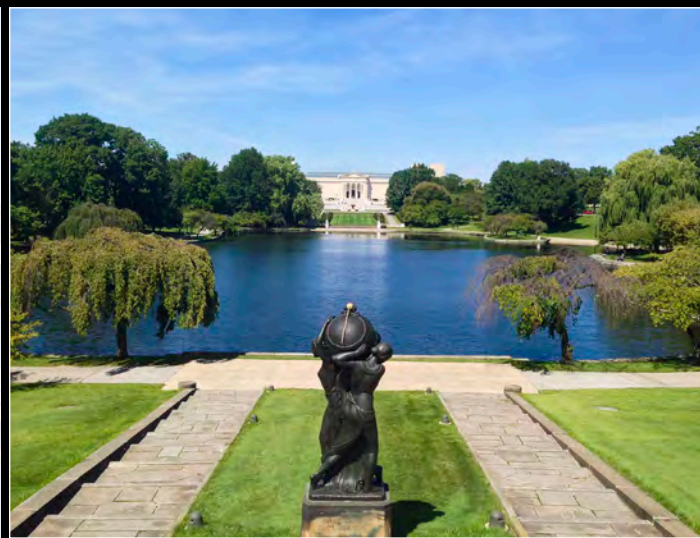


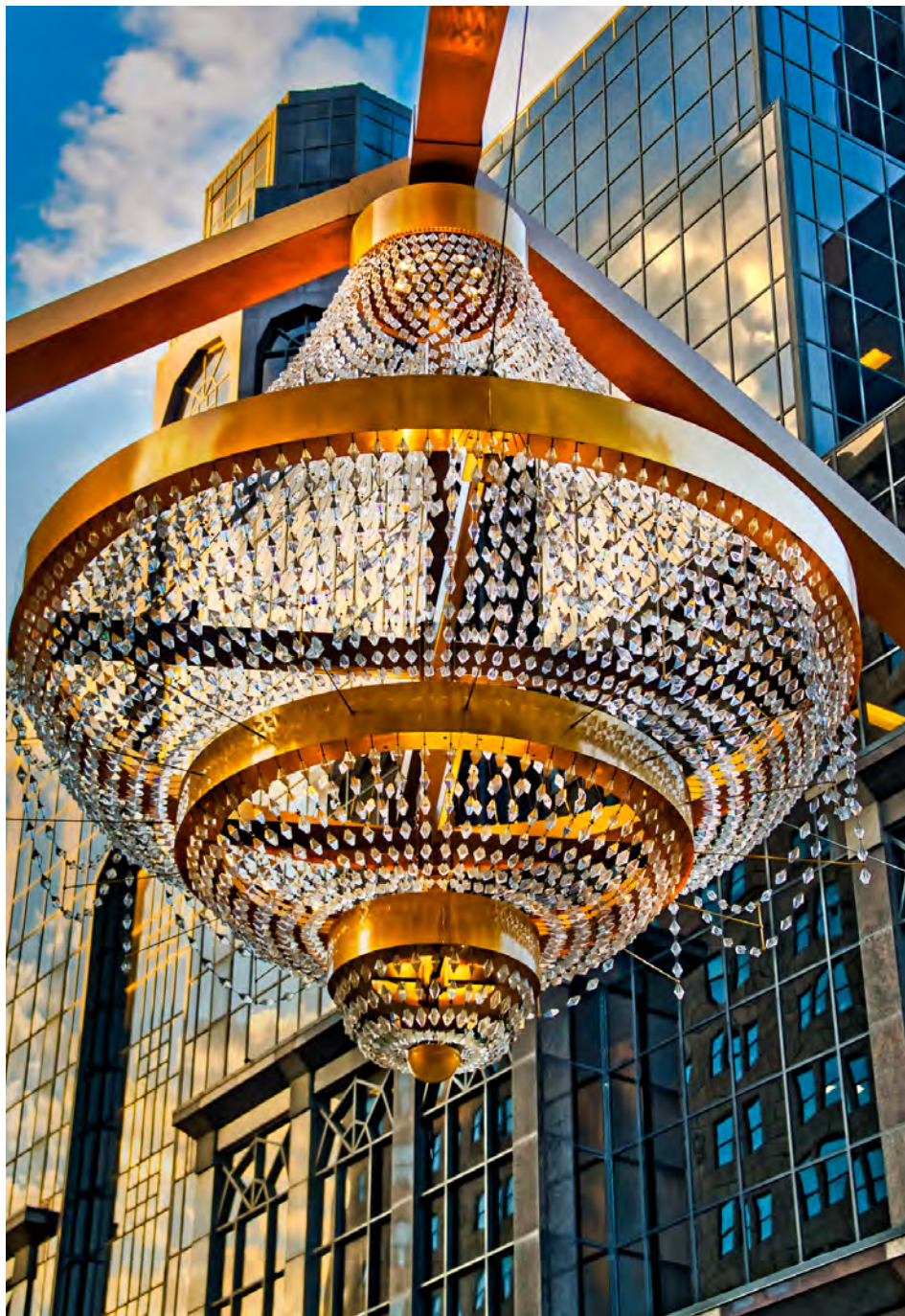


# Cleveland

MAGAZINE

## 2025 Media Kit





# The Best of Cleveland

**Cleveland**  
MAGAZINE

As it has for 53 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.

