



Cleveland MAGAZINE

.....
INSPIRED LIVING

2022 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.



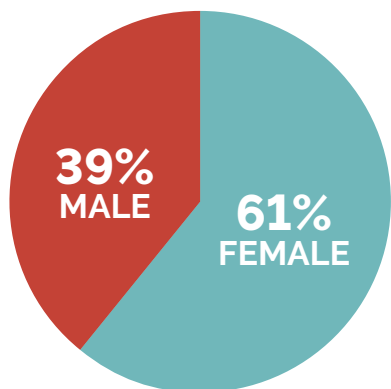
#1

AUDIENCE FOR
Buying Local

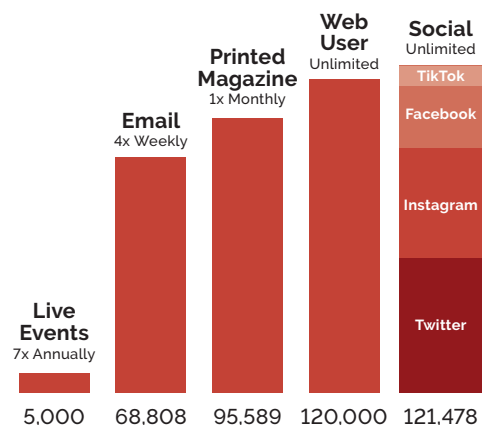


Subscribed Audience

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.



CONTENT CALENDAR

	Focus	Promotional Focuses	
JAN	MOST INTERESTING PEOPLE Clevelanders who are doing exciting, innovative and creative things in our city.	<ul style="list-style-type: none"> • Elegant Wedding • At Home • LEMTA Boat Show • SuperLawyers 	<ul style="list-style-type: none"> • <i>Cleveland 500</i> • NARI Home Improvement Show
FEB	BEST BARS: A guide to the best bars in town, including 10 best new bars that have opened in the last year, specialty drinks and more.	<ul style="list-style-type: none"> • Camp Guide • At Home 	<ul style="list-style-type: none"> • Great Big Home & Garden Show • <i>Community Leader</i>
MAR	HOMES: Tips and advice from local design professionals on ways to decorate and renovate your home.	<ul style="list-style-type: none"> • Guide to Education • At Home • Home Lookbook 	<ul style="list-style-type: none"> • <i>Beachwood Magazine</i>
APR	50TH ANNIVERSARY: A look back at Cleveland's last 50 years and the stories that inspire us.	<ul style="list-style-type: none"> • At Home • Best of the East Finalists • Best of the West Finalists 	<ul style="list-style-type: none"> • Workforce Development/ Careers in Construction • Insider's Guide to CLE
MAY	BEST RESTAURANTS A celebration of the top spots in dining.	<ul style="list-style-type: none"> • Restaurant Guide • Retirement Living • At Home • NARI Remodel Ohio 	<ul style="list-style-type: none"> • OLA Landscape Ohio • Arthritis Foundation • <i>Community Leader</i> (Meetings & Events, Women of Distinction) • Dominion Impact Awards
JUN	BEST PLACES TO LIVE Stats on 77 communities, including top schools, safest towns and lowest property taxes.	<ul style="list-style-type: none"> • Summer Fun Guide • At Home • City of Rocky River • Top Real Estate 	<ul style="list-style-type: none"> • Promote Your City • City Life • Downtown Digs
JUL	SUMMER ROAD TRIPS: Where are the small towns, adventures and places worth exploring this year? This guide will include everything from the lakefront to the woods and fields of southern Ohio and our bordering states.	<ul style="list-style-type: none"> • At Home • Faces of Care 	
AUG	BEST BREAKFASTS: A guide to the hottest brunches, breakfast spots and Sunday Funday hangouts, including long-standing family-friendly diners we love.	<ul style="list-style-type: none"> • Home Design Look Book • At Home • STEM 	<ul style="list-style-type: none"> • City of Aurora • Power of More • <i>Community Leader</i> • Lakewood Magazine
SEP	PRIVATE SCHOOLS: A report on more than 130 private elementary, middle and high schools.	<ul style="list-style-type: none"> • Western Lake Co. • At Home • OLA Landscape Ohio 	<ul style="list-style-type: none"> • HBA Showcase of Homebuilding • NorthCoast 99 – Best Places for Top Talent
OCT	BEST OF CLEVELAND A celebration of the best food, drinks, shops and things to do in the city.	<ul style="list-style-type: none"> • Education • Top Dentists • City of Solon • At Home 	<ul style="list-style-type: none"> • Promote Your City • Akron Cleveland Assn. of Realtors • Best of the West Winners • Best of the East Winners • NARI Remodel Ohio • Workforce Development/ Careers in Construction • Independence
NOV	BEST DOCTORS A resource to the area's top physicians.	<ul style="list-style-type: none"> • Fall Dining Guide • Retirement Living Handbook • At Home • City of Brecksville 	<ul style="list-style-type: none"> • <i>Community Leader</i> (CLOY + Biz Hall) • Green Community Magazine • Lakewood Magazine
DEC	ICONIC CLEVELAND: We tell the stories and celebrate the histories of some of Cleveland's biggest treasures such as the West Side Market, The Cleveland Museum of Art, Terminal Tower and more.	<ul style="list-style-type: none"> • Faces of Cleveland • Holiday Gift Guide • Give Cleveland • City of Avon 	<ul style="list-style-type: none"> • At Home • HBA Home for the Holidays • Winter in Cleveland

