

Get A Good Read On

Cleveland

Cleveland Magazine readers trust and rely in our magazines and embrace the advertising as part of the brand experience. From *Rating the Suburbs* to the *Best of Cleveland*, we reflect what the community has achieved while advocating for what still needs to be done. Our readers have a positive attitude toward our advertisers due to the credibility we have achieved over our 43 years by delivering award winning editorial and design. They look to *Cleveland Magazine* for information on the events and people that shape our future.



JANUARY

SPACE CLOSE - 11/23
ADS DUE - 11/27
ON SALE - 12/23

EDITORIAL

Most Interesting People

ADVERTISING SECTIONS

Elegant Wedding
 LEMTA Mid-America Boat Show

CUSTOM INSERTS & RIDE-ALONGS

NARI Home
 Improvement Show
SuperLawyers
 Beachwood



FEBRUARY

SPACE CLOSE - 12/28
ADS DUE - 1/4
ON SALE - 1/26

EDITORIAL

Brunch

ADVERTISING SECTIONS

Camp Guide
 Casinos & Entertainment

CUSTOM INSERTS & RIDE-ALONGS

Go Red for Women
 Great Big Home & Garden Show Guide
 Effective Leadership Academy
 Community Leader



MARCH

SPACE CLOSE - 1/25
ADS DUE - 2/1
ON SALE - 2/23

EDITORIAL

Interior Design & Decor

ADVERTISING SECTIONS

Guide to Education
 Vacations & Getaways
 Luxury Home Living & New Homes Guide

CUSTOM INSERTS & RIDE-ALONGS

Crocker Park
 Five Star Wealth Managers
 Brunswick
 Cleveland Home +
 Remodeling Expo



APRIL

SPACE CLOSE - 2/22
ADS DUE - 2/29
ON SALE - 3/22

EDITORIAL

Millennials — Reviving Cleveland?

ADVERTISING SECTIONS

Education Profiles
 Summer Camp Ad Directory
 Homebuying 360°
 Best of the East Finalists
 Best of the West Finalists

CUSTOM INSERTS & RIDE-ALONGS

City Guide
 LifeBanc
 ETON

EVENTS

Best of the East & Best of the West



MAY

SPACE CLOSE - 3/21
ADS DUE - 3/28
ON SALE - 4/19

EDITORIAL

Silver Spoon Awards - Best Restaurants

ADVERTISING SECTIONS

Restaurant Guide
 City of North Olmsted

CUSTOM INSERTS & RIDE-ALONGS

Arthritis Foundation
 OLA Landscape Ohio
 NARI Remodel Ohio
 Live Cleveland/
 Downtown Digs
 Cuyahoga Falls
 Community Leader

EVENT

Silver Spoon Awards



JUNE

SPACE CLOSE - 4/25
ADS DUE - 5/2
ON SALE - 5/24

EDITORIAL

Rating the Suburbs

ADVERTISING SECTIONS

Summer Fun Guide
 City of Rocky River

CUSTOM INSERTS & RIDE-ALONGS

Boston Mills Artfest
 New Homes Guide
 Faces of Care

EVENT

Faces of Care Gala



JULY

SPACE CLOSE - 5/23
ADS DUE - 6/1
ON SALE - 6/21

EDITORIAL

Republican National Convention

ADVERTISING SECTIONS

Healthy Living (Beauty)
 Best of the East Winners
 Best of the West Winners

CUSTOM INSERTS & RIDE-ALONGS

Lake County YMCA Dream House
 Crocker Park / Eton

EVENT

Best of Lorain County



AUGUST

SPACE CLOSE - 6/20
ADS DUE - 6/27
ON SALE - 7/19

EDITORIAL

Top Doctors

ADVERTISING SECTIONS

Kids A-Z
 Luxury Home Living
 Strongsville 200th

CUSTOM INSERTS & RIDE-ALONGS

Green
 Community Leader

EVENT

Top Doctors



SEPTEMBER

SPACE CLOSE - 7/25
ADS DUE - 8/1
ON SALE - 8/30

EDITORIAL

Private Schools

ADVERTISING SECTIONS

Vacations & Getaways
 Fall Arts Preview
 Willoughby Western Lake County

CUSTOM INSERTS & RIDE-ALONGS

NorthCoast 99 — Best Places to Work
 Celebrate Westlake
 OLA Landscape Ohio
 NARI Remodeled Homes Tour
 Sparx City Hop
 Lakewood



