



Cleveland

MAGAZINE

.....

INSPIRED LIVING

2023 MEDIA KIT





#1

MEDIA FOR **QUALITY SEEKERS**

The Best of Cleveland

As it has for 50 years, *Cleveland Magazine* champions those who are living their own version of their best lives 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 entire 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

Inspiration Leads to

Action

Cleveland Magazine offers inspiration to Cleveland's Quality Seekers. They come to us when they are ready to take action. That is why advertising with *Cleveland Magazine* delivers **6x better than national averages!**

Targeting Opportunities:

- ▶ Beautiful Home
- ▶ Things to Do
- ▶ Food & Drink
- ▶ Looking Good, Feeling Good
- ▶ Family First
- ▶ Community Leader

*2021 Digital Audience Survey for those who answered the question positively, "I appreciate quality, and I am willing to pay a little more to get it," when compared to Cleveland Scene, cleveland.com and local TV.



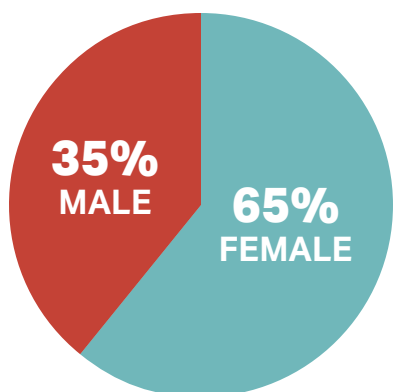
#1

AUDIENCE FOR
Buying Local

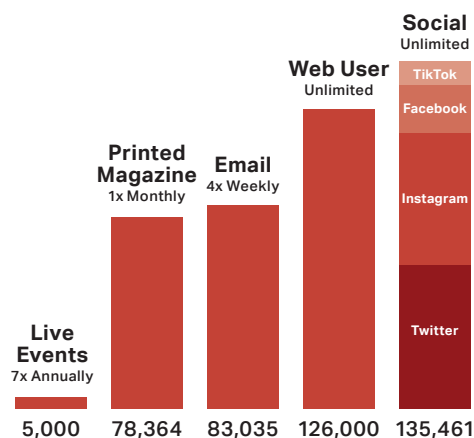


Subscribed Audience

SUBSCRIBED AUDIENCE OVER 400,000!



\$120,000+
HOUSEHOLD INCOME



*2021 Digital Audience Survey for those who answered the question positively, "I prefer to buy local when I can," when compared to Cleveland Scene, cleveland.com and local TV.



