit 3-5 high-resolution photos that match the style of *Cleveland Magazine's* feed. No text or logos on photos. Client should submit up to 75 words per post. All copy is subject to change to match the editorial style of *Cleveland Magazine's* Instagram. No repeated creative. Includes one profile tagged and up to 3 hashtags.

TRACKING SUCCESS

- ▶ Impressions (Number of times your post was seen)
- ▶ Reach (Number of unique individuals that viewed post)
- ▶ Engagement (Number of comments/likes)

TARGET YOUR KEY AUDIENCE

- Education
- Food & Drink
- Health & Wellness
- Home & Garden
- Style
- Things to Do/Events

▶ WANT MORE?

Call your account manager about an Instagram takeover today.





Cleveland Magazine's Facebook audience is loyal, engaged and interested

in learning about everything Cleveland has to offer. *Cleveland Magazine's* Facebook feed features our award-winning editorial content and offers a perfect environment for your advertising message. We offer businesses in select industries the opportunity to tell their story with co-branded, promotional Facebook posts. You can track the impressions and engagement of each post and gather valuable insights. You'll be able to tell the reach of your message and know who responds to it.

Facebook Advertising Opportunity



PARAMETERS

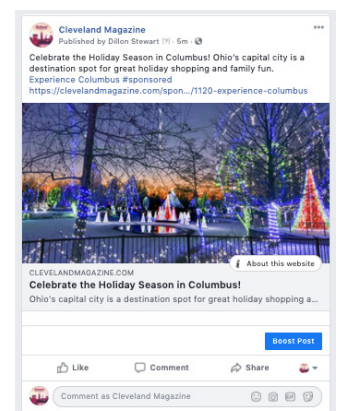
One post available per week. Client can choose between one static image or carousel of up to 5 images per post. No text or logos on photos. Client should submit up to 100 words to accompany photo(s). All copy is subject to change to match the editorial style of *Cleveland Magazine's* Facebook. No repeated creative. Includes one profile tagged and up to 3 hashtags. Post will be proofed to client before going live.

NEW PLATFORM

Partners that participate in select special advertising sections are able to expand their buy across platforms, reaching the *Cleveland Magazine* Facebook audience at a low cost. Our team will optimize the magazine content by reformatting it for social sharing and tagging partners.

TRACKING SUCCESS

We will provide reporting that includes total reach, shares, likes and comments.



Cleveland Magazine CRM Targeting + Audience Interest Retargeting

Retargeting campaigns send ads to **qualified** users to visit your owned websites. The benefit to this tactic is great, but the drawback is they need to visit your site first. **With our pixel retargeting**, we allow our advertisers to place their remarketing pixels on targeted pages throughout ClevelandMagazine.com, allowing qualified users who may be interested in your product or service the opportunity to get served your ads via retargeting without ever actually visiting your site.

A Facebook or Google Custom Audience is a highly effective targeting option that lets advertisers find their existing audiences among people who are on Facebook!



CRM TARGETING

UTILIZE CLEVELAND MAGAZINE'S CRM DATABASE!

- ▶ We upload *Cleveland Magazine's* database of users to match with their unique IP address.
- ▶ Utilize *Cleveland Magazine's* CRM database of more than 100,000 print and digital subscribers!

WHY CLEVELAND MAGAZINE'S DATA?

- ▶ Reach NEW qualified prospects
- ▶ Make better impressions by delivering relevant ads to the right customers!
- ▶ Our paying subscribers have a disposable income AND enjoy the finer things in life.

CRM TARGETING

allows you to narrow your advertising message to a select group of people on either Facebook or Google. *Cleveland Magazine* has over 100,000 targeted users that you can use to focus your messaging on those networks.



AUDIENCE INTEREST RETARGETING

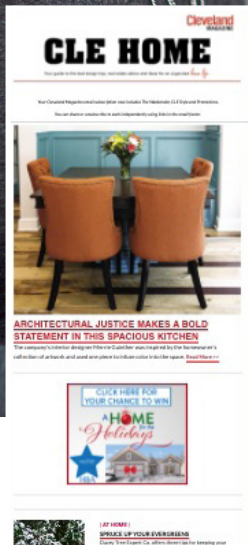
allows you to identify users who have come to a specific interest page on ClevelandMagazine.com and follow up with them by placing ads on pages they are viewing on other website pages.