OCTOBER

SPACE CLOSE - 8/22
ADS DUE - 8/29
ON SALE - 9/20

EDITORIAL

Best of Cleveland

ADVERTISING SECTIONS

Education
 Top Dentists

CUSTOM INSERTS & RIDE-ALONGS

USO 75th Anniversary
 Ronald McDonald House
 NARI Remodel Ohio

EVENT

Best of Cleveland Party



NOVEMBER

SPACE CLOSE - 9/26
ADS DUE - 10/3
ON SALE - 10/25

EDITORIAL

Fall Dining

ADVERTISING SECTIONS

Fall Dining Guide
 Retirement Living
 Village of Chagrin Falls

CUSTOM INSERTS & RIDE-ALONGS

Crocker Park / Eton
 National Philanthropy Day
 Village of Chagrin Falls
 Community Leader



DECEMBER

SPACE CLOSE - 10/24
ADS DUE - 10/31
ON SALE - 11/22

EDITORIAL

TBD

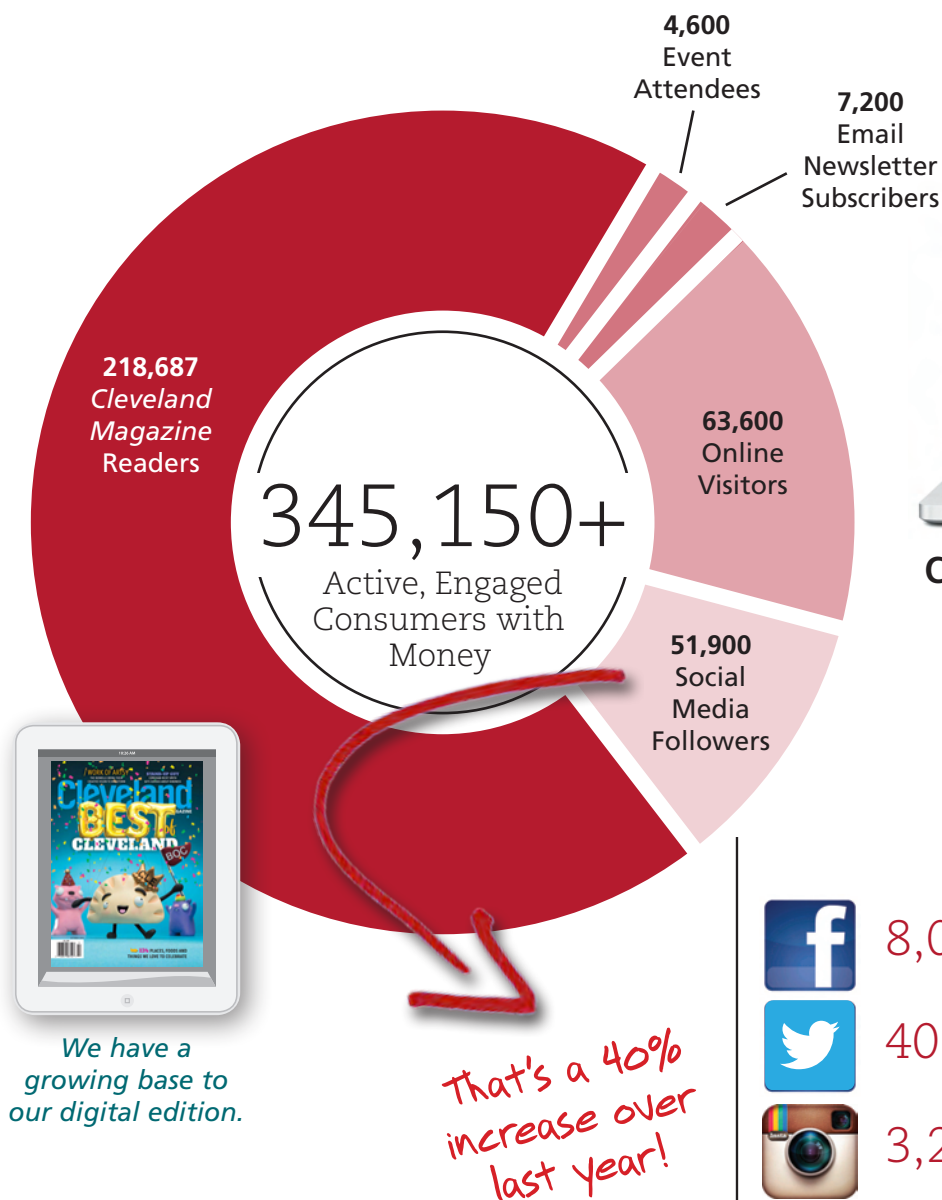
ADVERTISING SECTIONS

Faces of Cleveland City of Avon
 Health Care Guide
 Holiday Gift Guide

CUSTOM INSERTS & RIDE-ALONGS

Winterfest





CLEVELANDMAGAZINE.COM

Monthly Page Views

141,900+

Monthly Visits

63,600+

Repeat Visitor Ratio

23.5%



8,000+ Likes



40,700+ Followers



3,240+ Followers



32,504

CVC Audited Circulation

218,687

Monthly Readership

3,013

Monthly Newsstand Sales

98% of our subscribers read *Cleveland Magazine* on a regular basis.

74% of our subscribers keep *Cleveland Magazine* for one month or longer.

On average, our readers refer to each issue of *Cleveland Magazine* **6 times**.

Readers spend an average of **1 hour** reading each monthly issue.

Our Readers

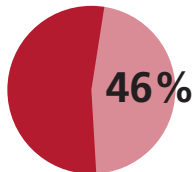
2016 MEDIA KIT



59%

41%

MARRIED



% OF READERS AGED 24-54

66%

AFFLUENT & INVESTED:

Investment Portfolio:

\$325,000+

Family Income:

\$129,900+



68% of readers frequently purchase products or services as a result of reading an ad in *Cleveland Magazine*.



89% of *Cleveland Magazine* readers are homeowners... with an average market value of **\$183,000+**

27% of readers plan a remodeling project in the next 12 months.

SOPHISTICATED & RESPONSIVE:

Our readers dine out an average of **24** times per month.

80% refer to *Cleveland Magazine* when deciding where to dine.

69% refer to *Cleveland Magazine* to choose arts/entertainment venues.

59% find *Cleveland Magazine* informative about fashion & style.

EDUCATED & ACTIVE:



93% of readers are college educated.

28% attended graduate school.



26% of our readers have served on a non-profit board. On average, *Cleveland Magazine* readers make \$291 in charitable donations each year.

Sources:

Readership Study, CVC Audit, 2014
Readership Study, The Media Audit

Cleveland
MAGAZINE



FOR MORE INFORMATION: adsales@clevelandmagazine.com / P: 216.377.3684

CONNECT WITH US:



[facebook.com/ClevelandMagazine](https://www.facebook.com/ClevelandMagazine)