	Cover	Promotional Focuses	Custom Publications
JAN	<p>MOST INTERESTING PEOPLE Clevelanders who are doing exciting, innovative and creative things in our city.</p>	<ul style="list-style-type: none"> • CLE Weddings • CLE Home Decor • LEMTA Boat Show Guide • SuperLawyers 	<ul style="list-style-type: none"> • Rocky River Residents' Guide
FEB	<p>CLE FOODIE BUCKET LIST From pierogies and corned beef to soup dumplings and gigantic grilled cheeses, we collect 50 classic dishes that define Northeast Ohio's tastebuds.</p>	<ul style="list-style-type: none"> • Camp Guide • Great Big Home & Garden Show • Solon 	<ul style="list-style-type: none"> • Westlake Magazine • Community Leader
MAR	<p>ENVIRONMENT Is Cleveland a climate-change safe space? Where are the economic opportunities in going green? We explore how environmental issues shape Cleveland's future.</p>	<ul style="list-style-type: none"> • Guide to Education • CLE Home + Remodeling Expo 	<ul style="list-style-type: none"> • PuLse (Lorain County's Magazine) • Lake Erie Living Travel Guide
APR	<p>HOME Tips and advice from local design professionals on ways to decorate and renovate your home.</p>	<ul style="list-style-type: none"> • Home Lookbook • Best of the East Finalists • Best of the West Finalists • College Guide 	<ul style="list-style-type: none"> • Insider's Guide to CLE • Brecksville Magazine • Lorain County Chamber of Commerce Directory
MAY	<p>BEST RESTAURANTS A celebration of the top spots in dining.</p>	<ul style="list-style-type: none"> • Retirement Living • NARI Remodel Ohio • OLA Landscape Ohio 	<ul style="list-style-type: none"> • Community Leader • Lake Erie Living
JUN	<p>BEST PLACES TO LIVE Stats on 77 communities, including top schools, safest towns and lowest property taxes.</p>	<ul style="list-style-type: none"> • Summer Fun Guide • Top Real Estate • Promote Your City • Home 	<ul style="list-style-type: none"> • City Life/Downtown Digs • Faces of Care • Rocky River • Dominion Impact Awards
JUL	<p>ON THE WATER When summer rolls around, there may be no better place in the country to get on the water. Whether you're a boater or just like a cocktail with a view, we show you how to make the most of it.</p>	<ul style="list-style-type: none"> • Cutest Pet Contest • Dog Days of Summer Event • Parks & Recreation 	<ul style="list-style-type: none"> • Outdoor Living • Avon Magazine • Lake Erie Living
AUG	<p>BEST DOCTORS A resource to the area's top physicians.</p>	<ul style="list-style-type: none"> • Home Design Lookbook • Best of the West Winners • Best of the East Winners • STEM 	<ul style="list-style-type: none"> • Power of More • HBA Showcase of Homebuilding • Community Leader
SEP	<p>WILD WORLD OF YOUTH SPORTS From travel volleyball to AAU basketball, parents sink huge chunks of time, money and stress into their children's athletic careers. We look at the good, bad and ugly of youth sports.</p>	<ul style="list-style-type: none"> • Private Schools Handbook • OLA Landscape Ohio • NARI Home Improvement Show Guide 	<ul style="list-style-type: none"> • Western Lake County • NorthCoast 99 • Strongsville Magazine • PuLse (Lorain County's Magazine) • Lake Erie Living
OCT	<p>BEST OF CLEVELAND A celebration of the best food, drinks, shops and things to do in the city.</p>	<ul style="list-style-type: none"> • Guide to Education • Top Dentists • Promote Your City • NARI Remodel Ohio 	<ul style="list-style-type: none"> • Akron Cleveland Association of Realtors • Independence Magazine
NOV	<p>WINTER FUN GUIDE A guide to getting out and making the most of the snowy season.</p>	<ul style="list-style-type: none"> • Fall Dining Guide • Retirement Living • North Olmsted • Home 	<ul style="list-style-type: none"> • Lakewood Magazine • Green Magazine • Avon Lake Magazine • Community Leader
DEC	<p>THE FUTURE OF CLEVELAND We explore what Cleveland might look like decades down the line. What is the technology that will drive us? How will the groundwork we're laying now pay off then?</p>	<ul style="list-style-type: none"> • Faces of Cleveland • Holiday Gift Guide • Holidays in Cleveland • Home 	<ul style="list-style-type: none"> • Give Cleveland 200 • HBA Home for the Holidays • North Coast Chamber of Commerce/Avon • PuLse (Lorain County's Magazine)

PRINT OPPORTUNITIES

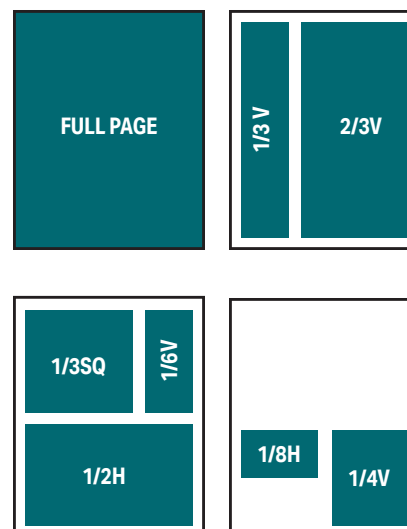
SIZE	1x	3x	6x	12x
Cover 2	\$8,135	\$6,645	\$5,965	\$5,420
Cover 3	\$7,115	\$5,810	\$5,220	\$4,750
Cover 4	\$9,150	\$7,470	\$6,710	\$6,105
Page 1	\$7,115	\$5,810	\$5,220	\$4,750
Full	\$5,970	\$4,870	\$4,385	\$3,985
2/3	\$4,440	\$3,595	\$3,230	\$2,935
1/2	\$3,350	\$2,740	\$2,454	\$2,235
1/3	\$2,305	\$1,885	\$1,690	\$1,540
1/4	\$1,810	\$1,455	\$1,320	\$1,205
1/6	\$1,275	\$1,065	\$935	\$865