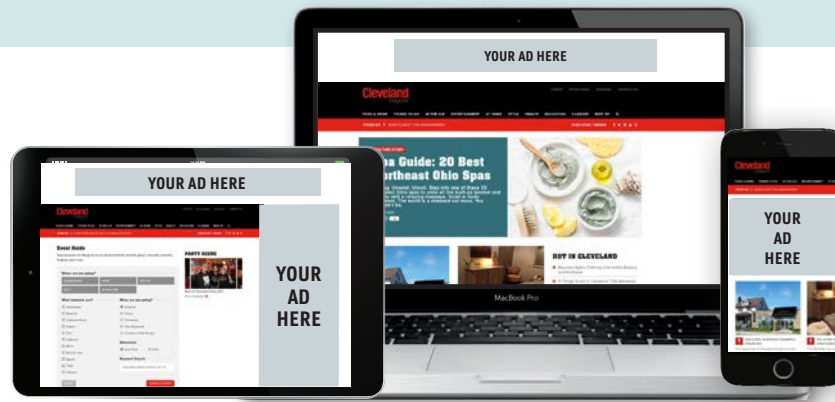


Targeted + Interested + Receptive

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

PRINT OPPORTUNITIES

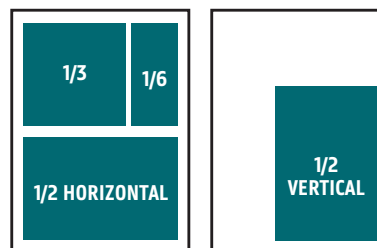
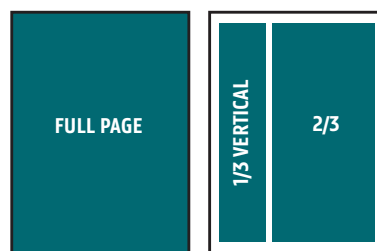
SIZE	1x	3x	6x	12x
Cover 2	\$7,635	\$6,240	\$5,600	\$5,090
Cover 3	\$6,680	\$5,455	\$4,900	\$4,460
Cover 4	\$8,590	\$7,015	\$6,300	\$5,730
Page 1	\$6,680	\$5,455	\$4,900	\$4,460
Full	\$5,605	\$4,570	\$4,115	\$3,740
2/3	\$4,130	\$3,375	\$3,030	\$2,755
1/2	\$3,145	\$2,570	\$2,305	\$2,095
1/3	\$2,165	\$1,770	\$1,585	\$1,445
1/4	\$1,700	\$1,365	\$1,240	\$1,130
1/6	\$1,195	\$1,000	\$875	\$810

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

ADVERTISING CLOSE DATES

ISSUE	AD CLOSE	AD DUE	ON SALE
JAN	11/22/2021	11/29/21	12/31/2021
FEB	12/27/2021	1/3/22	2/4/2022
MAR.	1/24/2022	1/31/22	3/4/2022
APR.	2/21/2022	2/28/22	4/1/2022
MAY	3/21/2022	3/28/22	4/29/2022
JUNE	4/25/2022	5/5/22	6/3/2022
JULY	5/23/2022	5/30/22	7/1/2022
AUG.	6/20/2022	6/27/22	7/29/22
SEPT.	7/25/2022	8/1/22	9/2/22
OCT.	8/22/2022	8/29/22	9/30/22
NOV.	9/26/2022	10/3/22	11/4/22
DEC.	10/24/2022	10/31/22	12/2/22