[@ClevelandMag](https://twitter.com/ClevelandMag)

AWARDED
Ohio's Best Magazine

7 of the past **10** years

No publication in Northeast Ohio generates the buzz that *Cleveland Magazine* does. Our mix of best-selling cover stories, award-winning features, quality editorial and specialty sections makes *Cleveland Magazine* a must-read for stakeholders in the city.

Cleveland Magazine also makes the news. Every month, *Cleveland Magazine* is featured on television and radio, setting the conversation for the city and making water coolers buzz.



AWARD WINNING CONTENT

Last year, the Press Club of Cleveland presented *Cleveland Magazine* with **7** First Place, **8** Second Place and **2** Third Place Awards for feature writing, food writing, personality profiles, illustrations, page design and cover design.

In Every Issue...



Lake Effect

The month's forecast on the people, places and things we love



Talking Points

Opinions, observations and insights



Gateway

Your ticket to the month's obsessions, including entertainment listings and parties



The Terminal

Landmark moments from our past



The Dish

Serving straight talk on food, drinks and restaurants

Delivering Results for More than 43 Years

Every year, nearly **700** advertisers use *Cleveland Magazine* as a key part of their advertising and marketing plan. Research continues to show that print advertising drives traffic to online resources and effectively supplements broadcast and digital campaigns. Here's a look at the **240+** who have advertised in each of the past 5 years:

20th Century Construction
A. Perrino Construction, Inc.
Akron Art Museum
Akron Children's Hospital
Akron Symphony Orchestra
American Diabetes Association
American Heart Association
Anthony J. Heibili DDS
Art By The Falls
Arthritis Foundation
Association Of Fundraising Professionals
B & B Appliance
B.R. Knez Construction
Baldwin Wallace University
Bay Pediatric Dentistry
Beachwood Place
Beachwood Plastic Surgery
Beaumont School
Best Doctors, Inc.
Block Bros.
Bonnie's Goubaud
Boston Mills Artfest
Bubba's-Q Inc
Burten, Bell, Carr Development
Cambria USA
Case Western Reserve University
Cedar Point Amusement Park
Center For Aesthetic And Cosmetic Surgery
Central School Of Nursing
Champagne Entertainment
Charles Scott
City Of Cleveland Heights
City Of Cleveland
Cleveland Clinic
Cleveland Film Society
Cleveland Foodbank
Cleveland Independents
Cleveland Institute Of Music
Cleveland Lighting
Cleveland Metroparks
Cleveland Metropolitan School
Cleveland Museum Of Art
Cleveland Museum Of Natural History
Cleveland National Air Show