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

ADVERTISING CLOSE DATES

ISSUE	AD CLOSE	AD DUE	ON SALE
JAN	11/21/22	11/28/22	12/30/22
FEB	12/26/22	1/3/23	2/3/23
MAR.	1/23/23	1/30/23	3/3/23
APR.	2/20/23	2/27/23	3/31/23
MAY	3/20/23	3/27/23	4/28/23
JUNE	4/24/23	5/1/23	6/2/23
JULY	5/23/23	5/30/23	6/30/23
AUG.	6/20/23	6/27/23	7/28/23
SEPT.	7/24/23	7/31/23	9/1/23
OCT.	8/22/23	8/29/23	9/29/23
NOV.	9/25/23	10/2/23	11/3/23
DEC.	10/23/23	10/30/23	12/1/23

PRINT SPECIFICATIONS



TRIM SIZE:
8.5 x 10.875

PRINTING PROCESS:
WEB OFFSET

BINDING:
PERFECT BOUND

PREFERRED AD FILE TYPE: PDF

AD COLOR: CMYK

LINE SCREEN: 175

AD DIMENSIONS

TWO-PAGE SPREAD
17.25" x 11.125" (BLEED)

FULL PAGE
8.75" x 11.125" (BLEED)
7.25" x 9.875" (NO BLEED)

2/3 PAGE
4.5" x 9.875"

1/3 VERTICAL
2.25" x 9.875"

1/2 HORIZONTAL
7.25" x 4.875"

1/3 SQUARE
4.5" x 4.875"

1/4 VERTICAL
3.5625" x 4.875"

1/6 VERTICAL
2.25" x 4.875"

1/6 HORIZONTAL
4.5" x 2.375"

1/8 HORIZONTAL
3.5625" x 2.375"

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

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.

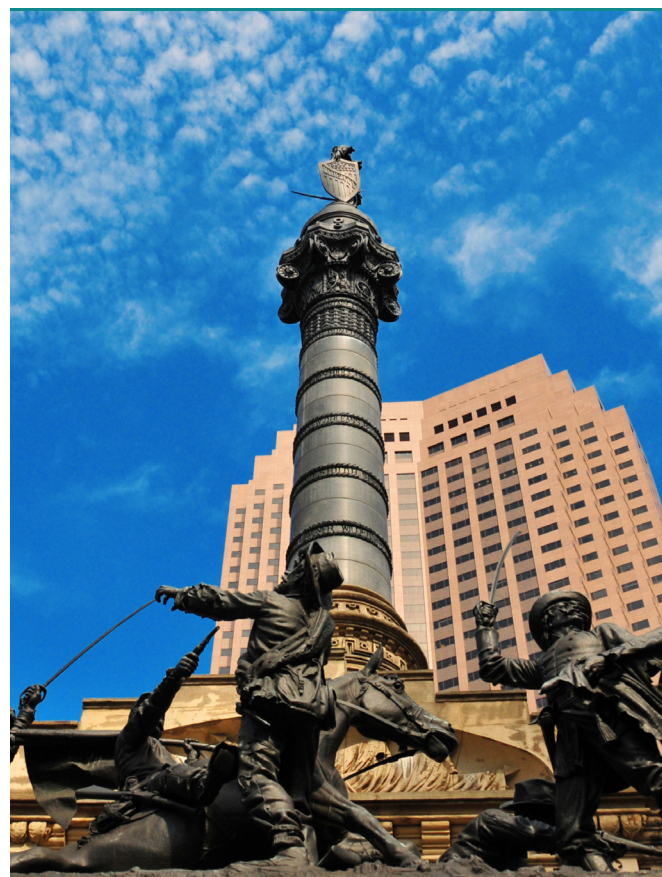
The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

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.



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

SPRING 2023

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

SPRING 2023

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 2023

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 2023

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 2023

1,500 of Cleveland's movers and shakers gather to celebrate all of 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 2023

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

CUSTOM INSERTS



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	\$9,620
8-Page Insert	\$15,100
12-Page Insert	\$21,135
16-Page Insert	\$26,615
24-Page Insert	\$38,695
32-Page Insert	\$48,420
40-Page Insert	\$58,040

All rates are net.

BANNER CAMPAIGNS: TARGETED BY INTEREST

Targeted + Interested + Receptive

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

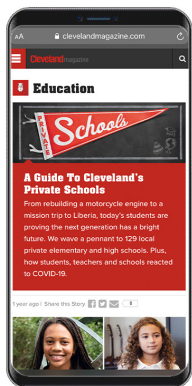
All our traffic is prequalified. No amount of demographic segmenting can replace the effectiveness of adjacent content when creating excitement for your brand. Our digital audience is seeking an experience in your area of interest. Catch them in the moment where they are receptive to an idea. That is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

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

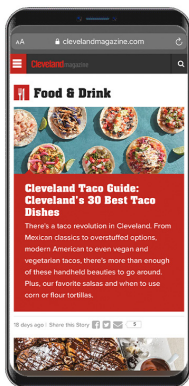


All campaigns include multiple units for maximum reach and effectiveness.