PRINT SPECIFICATIONS



TRIM SIZE: 8 X 10.875

PRINTING PROCESS:
WEB OFFSET

BINDER:
PERFECT BOUND

**PREFERRED AD
FILE TYPE:** PDF

AD COLOR: CMYK

LINE SCREEN: 175

JAN-MAR

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

FULL PAGE
8.25" x 11.125" (BLEED)
7" x 10" (NO BLEED)

2/3 PAGE
4.625" x 10"

1/3 VERTICAL
2.25" x 10"

1/2 HORIZONTAL
7" x 4.875"

1/3 SQUARE
4.625" x 4.875"

1/6 VERTICAL
2.25" x 4.875"

1/2 VERTICAL
4.625" x 7.5"

1/4 VERTICAL
3.375" x 4.875"

1/6 HORIZONTAL
4.625" x 2.375"

APR-DEC

TWO-PAGE SPREAD
17.5" 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"

1/6 VERTICAL
2.25" x 4.875"

1/2 VERTICAL
4.5" x 7.5"

1/4 VERTICAL
3.5625" x 4.875"

1/6 HORIZONTAL
4.5" 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.

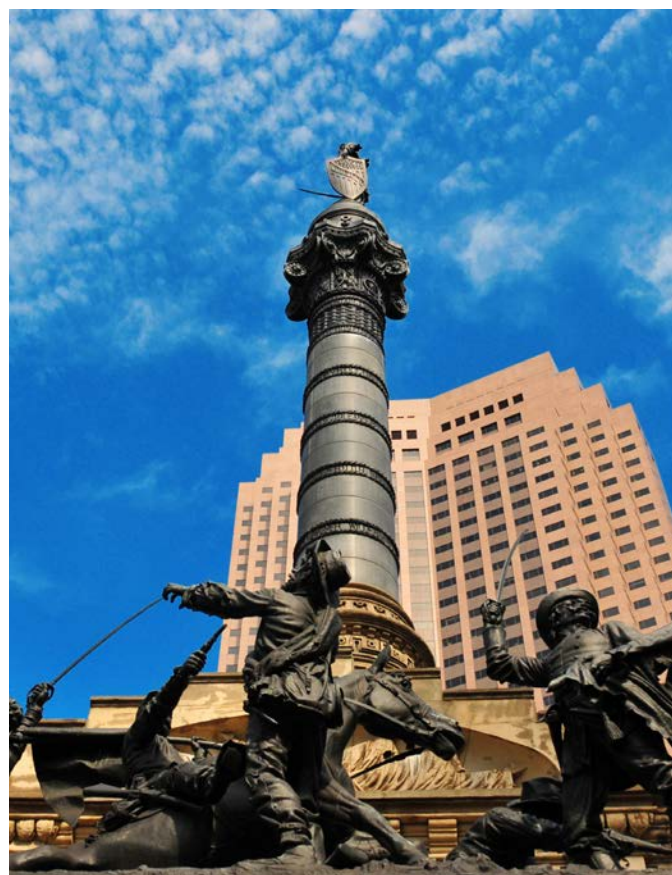
The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

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.