TARGET BY:

- Education
- Food & Drink
- Health
- Home & Garden
- Style
- Things to Do/Events

EMAIL NEWSLETTER SPONSORSHIP

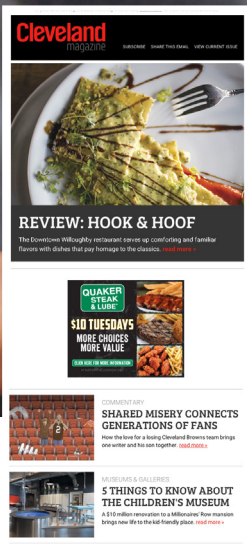
Each week we send three e-newsletter to our **opt-in subscribers**. Each e-newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!



AT HOME CLE NEWSLETTER

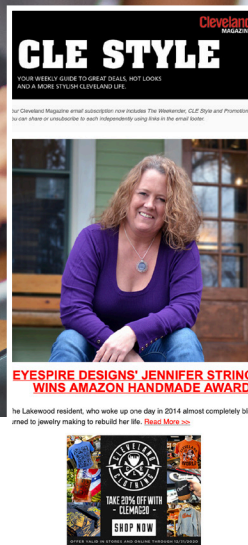
20,000 opt-in subscribers
18% open rate
3.5% click-thru rate

The Cleveland Magazine e-newsletters include two medium rectangle ad placements with a link to your website.



THE WEEKENDER E-NEWSLETTER

16,000 opt-in subscribers
18% open rate
3% click-thru rate



CLE STYLE E-NEWSLETTER

16,500 opt-in subscribers
16% open rate
2.6% click-thru rate

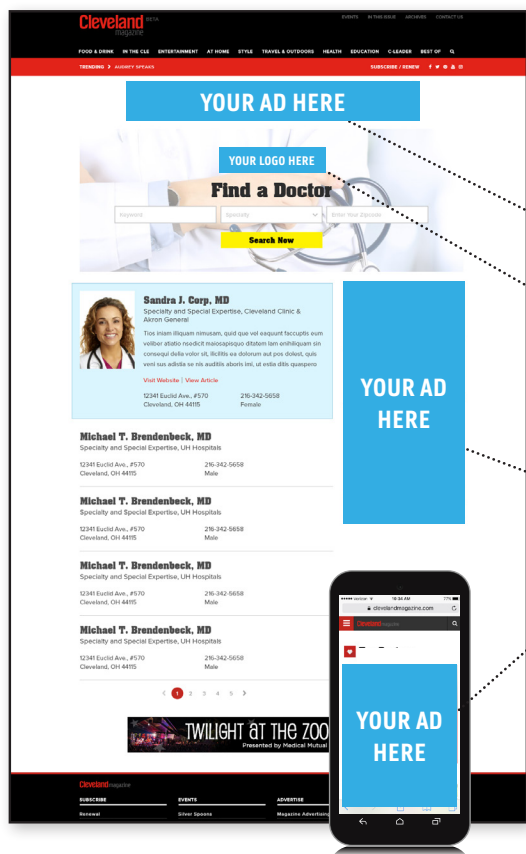


PROMOTIONAL/OFFERS E-NEWSLETTER

15,000 opt-in subscribers
15% open rate
1% click-thru rate

Send your own dedicated push to our promotions and offers list.





Cleveland Magazine is well-known for creating the best of everything Cleveland. Directory Sponsorships are a great way to associate your brand with the best in your field. Packages include:

- 12 Month Sponsorship Term
- Exclusivity to One Sponsor (\$5,000 value)
- Full-Page Ad in an issue of *Cleveland Magazine* (\$5,030 value)
- Branded Logo Presence on Full-Page Ads in the Two Issues of *Cleveland Magazine* and Three 1/3 Page Ads (\$9,800 value)
- Fixed Leaderboard on the Directory Page (\$4,800 value)
- Logo Presence on the Directory Page (\$12,000 value)
- Medium Rectangle on Mobile Views (\$3,000 value)
- 1/2 Page Ad on Desktop Views (\$4,200 value)
- Right of First Refusal for Next Year

DIRECTORY SPONSORSHIPS ARE AVAILABLE FOR:

- ▶ Best Doctors
- ▶ Top Real Estate Agents
- ▶ Restaurants
- ▶ Top Dentists
- ▶ Events
- ▶ Business Hall of Fame
- ▶ Cleveland 500



Display Banners	\$300	Sponsored Facebook Post	\$550
Video	\$500	CRM Database Targeting	\$1,450
Sponsored Content	\$1,200	Audience Interest Pixel Targeting	\$1,250
Email Newsletter Sponsorship	\$550	Event Spotlight	\$495
Promotion + Offer E-Newsletter	\$750	Directory Sponsorship	\$10,000
Sponsored Instagram Post	\$550		

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.
- Minimum 15,000 impressions.

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 EMAIL NEWSLETTER

- 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.
- Up to 75 words copy for Instagram; Up to 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



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Cleveland Magazine



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