Cleveland Neighborhood Progress
Cleveland Public Power
Cleveland Restoration Society
Cleveland State University
Cleveland Zoological Society
Closet Factory
Contessa Gallery
Corporate Club
Cosmetic Surgery Institute
Crocker Park
Cudell Improvement Inc.
Cuyahoga Community College
Francis Bolton School of Nursing
David R. Patton DDS
Dawson Eye Builders
Dealer Tire
Designers Furniture
Dollar Bank
Don Drumm Studios & Gallery
Downtown Akron Partnership
Downtown Cleveland Alliance
Dr. Douglas J. Ripkin
Dr. Keith Hoover DDS
Eton Chagrin Blvd
Ever After Bridal Event
Executive Caterers
Facial Aesthetic Dentistry
Fairfax Renaissance Development Corp.
Fairview Eye Center Inc.
Fairview Hospital
Falling Water
Famicos Foundation
Faralli Kitchen & Bath Design
Fifth Third Bank
Finelli Architectural Ironwork
First Federal Of Lakewood
First Merit Wealth Management
Flanagan's Wake
Geraci's
Gilmour Academy
Gino's Hair Designs
Gloria Hardington
Graves Lumber Company
Great Lakes Science Center
Greater Licking County CVB
H&M Landscaping

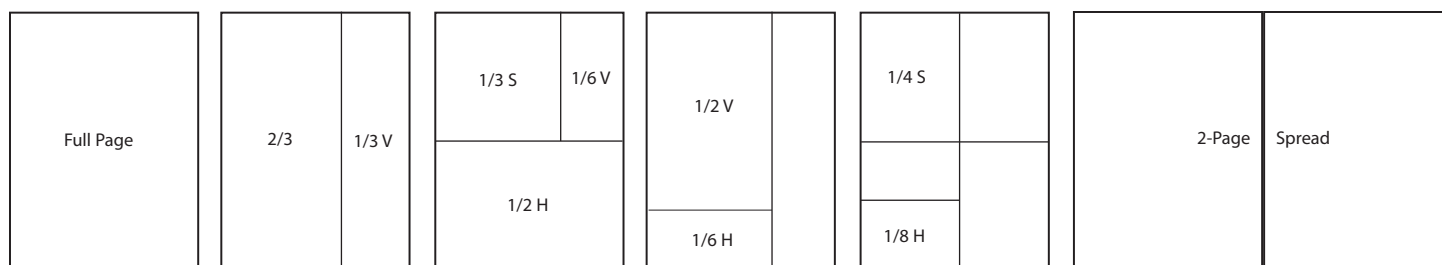
Hard Rock Cafe
Harvest For Hunger
Hathaway Brown
Hawken School
HBA Of Greater Cleveland
HealthSpan
Hedges
Hilton Garden Inn Twinsburg
Holiday Valley
Homestead Furniture
Hospice Of The Western Reserve
Huntington Bank
Hurst Design-Build-Remodeling
Inplay Events
Intercontinental Hotel
JFD Landscapes
Jim Ashton
John Carroll University
Judson
K Hovnanian Homes
K&D Group
Kamm's Corners Development
Kathy Reid
Kent State University
Key Bank
Kilgore Trout
Kindred Healthcare
La Coiffe Salon & Spa
Lake County Family Practice
Lake Co. YMCA Dream House
Lake Erie Marine Trades Assn.
Lake Health
Lake Metroparks
Lake Ridge Academy
Lakewood Arts Festival
Lakewood Chamber of Commerce
Landmark Management
Laurel School
Lawrence School
Lehman's
Levin Furniture
Linda Armstrong
Little Mountain Homes
Liver Foundation
Lockkeepers
Lolly The Trolley
Lou Barbee