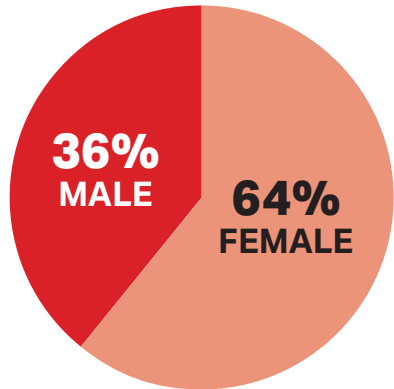
## Targeting Opportunities:

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



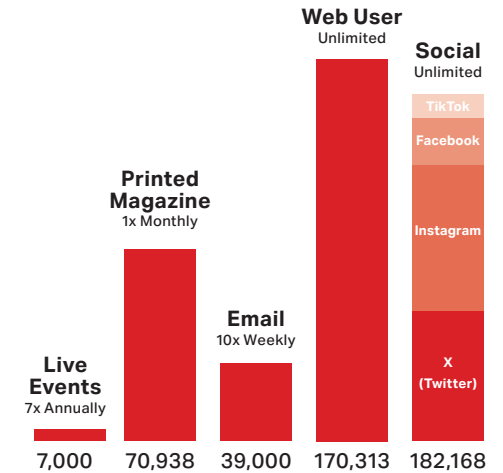
# Subscribed Audience

SUBSCRIBED AUDIENCE OVER 450,000!