*Based on clevelandmagazine.com target campaign results compared to Smart Insights 2021 average click through rate of .05%



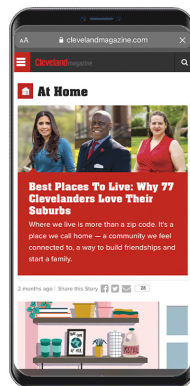
FAMILY FIRST
Education,
Medical Health,
Retirement Living



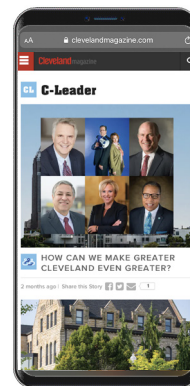
FOOD & DRINK



**LOOKING GOOD,
FEELING GOOD**
Style & Wellness



BEAUTIFUL HOME



**COMMUNITY
LEADER**
Business, Politics
& Philanthropy



THINGS TO DO

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.



HOMEPAGE FEATURED SPOT

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



TARGETED PAGE FEATURED SPOT

You will also receive a feature spot in one of our six targeted categories:

- Beautiful Home
- Looking Good, Feeling Good
- Things to Do
- Family First
- Food & Drink
- Community Leader



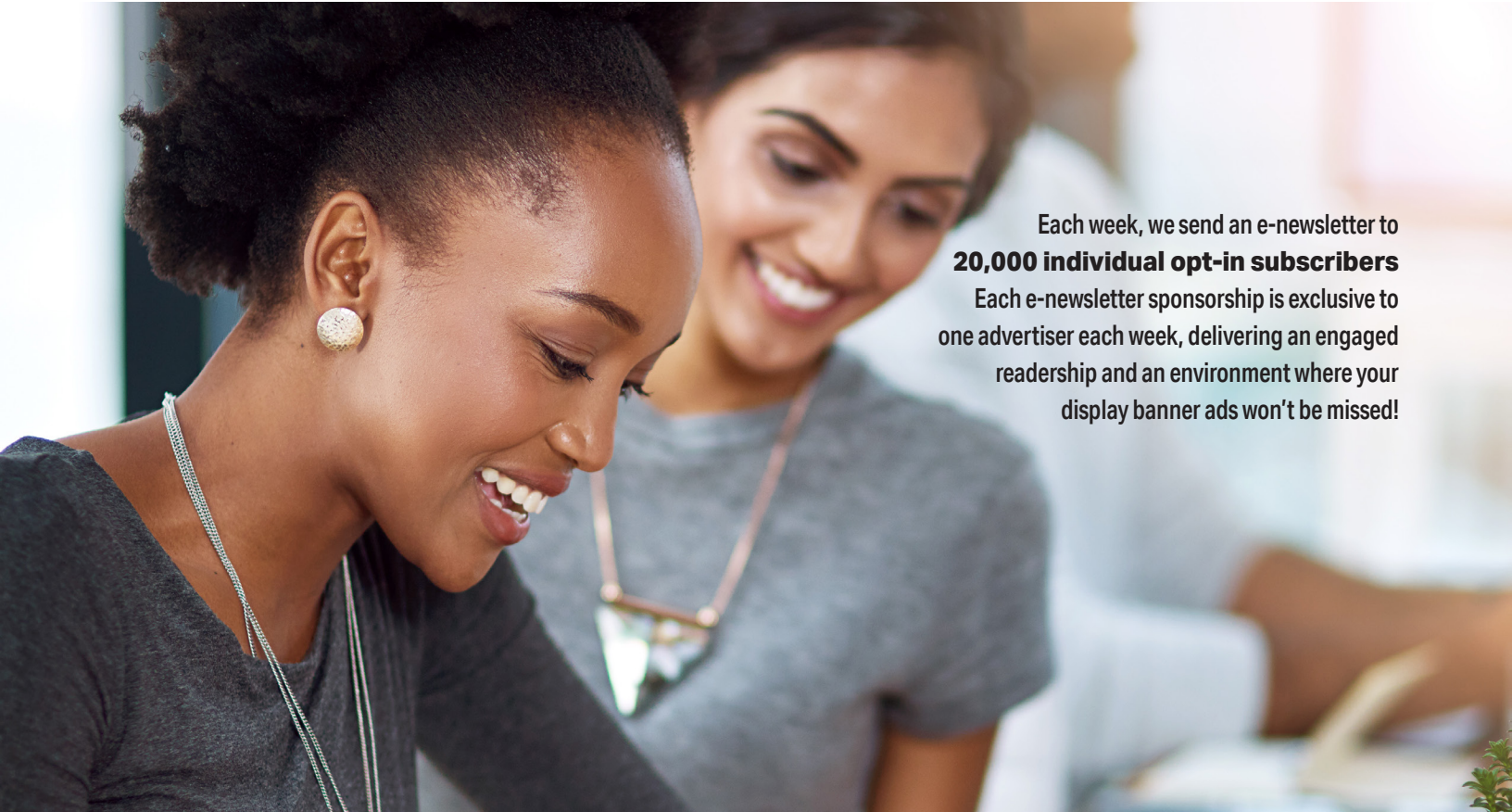
CUSTOMIZED SPONSOR PAGE

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.



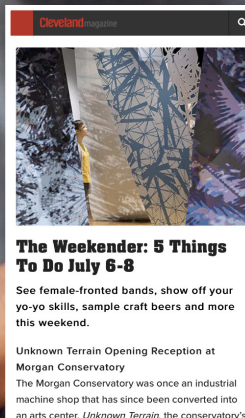
Each week, we send an e-newsletter to **20,000 individual opt-in subscribers**. Each e-newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!



