

INSPIRED LIVING



Cleveland

MAGAZINE



2024 MEDIA KIT



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.

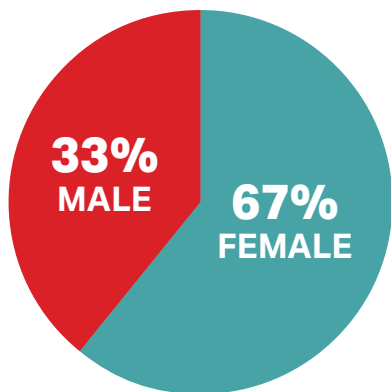


Targeting Opportunities:

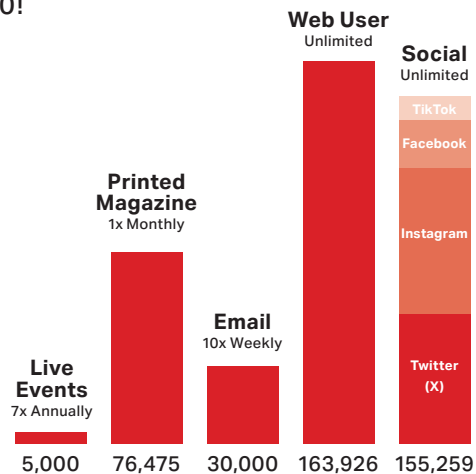
- ▶ Thriving Community
- ▶ Food & Drink
- ▶ Things to Do
- ▶ Happy Home
- ▶ Quality Care
- ▶ Look Good/Feel Good

Subscribed Audience

SUBSCRIBED AUDIENCE OVER 400,000!



\$120,000+
HOUSEHOLD INCOME



CONTENT CALENDAR

	COVER	IN MAGAZINE	ADDITIONAL PUBLICATIONS
JAN	<p>MOST INTERESTING PEOPLE Get inspired by Northeast Ohio's movers, shakers, creatives and more in this issue featuring more than 20 incredible Clevelanders.</p>	<ul style="list-style-type: none"> • CLE Weddings • CLE Home Decor • LEMTA Boat Show Guide • SuperLawyers 	<ul style="list-style-type: none"> • Avon Magazine • Rocky River Residents' Guide
FEB	<p>HOW TO HAVE FUN FOR FREE IN CLEVELAND YEAR-ROUND As prices rise, it's harder than ever to find a cheap date or a family-friendly activity on a budget. This calendar of free attractions and events will fill your agenda for years to come.</p>	<ul style="list-style-type: none"> • Camp Guide • Great Big Home & Garden Show • Go Red • Solon 	<ul style="list-style-type: none"> • Community Leader
MAR	<p>HOME No matter the size of your house or your budget, you deserve your dream home. From massive mansions to cozy bungalows, these homes give you the inspiration to make your home dreams come true.</p>	<ul style="list-style-type: none"> • Guide to Education • CLE Home + Remodeling Expo 	<ul style="list-style-type: none"> • Lorain County Chamber of Commerce Directory • Lake Erie Living Travel Guide, • PuLse (Lorain County's Magazine) • Westlake Magazine,
APRIL	<p>SOLAR ECLIPSE With Cleveland in the center of the 2024 Solar Eclipse's narrow path, this commemorative issue celebrates rare and stunning natural phenomena</p>	<ul style="list-style-type: none"> • Anniversary • Best of the East Finalists • Best of the West Finalists • College Guide • Home Design 	<ul style="list-style-type: none"> • Cleveland 500, • Brecksville Magazine
MAY	<p>BEST RESTAURANTS After three years of rapid openings and closings, these 25 restaurants have solidified their spots as Cleveland's best dining experiences. Plus, our reader-voted Silver Spoon winners.</p>	<ul style="list-style-type: none"> • NARI Remodel Ohio • OLA Landscape Ohio • Retirement Living • Restaurant Guide 	<ul style="list-style-type: none"> • Community Leader • Lake Erie Living • Insider's Guide to Summer Fun
JUNE	<p>BEST PLACES TO LIVE This celebration of Cleveland's unique 70+ suburbs and city neighborhoods also features home-buying tips in an ever-changing market and our Rating the Suburbs research project.</p>	<ul style="list-style-type: none"> • Top Real Estate • Promote Your City • Faces of Care • Rocky River • Dominion Impact Awards 	<ul style="list-style-type: none"> • Brunswick Magazine • PuLse (Lorain County's Magazine) • Middleburg Heights Magazine
JULY	<p>SUMMER SPECIAL REPORT Hit the beach or the porch-swing this month with a narrative feature that shines a light on important issues and explores what it means to be a Clevelander.</p>	<ul style="list-style-type: none"> • Dog Days of Summer Event • Home & Garden • Workforce Development • Downtown Digs 	<ul style="list-style-type: none"> • Lake Erie Living
AUG	<p>BEST DOCTORS Patients are more than just statistics. We follow the personal journey of a Clevelander overcoming a health challenge to glean tips and make other sufferers feel less alone.</p>	<ul style="list-style-type: none"> • Best of the West Winners • Best of the East Winners • STEM 	<ul style="list-style-type: none"> • Community Leader
SEPT	<p>PRIVATE SCHOOL THE MODERN PARENT // Today's parents face unprecedented challenges. We talk to local parents and child psychologists about how to deal with screen addiction, mental health and an uncertain future</p>	<ul style="list-style-type: none"> • OLA Landscape Ohio • HBA Showcase of Homebuilding • Beachwood 	<ul style="list-style-type: none"> • NorthCoast 99 • Strongsville Magazine • Lake Erie Living
OCT	<p>BEST OF CLE Each year, we celebrate the food, events, personalities, products and more that defined the year in Cleveland.</p>	<ul style="list-style-type: none"> • Guide to Education • Top Dentists • Akron Cleveland Association of Realtors • NARI Remodel Ohio 	<ul style="list-style-type: none"> • Brooklyn Magazine • Green Magazine • Independence Magazine • Lakewood Magazine • North Ridgeville Magazine • PuLse (Lorain County's Magazine)
NOV	<p>ROCK 'N' ROLL PAST & FUTURE As the Rock Hall inductions roll into town, we show that Cleveland's rock 'n' roll reputation is steeped in history but far more than a relic of the past.</p>	<ul style="list-style-type: none"> • Give Cleveland 200 • Retirement Living • Bright Stars • Home Organization 	<ul style="list-style-type: none"> • Community Leader • Avon Lake Magazine
DEC	<p>THE WAY WE WORK NOW Work-from-home and a challenging labor market has turned the professional world on its head. We explore the office spaces and techniques of Cleveland's most innovative companies.</p>	<ul style="list-style-type: none"> • Faces of Cleveland • Holiday Gift Guide • Holidays in Cleveland • HBA Home for the Holidays • Willoughby Western Lake County 	<ul style="list-style-type: none"> • PuLse (Lorain County's Magazine)