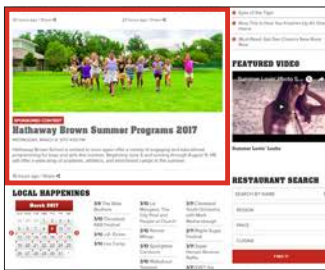
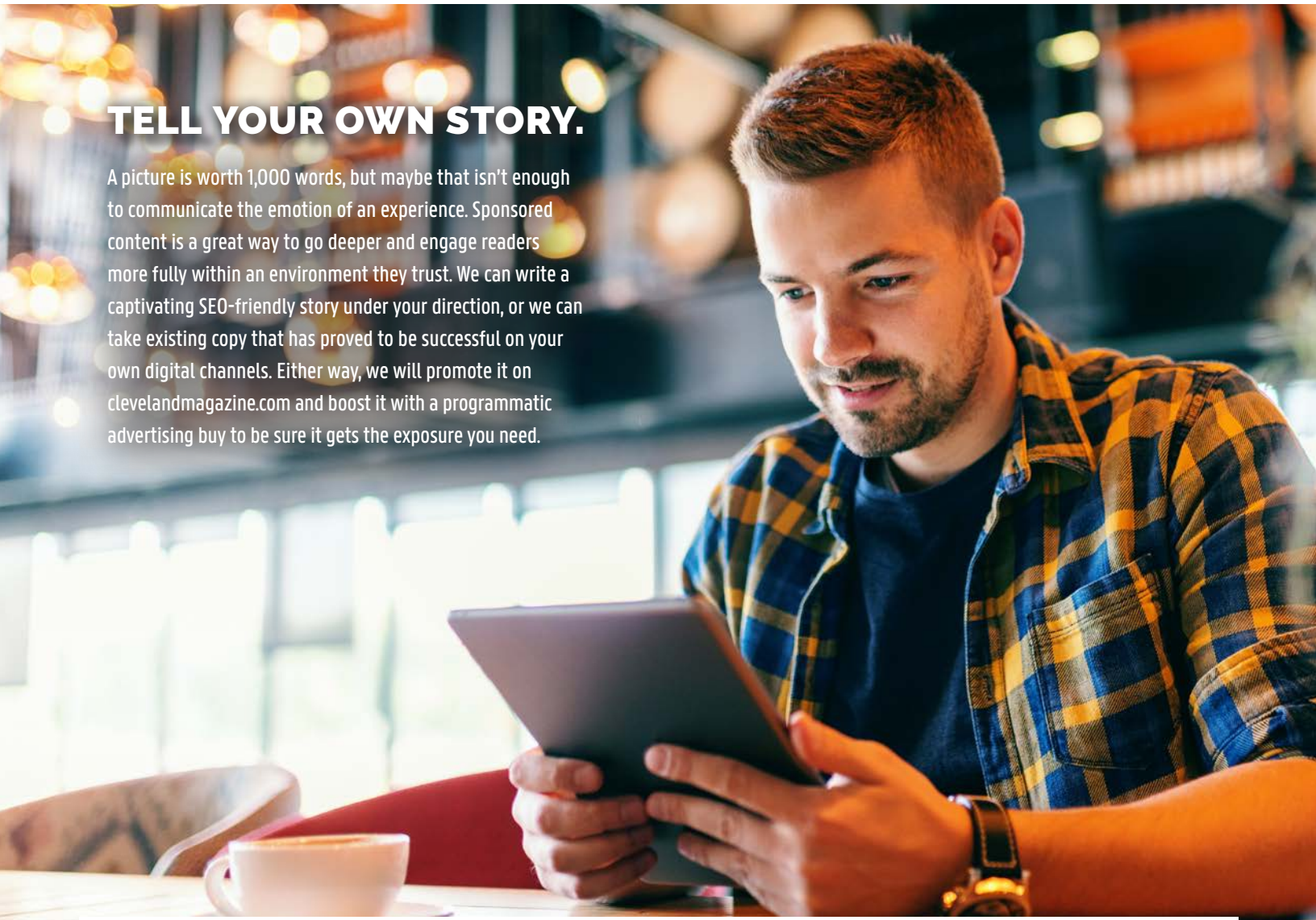
RATE PROTECTION: Contract advertisers will be protected at their contract rates for 60 days after the effective date of new rates.

PREPAYMENT DISCOUNTS: Yearly contracts paid in full in advance earn 5% discount.