**\$140,000**  
AVERAGE  
HOUSEHOLD INCOME

**\$292,500**  
AVERAGE HOME VALUE



### Instagram

**Followers 82,500+**

**Male 34%**   **Female 66%**

**Age 35-44**

**Top Cities**  
Cleveland, Lakewood,  
Cleveland Heights,  
Akron & Parma

### Facebook

**Followers 39,000+**

**Male 34%**   **Female 66%**

**Age 45-54**

**Top Cities**  
Cleveland, Lakewood,  
Parma, Mentor & Akron

### Clevelandmagazine.com

**277,230** average monthly pageviews

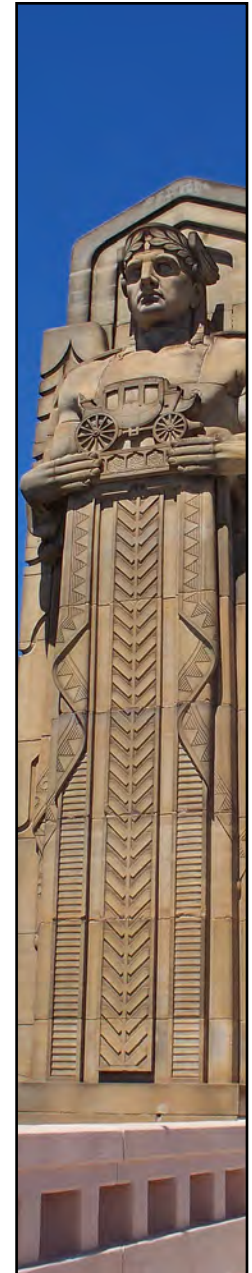
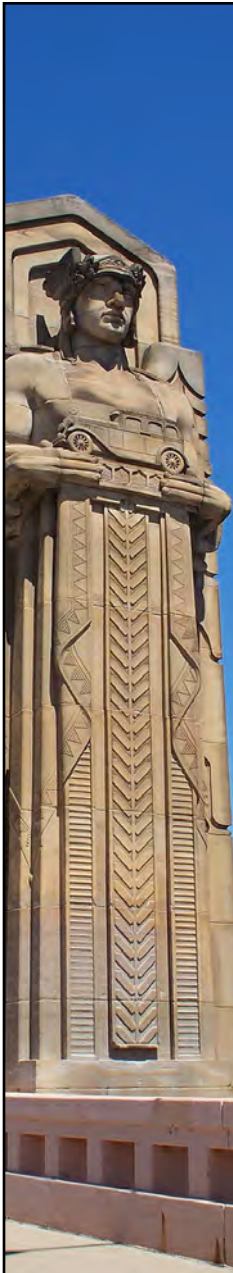
**170,315** average monthly unique users