Lu-Jean Feng MD
Madison Marquette
Magnificat
Marketplace Events
Marlen Jewelers
Mars Lighting Center
Mary Frances Weir
Medical Mutual
Melt Bar & Grilled
Montessori High School
Mulholland & Sachs
NARI Of Greater Cleveland
Nautica Queen Cruise Ship
Neighborhood Housing Services
New Image Photography
Northeast Shores Development
Ohio Landscape Association
Old Brooklyn Community Development Corp.
Old Stone Church
Otero Signature Homes
Parkview Homes
Payne & Payne Builders
Petros Homes
PlayhouseSquare
Retina Associates Of Cleveland
Rock & Roll Hall Of Fame and Museum
Rocksolid
Rocky River Dental Associates
Rocky River Public Library
Ronald McDonald House
Ruffing Montessori School
Sedlak Interiors
Pier W
Silvana DiBiase
Snow Bros.
Solari
Somrak Kitchens
Sound & Vision
Spa West
St. John Medical Center
St. Malachi Center
Stan Hywet Hall & Gardens
Stouffer Realty
Suntrol Co.
Surroundings Home Decor

Taste Of Little Italy
Taste Of Tremont
Testa Builders Inc.
The Andrews Osborne Academy
The Arcade
The Art Of Plastic Surgery
The Benjamin Rose Institute
The Cleveland Public Library
The Collection Auto Group
The Floor Show Inc.
The Gathering Place
The Highley Recommended Team
The IX Center
The MetroHealth System
The Music Settlement
The Ohio Valley Group
The Pattie Group
The Wyndham Hotel
Timan Custom Window
Touch Supper Club
Tower City Center
Town Hall Cleveland
Traverse City CVB
Tremont West Development Corp.
University Dermatologists
UH Elyria Medical Center
UH Parma Medical Center
University Hospitals
University School
Ursuline College
Vascular Interventions & Venous Systems
Vintage Ohio
Wendy Zambo
Western Reserve Academy
WEWS/News Channel 5
Whole Foods
Willoughby Artfest
Windows On The River
Wine Cellar Technologies
WKSU-FM
WQAL Q104
WVIZ ideastram
YMCA Of Greater Cleveland
Zack Bruell Restaurants

Print Specifications

2016 MEDIA KIT



	Ad Sizes Width x Depth	Bleed Sizes Width x Depth
Full Page	7" x 10"	8.25" x 11.125"
2/3 Page	4.625" x 10"	5.25" x 11.125"
1/2 Page (horizontal)	7" x 4.875"	
1/2 Page (vertical)	4.625" x 7.5"	
1/3 Page (square)	4.625" x 4.875"	
1/3 Page (vertical)	2.25" x 10"	
1/6 Page (horizontal)	4.625" x 2.375"	
1/6 Page (vertical)	2.25" x 4.875"	
*1/4 Page (square)	3.375" x 4.875"	
*1/8 Page (horizontal)	3.375" x 2.375"	

Final trim size of publication is 8" x 10.875". Keep live matter 1/4" from the trim edge top and bottom and 1/2" from both side trim edges.

All spreads should be set up as a two-page document.

* 1/4-page and 1/8-page advertisements are available in select special sections and custom publications. Please contact your account representative for details and availability.

Client-Supplied Advertisement Specifications

PDF documents are preferred. Files should be 350 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 files or PDFs. 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 files or PDF 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 (350 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. Information on how to produce a press quality PDF file is available at www.glpublishing.com.

Accepted Media: Files may be submitted on CD/DVD or sent to our FTP site. Visit glpublishing.com for step-by-step instructions.

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.

For further information on our digital specifications or ad material closing dates, please contact our production manager at 216-771-2833.

Cleveland
MAGAZINE

▶ FOR MORE INFORMATION: adsales@clevelandmagazine.com / P: 216.377.3684
CONNECT WITH US: [facebook.com/ClevelandMagazine](https://www.facebook.com/ClevelandMagazine) [@ClevelandMag](https://twitter.com/ClevelandMag)



A Unique Way to Get Your Message to 218,000+ Readers

Cleveland Magazine is excited to offer a unique way to help your message reach the best customers Northeast Ohio.

Our readers are your buyers...

This special card stock insert is a great way to draw more attention to your products, services or events. Printed on heavy stock and inserted with perforations, this is custom advertising that stands out within the magazine.

Advertising Specifications

- Dimensions: 8" x 10.875"
- Size: 2 Pages (front and back)
- Paper: 7 point card stock with matte finish
- Binding: bound into full run of one issue of *Cleveland Magazine*
- Finishing: Optional perforations (up to 4 horizontal and 2 vertical perfs)
- Full-run magazine insert + 2,500 client copies
- *Cleveland Magazine* will provide editorial and design service, as needed

Total Cost: \$8,000 per issue

More Exposure = More Impact

Additional zoned or regional distribution is available in other magazines and newspapers.