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 PDF proofs of 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: Great Lakes Publishing does not support spot color or RGB printing in the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent. Great Lakes Publishing reserves the right to convert all client-supplied advertisements to CMYK before publication.

Specifications: All images used within advertisements should be high-resolution (300 dpi minimum) CMYK tif or eps files. As of January 2023, Type 1 fonts will no longer be supported by Adobe. All Type 1 fonts should be converted to a supported font format. If fonts are not embedded or supported, Great Lakes Publishing reserves the right to substitute with 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 Kristen Brickner at kbrickner@clevelandmagazine.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 Kristen Brickner at kbrickner@clevelandmagazine.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.

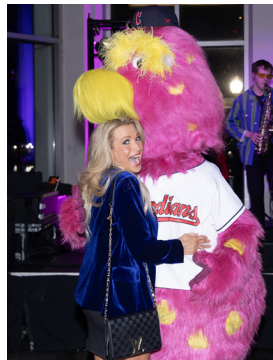
SHORT RATES: An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

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 2024

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 2024

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 2024

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 2024

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

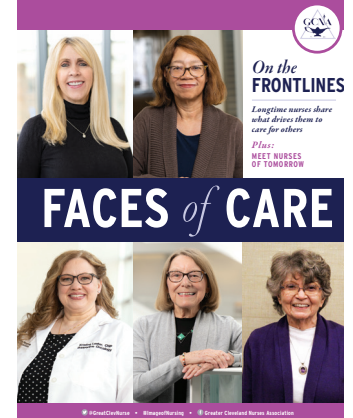
OCTOBER 2024

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 2024

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



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 RATES	
4 PAGE INSERT	\$10,100
8 PAGE INSERT	\$15,855
12 PAGE INSERT	\$22,195
16 PAGE INSERT	\$27,945
24 PAGE INSERT	\$40,840
32 PAGE INSERT	\$50,845
40 PAGE INSERT	\$60,945



CUSTOM INSERT SPECIFICATIONS

- ▶ Dimensions: 8.75" x 11.125"
- ▶ 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.

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