Ohio Magazine serves energetic and involved Ohioans. We publish award-winning stories and photographs of Ohio’s most interesting people, arts, entertainment, history, homes, dining, family life, festivals and regional travel. From profiles of notable Ohioans, to a new recipe, attractions or events, we capture the beauty, the adventure and the fun of life and travel in and around the Buckeye State across all media platforms.

Social Media Presence:
Whether in print or online, Ohio Magazine delivers results for advertisers. Our account executives will work with you to put together a comprehensive plan to meet your marketing goals. Maximize your return on investment. Read what our clients say about Ohio Magazine:

“I recently had the pleasure of working with the Ohio Magazine to educate readers through advertising about specific robotic surgeries that could improve their quality of life. This publication allowed us to expand the footprint of our organization by targeting a population outside of our community. Once the ads were published, Blanchard Valley Health System received numerous inquiries about these specific services as well as other programs. We were so pleased with the results that we have become a steady customer.”

— AMY J. LEACH,
Director of Corporate PR & Marketing, Blanchard Valley Health System

“You all are great to work with and I appreciate your continued dialogue on our digital program. This goes a long way with myself and our team and that, combined with our success from print+digital campaigns, will lead to us reinvesting in Ohio Magazine and Long Weekends in 2018.”

— CHASE GUNNOE,
Business Development Manager, Durbin & Greenbrier Valley Railroad

“We advertise in Ohio Magazine because their readers fit our demographics. Ashtabula County is home to Ohio’s largest wine region, and the outstanding content and coverage in Ohio Magazine’s August wine issue each year brings us numerous visitors.”

— JACKLYN KRYSA,
Marketing, Ashtabula County CVB

“Lexington tourism professionals know that Ohio Magazine give us the environment and readers we need to reach. The professionals at Ohio Magazine are experts on their audience and offer us a variety of ways to meet use their product line to reach our target audience!”

— MARY QUINN RAMER,
Executive Director, Lexington (Kentucky) CVB
OVERVIEW

▶ Over 358,000 engaged readers looking for the best of Ohio Travel, Arts & Entertainment, Home & Garden and Lifestyle.
▶ Audited circulation: 52,424
▶ 87% of readers have read the last 4 of 4 issues
▶ More than just print: Readers connect online via OhioMagazine.com, Weekly e-newsletter subscriptions, social media, at festivals and events

OHIO’S AFFLUENT EXPERIENCE PLANNERS

▶ 53% women
▶ Average age: 49
▶ 30% of readers are 25-34 (Our largest group)
▶ 54% readers are 25-54
▶ 60% married
▶ $100,000 household income
▶ 78% own home, $187,352 average home value
▶ 70% attended college

SOCIAL AND INVOLVED IN THE COMMUNITY

▶ Dines out as couple or with friends 6-10 times per month; favors restaurants with Ohio food and drinks
▶ 75% attended a performance last year, including music, dance and theatre
▶ 103,900 attended 3+ sporting events in the last year
▶ 107,500 plan to take a college class in the next year, of those 78% (83,000) are 18-34

CONTENT AND SECURE HOMEOWNERS

▶ 245,200 contribute to 401k or IRA investments
▶ 52,300 have liquid assets over $250,000
▶ 50,650 are business owners and partners or corporate officers
▶ 73,000 shopped at a jewelry store in the last month
▶ 257,000 enjoyed working on lawn and garden in the last year
▶ 79,000 plan to remodel next year
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.

**INCREASED FREQUENCY:** Billing credits earned by increasing frequency during a contract year will be applied to future space.

**SPECIAL POSITIONS:** Subject to availability, add 10% of existing rates.

**NONPAYMENT:** In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies due and payable to the publisher.

**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.

**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.

**EVENT OR DINING ENHANCED LISTING SPECIFICATIONS**
25 words of copy plus event or restaurant information.
Photo no smaller than 4” x 6” at 300 DPI.

For more information on advertising specs or deadlines, please call 800/426-4624 ext. 3 or email advertising@glpublishing.com.
FILE SPECIFICATIONS

CLIENT-SUPPLIED DIGITAL FILE SPECIFICATIONS

SOFTWARE AVAILABLE
› Mac OS X
› Adobe Creative Suite 2, 4-6 (InDesign, Photoshop, Illustrator, Acrobat 9)

FONTS
› All fonts should be included (screen and printer) on supplied media.
› When creating artwork that involves Illustrator or InDesign, we ask that you convert all text to outlines.
› In Photoshop, please rasterize all type.
› Bolding or italicizing a regular-weight font works only when there is a true bold or italic font available. The font may look bold on your screen, and may even print to your laser printer. However, since there is not a PostScript printer font to match, it will not rip properly. The best way for selecting fonts is through the font list.
› Missing fonts may cause a delay in producing your ad.
› Great Lakes Publishing cannot supply custom fonts.