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



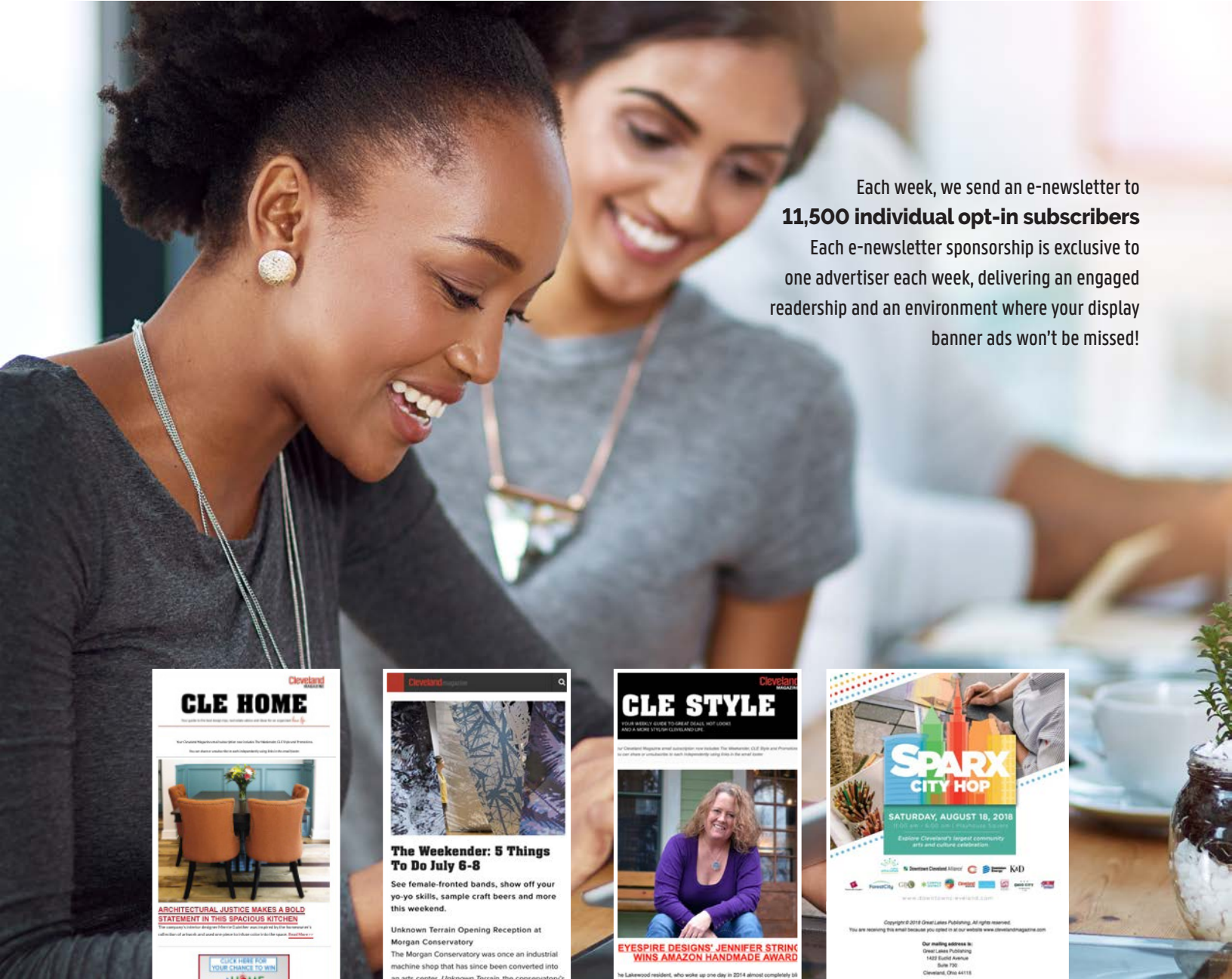
CUSTOMIZED SPONSOR PAGE

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 **11,500 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

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.

Grow your Fan Base with an Instagram Contest!

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

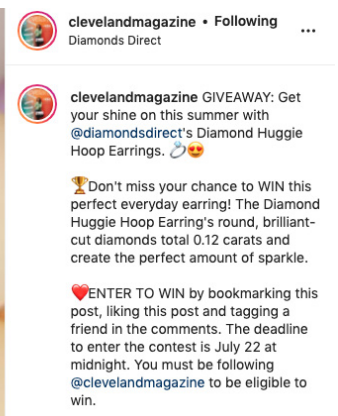
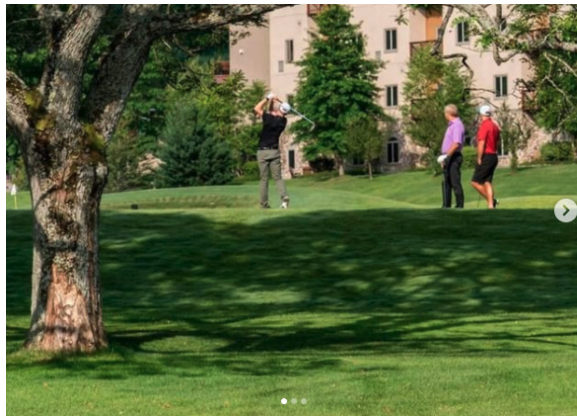
Cleveland Magazine will leverage all of its digital channels to help promote the contest and encourage that all entries follow YOUR Instagram account.

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

- Instagram: 40,000 followers
- Facebook: 17,000 followers
- Twitter: 56,000 followers
- E-newsletter: 16,000 subscribers
- Monthly Unique Website Users: 100,000+
- Audited Print Circulation: 29,175

COST: \$1,000

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.