AT HOME CLE NEWSLETTER

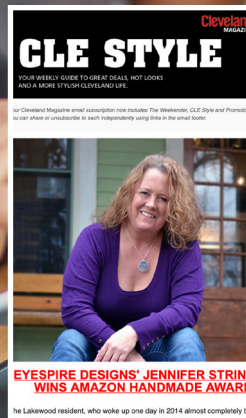
22,760 opt-in subscribers
23% open rate
2.6% click-thru rate

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



THE WEEKENDER E-NEWSLETTER

20,811 opt-in subscribers
19.7% open rate
3.3% click-thru rate



CLE STYLE E-NEWSLETTER

20,538 opt-in subscribers
20% open rate
2.1% click-thru rate



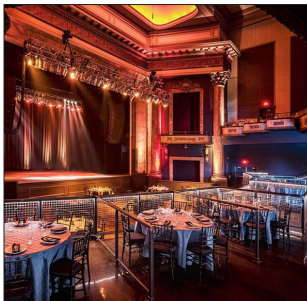
PROMOTIONAL/OFFERS E-NEWSLETTER

18,793 opt-in subscribers
23% open rate
.8% click-thru rate

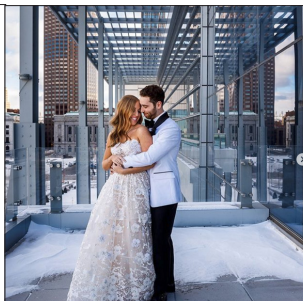
Send your own dedicated push to our promotions and offers list.



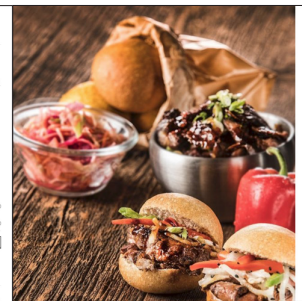
Cleveland Magazine's loyal social followers are young, active and looking for the hottest trends in the city on social media. We offer businesses in select industries the opportunity to show off their brand with sponsored posts. We can track the impressions and engagement of each post thereafter, gathering valuable insight for your business. That way, you'll know exactly who responds to your message.