SUPPLIED IMAGES
› Images should be submitted no smaller than 4 x 6” at 300 dpi for magazine printing. Images saved at 72 dpi cannot be downloaded off the web and used in the magazine.
› Black-and-white images should be scanned as 300 dpi grayscale images.
› Line drawings should be scanned as 1200 dpi lineart.
› Scan your photograph as close to the actual reproduction size as possible. A 5% margin plus or minus is optimum.

TROUBLESHOOTING TIPS
› Sending your project in an organized manner, streamlines the production of your ad.
› Include all electronic files, fonts and images you would like us to use to design your advertisement in a ZIP or StuffIt file.
› Fonts still need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad that may use fonts and include those as well.
› If files are supplied as one composite EPS or postscript file, please supply the component/application files separately as well, in the event that the files will not image correctly.

ELECTRONIC SUBMISSION
› Files may be submitted on CD-ROM, sent to our FTP site (gplpublishing.com) or by email, however, emailed files cannot be larger than 10MB.
› Use a virus disinfectant software before submitting your disk.

APPROVAL PROCESS
› If the ad is being designed by Great Lakes Publishing the customer will be sent an internal color laser proof of their advertisement to approve either by fax or e-mail before we proceed with printing. In order to do this, we must receive your information and files by the 30th of the prior month. We feel this is the most critical step in the entire process by establishing responsibility and ownership of the end product. Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs.
› If you would like a color print-out of your advertisement, you must submit your files four days prior to the production due date.

GLPUBLISHING.COM FTP INSTRUCTIONS

FIRST-TIME USERS
1. Go to glpublishing.com
2. Click “FTP Login” on the far-left top of the page.
3. Click on “If you are not a member of this site, please register by clicking here” and fill out the registration form to use the FTP Site.
4. Once Registered, Click “FTP Login” on the left-hand again to login to the FTP site.

RETURNING USERS
1. Go to glpublishing.com
2. Click “FTP Login” on the far-left top of the page. On the next page, enter your previously chosen User Name and Password. If you chose for the system to “retain your logged in status,” you need not log in, and you will be ready upload files.

NOTE: On the file upload page, be sure to choose the appropriate magazine name and file types from the tier drop-down menus!
WEB RATES & SPECIFICATIONS

BANNER AD RATES (per month)    Dimensions w x h
Video                  see below
Leaderboard            728 x 90
Half Page              300 x 600
Medium Rectangle       300 x 250

WEEKLY E-NEWSLETTER SPONSOR

Each week, 20,000 opt-in e-newsletter subscribers get the latest in upcoming events and things to do throughout the state with the OhioMagazine.com E-newsletter. 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!

Includes two medium rectangle ad placements and link to your website. Static artwork only.

CUSTOM DIRECT EMAIL BLAST

Let Ohio Magazine’s award-winning team of designers develop a custom email marketing campaign to reach our targeted list of 20,000 opt-in subscribers. Use this timely medium to drive immediate traffic to your website, promote an upcoming event, encourage sales for a package or special offer, launch a new product or service and more!

Specs: 540 px wide by at least 540 px tall, link to your website and custom subject line.

FEATURED LISTING RATES

RESTAURANTS:
› Up to 5 photos
› Upload a PDF version of your menu
› Any story, event or hotel featured within a 20-mile radius of your location will display your listing in our related content feature area

EVENTS:
› Up to 5 photos
› Photo & listing in the print edition of Ohio Magazine
› Listing will rotate in the featured listing location online
› Listing will appear in the Ohio Magazine Events E-Newsletter

For more information on advertising specs, supported file types or deadlines, call 216/377-3715 or email mprice@ohiomagazine.com

SUPPORTED WEBSITE FILE TYPES:
› Static JPEG (.jpg),
› Static or Animated GIF (.gif)
› Flash SWF (.swf)
› Files must be in RGB at 72 dpi. File size limit: 75K
› Video placements are hosted on the Ohio Magazine Youtube channel and served in a 300 x250 ad position on the home page.
› Maximum video run time: 60 seconds
› Video formats accepted: .mov, .avi, .mpg, .mp4, .wmv, mini dv and beta sp.
SPONSORED CONTENT IS NOW AVAILABLE ON OHIO MAGAZINE.COM

CUSTOMIZED CUSTOM 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 ohiomagazine.com that we will promote through various channels.

HOME PAGE FEATURE 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 FEATURE SPOT
You will also receive a feature spot on one of our 6 targeted pages. For example: Booking.com's sponsored content is featured on our travel page.

SPECs & RATES
- 500 - 1,000 words of sponsored content.
- High-Res Horizontal Image - 960px wide by 640px tall at 72 DPI.
- High-Res Logo.
- Social Media Icons and click-through links.
- Includes Digital Network Boost of 50,000 page views.

**All content is provided by the client, but can be written or produced by Ohio Magazine for an additional charge.