### Daily E-newsletter

**37,820** subscribers

**1%** average Click through Rate

# Content Calendar



|      | COVER  | IN MAGAZINE  | CLEVELAND STUDIOS PUBLICATIONS  |
|------|--|--|---|
| JAN  | <b>MOST INTERESTING PEOPLE</b><br>Get inspired by Northeast Ohio's movers, shakers, creatives and more in this issue featuring more than 20 incredible Clevelanders.   | <ul style="list-style-type: none"> <li>• CLE Weddings</li> <li>• CLE Home Decor</li> <li>• LEMTA Boat Show Guide</li> <li>• SuperLawyers</li> </ul>  | <ul style="list-style-type: none"> <li>• Avon Magazine</li> <li>• Rocky River Residents' Guide</li> </ul>   |
| FEB  | <b>FINDING LOVE &amp; FRIENDSHIP IN CLE</b><br>Fifty-two percent of Americans cop to feeling lonely. As an influx of diverse live events offers a dating app alternative, we explore the journey to find companionship in Cleveland. | <ul style="list-style-type: none"> <li>• Camp Guide</li> <li>• Great Big Home &amp; Garden Show</li> </ul>   | <ul style="list-style-type: none"> <li>• Community Leader</li> </ul>  |
| MAR  | <b>HOME</b><br>No matter the size of your house or budget, you deserve your dream home. This guide to home decor gives you the inspiration to make your home dreams come true.   | <ul style="list-style-type: none"> <li>• Guide to Education</li> <li>• CLE Home + Remodeling Expo</li> </ul>   | <ul style="list-style-type: none"> <li>• Lorain County Chamber of Commerce Directory</li> <li>• Lake Erie Living Travel Guide</li> <li>• PuLse (Lorain County's Magazine)</li> <li>• Westlake Magazine</li> </ul> |
| APR  | <b>GOLFING CLE</b><br>From neighborhood gems to the Metroparks Courses to Firestone Country Club, we explore Northeast Ohio's fertile greens scene, from the best courses to the 19th hole.  | <ul style="list-style-type: none"> <li>• Anniversary</li> <li>• Best of the East Finalists</li> <li>• Best of the West Finalists</li> <li>• College Guide</li> <li>• Home Design</li> </ul>                          | <ul style="list-style-type: none"> <li>• Brecksville Magazine</li> <li>• Lakewood Magazine</li> </ul>   |
| MAY  | <b>BEST RESTAURANTS</b><br>These restaurants have solidified their spots as Cleveland's best dining experiences. Plus, our reader-voted Silver Spoon winners.  | <ul style="list-style-type: none"> <li>• NARI Remodel Ohio</li> <li>• OLA Landscape Ohio</li> <li>• Retirement Living</li> <li>• Restaurant Guide</li> </ul>   | <ul style="list-style-type: none"> <li>• Community Leader</li> <li>• Lake Erie Living</li> <li>• Insider's Guide to Summer Fun</li> <li>• Mayfield Heights</li> </ul>   |
| JUN  | <b>BEST PLACES TO LIVE</b><br>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.                       | <ul style="list-style-type: none"> <li>• Top Real Estate</li> <li>• Promote Your City</li> <li>• City Life</li> <li>• Faces of Care</li> <li>• Rocky River</li> <li>• Dominion Impact Awards</li> </ul>              | <ul style="list-style-type: none"> <li>• Brunswick Magazine</li> <li>• PuLse (Lorain County's Magazine)</li> </ul>  |
| JUL  | <b>SPECIAL REPORT</b><br>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.  | <ul style="list-style-type: none"> <li>• Dog Days of Summer Event</li> <li>• Home &amp; Garden</li> <li>• Top Veterinarians</li> <li>• Workforce Development</li> </ul>  | <ul style="list-style-type: none"> <li>• Lake Erie Living</li> </ul>  |
| AUG  | <b>BEST DOCTORS</b><br>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.                                 | <ul style="list-style-type: none"> <li>• Best of the West Winners</li> <li>• Best of the East Winners</li> <li>• STEM</li> </ul>   | <ul style="list-style-type: none"> <li>• Community Leader</li> <li>• Strongsville Magazine</li> </ul>   |
| SEPT | <b>FALL TRIPS</b><br>Quick road trips to find the best leaves, bites and things to do this Autumn. Plus, the Private School Guide, our annual report cards on more than 100 private elementary and high schools.                     | <ul style="list-style-type: none"> <li>• OLA Landscape Ohio</li> <li>• Beachwood</li> <li>• HBA Showcase of Homebuilding</li> <li>• Private School Handbook</li> </ul>   | <ul style="list-style-type: none"> <li>• NorthCoast 99</li> <li>• Green Magazine</li> <li>• Lake Erie Living</li> </ul>   |
| OCT  | <b>BEST OF CLE</b><br>Each year, we celebrate the food, events, personalities, products and more that defined the year in Cleveland.   | <ul style="list-style-type: none"> <li>• Guide to Education</li> <li>• Top Dentists</li> <li>• Akron Cleveland Association of Realtors</li> <li>• NARI Remodel Ohio</li> <li>• Promote Your City</li> </ul>          | <ul style="list-style-type: none"> <li>• Independence Magazine</li> <li>• North Ridgeville Magazine</li> <li>• PuLse (Lorain County's Magazine)</li> </ul>  |
| NOV  | <b>VEGAN FOOD GUIDE</b><br>Inclusive menus are the biggest trend in dining. We find the city's best vegan, vegetarian and gluten-free bites that anyone would love, restrictive diet or not.   | <ul style="list-style-type: none"> <li>• Give Cleveland 200</li> <li>• Retirement Living</li> <li>• Bright Stars</li> <li>• Home Winterization</li> </ul>  | <ul style="list-style-type: none"> <li>• Community Leader</li> </ul>  |
| DEC  | <b>NOSTALGIC HOLIDAYS</b><br>From <i>A Christmas Story</i> to Higbee's, we remember holidays past through photos and stories from Clevelanders. Plus, how to recapture some of holiday spirit from yesteryear.                       | <ul style="list-style-type: none"> <li>• Faces of Cleveland</li> <li>• Holiday Gift Guide</li> <li>• Holidays in Cleveland</li> <li>• HBA Home for the Holidays</li> <li>• Willoughby Western Lake County</li> </ul> | <ul style="list-style-type: none"> <li>• PuLse (Lorain County's Magazine)</li> <li>• Avon Lake Magazine</li> </ul>  |