clevelandmagazine • Following The Agora
clevelandmagazine After 100 years, the historic @agoracv has been restored to its former rock 'n' roll glory. Original ceramic tiling from 1913 welcomes you to the updated venue with expanded bars, refurbished mezzanines and an updated sound system. With this renovation, the historic concert venue is now also the perfect space for your next event. Celebrate your big day in the 2,000-guest Agora Theatre, which features a tiered main floor, seated balcony and opera boxes, or host a VIP cocktail reception in the 100-person Agora Ballroom. No matter what brings you to the Euclid Avenue venue, it's time to experience the new era of the world-famous Cleveland Agora. #sponsored #clevelandrocks #clemusic #cleweddings



clevelandmagazine • Following Hilton Cleveland Downtown
clevelandmagazine Hey brides-to-be, if you're searching for the perfect #CLE wedding venue @hiltoncleveland can make all your wedding dreams come true. From ceremony to reception, the downtown Cleveland hotel has 50,000 square feet of event space to help plan your big day. And with 600 hotel rooms and four dining areas (including the breathtaking @bar 73cleveland), you can keep your guests close for all the festivities. ; @genevevemislyphoto #sponsored #weddinginsc #hiltonweddings



clevelandmagazine • Following ROOD Food & Pie
clevelandmagazine Fall in love with this date night paradise tonight. With a 1950s-style camper serving as a bar and a brightly lit marquee emblazoned with clever messages, Lakewood's @foodofpie promises an entertaining dining experience that's perfect for your Valentine's Day dinner. The eclectic, artsy atmosphere fits well with the menu's quirky lineup of sliders and pies. "People hear the word 'slider' and they think White Castle," says owner Brian Buttsatz. But far from a fast-chain throwaway, these tiny sandwiches come deconstructed with flavor-packed ingredients such as barbecue-grilled jackfruit, whiskey flank steak, jicama slaw or crispy dillon slaw served in bowls alongside house-made curry or cardamom rolls. "You construct the

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 who viewed post)
- ▶ Engagement (Number of comments/ likes)

WANT MORE?

Call your account manager about an Instagram takeover today.

Grow your Fan Base with an Instagram Contest!

Partner with *Cleveland Magazine* on Instagram to grow your followers and engagement!

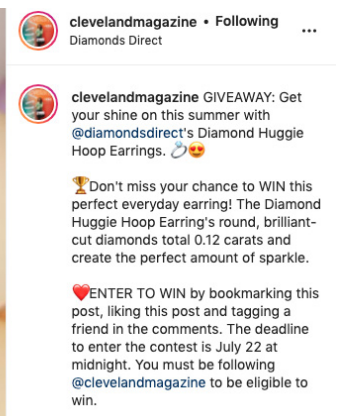
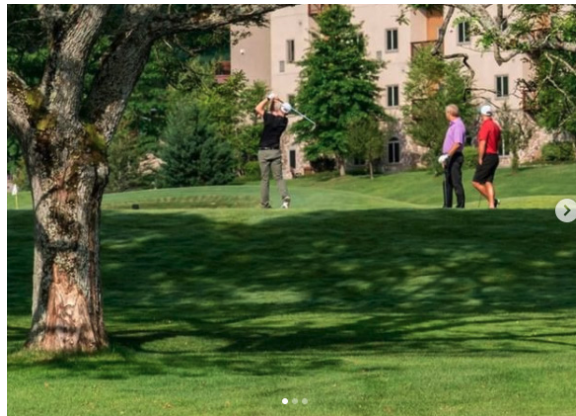
Cleveland Magazine will leverage all of its digital channels to help promote the contest and encourage that all entries follow YOUR Instagram account.

The giveaway will be promoted on the following *Cleveland Magazine* channels to maximize engagement.

- Instagram: 53,975 followers
- Facebook: 23,000 followers
- Twitter: 59,200 followers
- E-newsletter: 20,000+ subscribers

COST: \$1,065

Prize must include whole offering and cannot be a % discount offer. Campaign will be managed by *Cleveland Magazine*. All entries must tag a friend and follow you and @clevelandmagazine to enter.



Display Banners	\$375	Sponsored Instagram Post	\$615
Video	\$615	Sponsored Facebook Post	\$615
Sponsored Content	\$1,335	CRM Database Targeting	\$1,545
Email Newsletter Sponsorship	\$615	Audience Interest Pixel Targeting	\$1,335
Promotion + Offer E-Newsletter	\$850	Directory Sponsorship	\$10,650

BANNER CAMPAIGNS

- Choose from Home + Garden, Things to Do, Food + Drink, Health + Wellness, Style, Education or 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.

THANK YOU FOR BEING A VALUED ADVERTISING PARTNER.

Please sign up for your complimentary subscription to *Cleveland Magazine* and its digital channels here.



CLEVELANDMAGAZINE.COM/COMPLIMENTARY-SUBSCRIPTION



Cleveland

MAGAZINE

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



Cleveland Magazine



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clevelandmag



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