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

SUMMER 2022

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

SUMMER 2022

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 2022

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 2022

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 2022

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 2022

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

MIPS Reception

NOVEMBER 2022

This invite-only cocktail party features the year's Most Interesting People, as selected by the editors of *Cleveland Magazine*.



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.

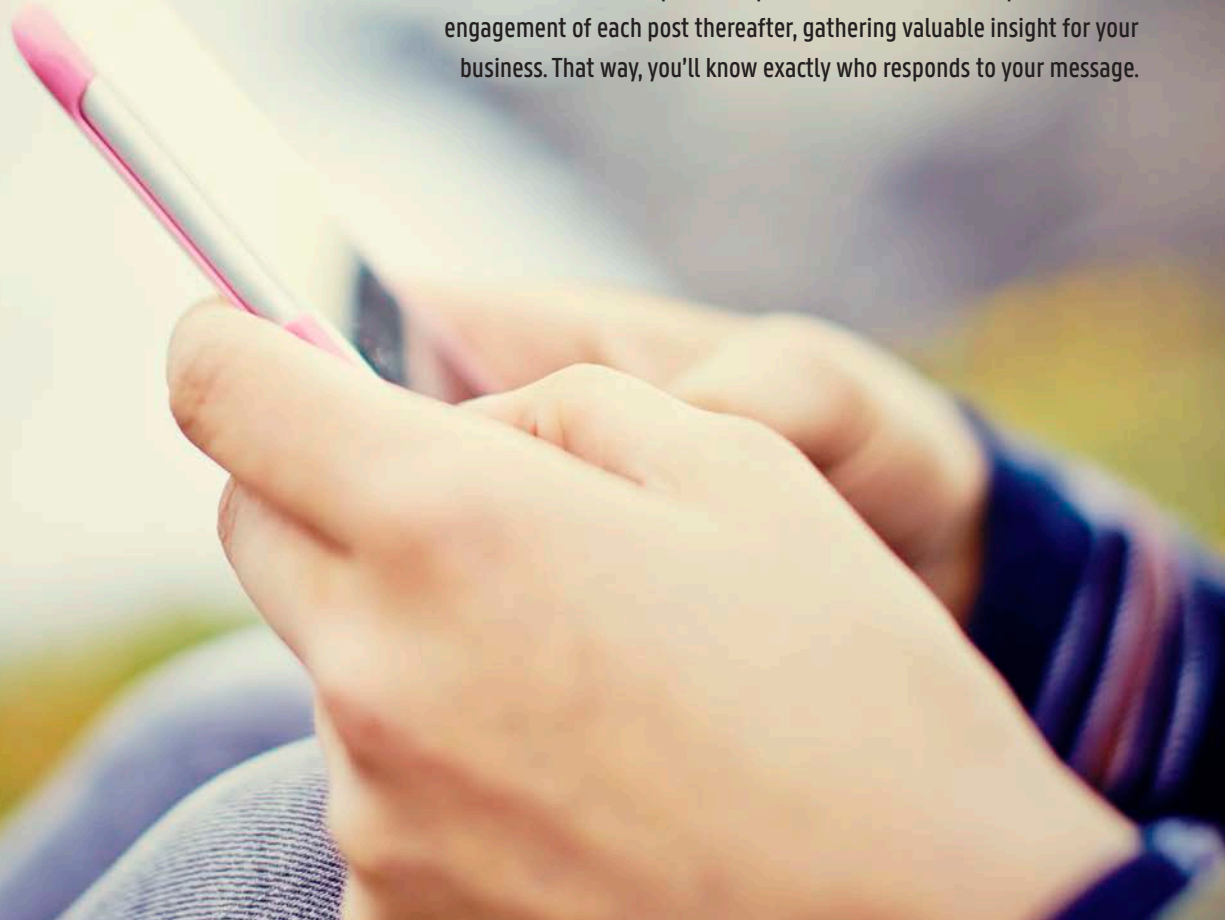


CUSTOM INSERT RATES	
4-Page Insert.....	\$9,030
8-Page Insert	\$14,175
12-Page Insert.....	\$19,845
16-Page Insert.....	\$24,990
24-Page Insert.....	\$36,330
32-Page Insert.....	\$45,465
40-Page Insert.....	\$54,495

All rates are net.



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.



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.



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://www.clevelandmagazine.com/complimentary-subscription)



Cleveland MAGAZINE

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



Cleveland Magazine



clevelandmagazine



clevelandmag