# PRINT AD SIZES & RATES

## PRINT OPPORTUNITIES

| SIZE    | 1X       | 3X       | 6X       | 12X     |
|---------|----------|----------|----------|---------|
| COVER 2 | \$ 8,845 | \$ 7,225 | \$ 6,485 | \$5,895 |
| COVER 3 | \$7,730  | \$6,315  | \$5,675  | \$5,165 |
| COVER 4 | \$9,945  | \$8,120  | \$7,230  | \$6,635 |
| PAGE 1  | \$8,845  | \$7,225  | \$6,485  | \$5,895 |
| FULL    | \$6,490  | \$5,295  | \$4,765  | \$4,330 |
| 2/3     | \$4,830  | \$3,900  | \$3,515  | \$3,195 |
| 1/2     | \$3,645  | \$2,980  | \$2,670  | \$2,500 |
| 1/3     | \$2,510  | \$2,050  | \$1,840  | \$1,675 |
| 1/4*    | \$1,965  | \$1,585  | \$1,440  | \$1,300 |
| 1/6     | \$1,385  | \$1,160  | \$1,020  | \$940   |

**AD DESIGN SERVICES ARE AVAILABLE STARTING AT \$85**

► \$20 DISCOUNT APPLIED TO DESIGN FEE WHEN MATERIALS ARE PROVIDED BY THE AD DUE DATE

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

## IMPORTANT DATES

### JANUARY

AD CLOSE 11/18/24  
AD DUE 11/20/24

### FEBRUARY

AD CLOSE 12/20/24  
AD DUE 12/22/24

### MARCH

AD CLOSE 1/20/25  
AD DUE 1/22/25

### APRIL

AD CLOSE 2/17/25  
AD DUE 2/19/25

### MAY

AD CLOSE 3/24/25  
AD DUE 3/26/25

### JUNE

AD CLOSE 4/21/25  
AD DUE 4/23/25

### JULY

AD CLOSE 5/19/25  
AD DUE 5/21/25

### AUGUST

AD CLOSE 6/23/25  
AD DUE 6/25/25

### SEPTEMBER

AD CLOSE 7/21/25  
AD DUE 7/23/25

### OCTOBER

AD CLOSE 8/25/25  
AD DUE 8/27/25

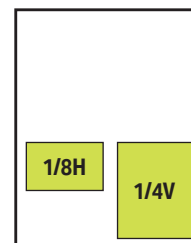
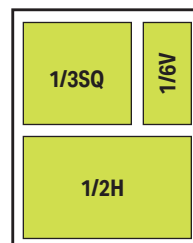
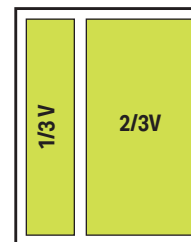
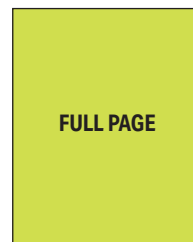
### NOVEMBER

AD CLOSE 9/22/25  
AD DUE 9/24/25

### DECEMBER

AD CLOSE 10/20/25  
AD DUE 10/22/25

## PRINT SPECIFICATIONS



## AD DIMENSIONS

**TWO-PAGE SPREAD**  
17.25" X 11.125" (BLEED)

**FULL PAGE**  
8.75" X 11.125" (BLEED)  
8.5" X 10.875" (TRIM)  
**7.25" x 9.875" (SAFE AREA)**

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

**1/6 VERTICAL**  
2.25" X 4.875"

**1/6 HORIZONTAL**  
4.5" X 2.375"

**1/8 HORIZONTAL**  
3.5625" X 2.375"

**PREFERRED AD FILE TYPE:** PDF

**PREFERRED AD FILE TYPE:** PDF

**AD COLOR:** CMYK

**LINE SCREEN:** 175

**SAFE AREA:**  
7.25" X 9.875"

**PRINTING PROCESS:**  
WEB OFFSET

**BINDING:**  
PERFECT BOUND



# PRINT AD SPECS + GENERAL PRINT INFORMATION

## 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.

## 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.

## 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. Type 1 fonts are no longer 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](mailto: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](mailto:kbrickner@clevelandmagazine.com)



# LIVE 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

**SPRING 2025**

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 2025**

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 2025**

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 2025**

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 2025**

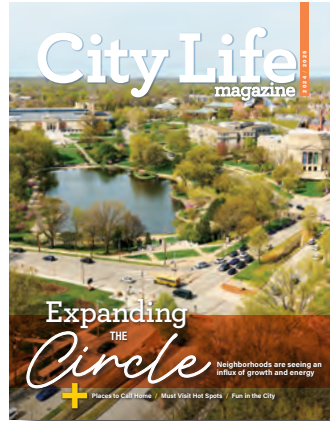
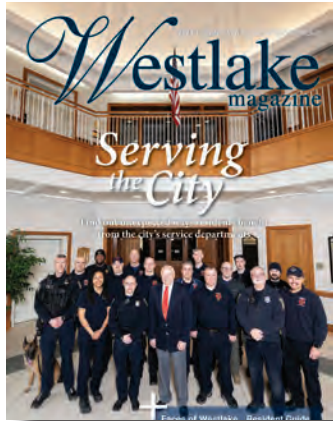
1,500 of Cleveland's movers and shakers gather to celebrate all of the people and places that make Cleveland an amazing community to work, play and live.

## Business Hall of Fame & Community Leader of the Year

**NOVEMBER 2025**

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.

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

### CUSTOM INSERT RATES

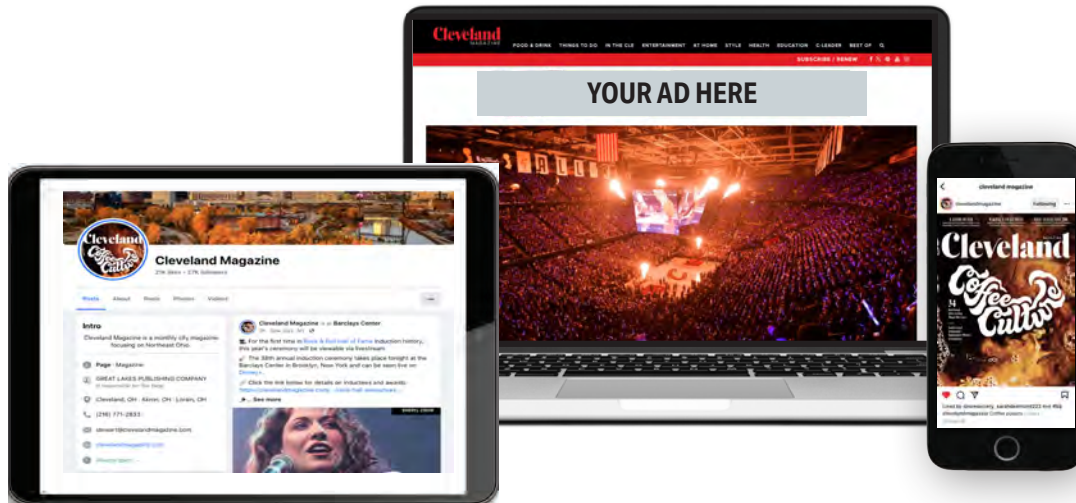
|                |          |
|----------------|----------|
| 4 PAGE INSERT  | \$10,605 |
| 8 PAGE INSERT  | \$16,645 |
| 12 PAGE INSERT | \$23,300 |
| 16 PAGE INSERT | \$29,345 |
| 24 PAGE INSERT | \$42,880 |
| 32 PAGE INSERT | \$53,385 |
| 40 PAGE INSERT | \$63,995 |

### 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 80# 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.



# DIGITAL RATES + SPECIFICATIONS



|   |  |  |
|---|--|--|
| <b>DISPLAY BANNERS</b><br>▶ \$420                 | <b>EMAIL NEWSLETTER ADS</b><br>▶ STARTING AT \$550 | <b>SPONSORED INSTAGRAM POST</b><br>▶ \$700 |
| <b>VIDEO AMPLIFICATION</b><br>▶ STARTING AT \$700 | <b>DAILY NEWSLETTER SPONSORSHIP</b><br>▶ \$1,000   | <b>SPONSORED FACEBOOK POST</b><br>▶ \$700  |
| <b>VIDEO CREATION</b><br>▶ STARTING AT \$3,000    | <b>PROMOTION + OFFER E-NEWSLETTER</b><br>▶ \$950   | <b>DIRECTORY SPONSORSHIP</b><br>▶ \$12,000 |
| <b>SPONSORED CONTENT</b><br>▶ \$1,500             |  |  |

## BANNER CAMPAIGN

- ▶ Includes multiple ad units: leaderboard (728x90), medium rectangle (300x250), half page (300x600) and mobile leaderboard (320x50).
- ▶ Include URL for link to your website or social media. Submit files as .jpg or static/animated gif.
- ▶ Minimum 15,000 impressions.

## VIDEO PLACEMENT

- ▶ For video creation, contact your account executive to learn more about our TV Star and Influencer Content Studio custom video production packages. For provided video, placement will be ROS in medium rectangle space, maximum 60 second run time
- ▶ 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.

## SPONSORED CONTENT

- ▶ 500-1,000 word article
- ▶ At least one 960 px wide by 640 px tall jpg image at 72 dpi

## SPONSORED CONTENT OPTIONAL SUGGESTIONS

- ▶ Provide URLs to link content to social media or your website.
- ▶ Provide additional images to be used within article. Programmatic Advertising Boost
- ▶ Our team will work with you to determine the best audience to promotion your sponsored message. Additional artwork may be requested.

*Note: Content may be produced by Cleveland Magazine for an additional charge.*

## EMAIL NEWSLETTER SPONSORSHIP

- ▶ The Daily Newsletter (Sunday - Friday), The Weekender (Wednesday), Food & Drink (Thursday), CLE Style & Home (Tuesday).
- ▶ Includes two medium rectangle (300x250) placements. Provide static .jpg artwork only and a URL to link your website for each.
- ▶ The Daily Newsletter Presenting Sponsorship includes a high resolution JPG image, 50-75 words of content and a URL to link to your website.

## PROMOTIONS & OFFERS EMAIL NEWSLETTER

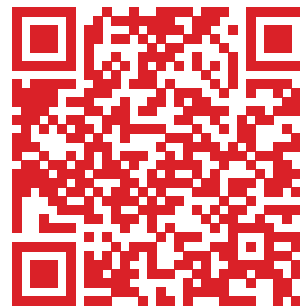
- ▶ Includes 600 px wide by at least 540 px tall image. Image should be no taller than 1728 px, and HTML artwork may also be accepted.
- ▶ Provide your desired subject line and URL link to your website.

## SPONSORED SOCIAL: FACEBOOK & INSTAGRAM

- ▶ 3-5 images. Do not place text or logos on the images.
- ▶ If providing sponsored social video, 4:5 or 9:16 vertical video ratios are accepted.
- ▶ Includes up to 75 words copy for Instagram, up to 100 words of copy for Facebook and up to 3 hashtags
- ▶ All copy and images are subject to match the editorial style of Cleveland Magazine's social channels.

# 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](https://CLEVELANDMAGAZINE.COM/COMPLIMENTARY-SUBSCRIPTION)**