We can help you develop a targeted marketing plan that will extend the reach and shelf life of your insert by putting it into the hands of more local readers.





We'll help you create your one-of-a-kind branding message.

A custom section in *Cleveland Magazine* is an effective promotional tool that gives you all of the benefits of editorial coverage combined with a well crafted marketing message. Your section will appear in the pages of *Cleveland Magazine* with additional copies (including a digital copy) available for your own distribution.

We have a staff of

- editorial
- design
- production

professionals ready to help you engage our readership.

Section Specifications

- Dimensions: 8" x 10.875"
- Size: 4 Pages
- Paper: 80# #3 glossy text stock
- Binding: bound into full run of one issue of *Cleveland Magazine*
- Finishing: Folded
- Digital: Online flipbook with embedded hyperlinks*
- Full-run magazine insert + 2,500 client copies
- *Cleveland Magazine* will provide editorial and design service, as needed

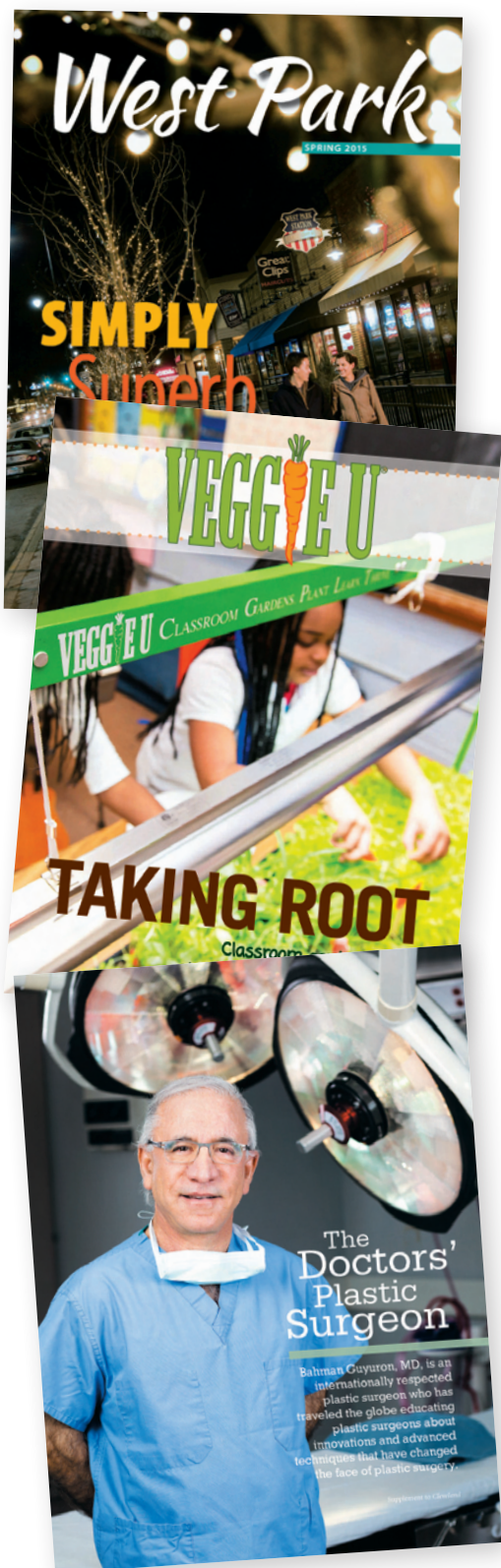
Total Cost: \$10,500 per issue

*Ask about a customized DPS version of your section that includes embedded video.

More Exposure = More Impact

Additional zoned or regional distribution is available in other magazines and newspapers.

We can help you develop a targeted marketing plan that will extend the reach and shelf life of your insert by putting it into the hands of more local readers.



You have a story to tell... We'll help you tell it to 218,000 readers.

A custom section in *Cleveland Magazine* is an effective promotional tool that gives you all of the benefits of editorial coverage combined with a well-crafted marketing message. Your section will appear in the pages of *Cleveland Magazine* with additional copies (including a digital copy) available for your own distribution.

We have a staff of

- editorial
- design
- production

professionals ready to help you engage our readership.

Section Specifications

- Dimensions: 8" x 10.875"
- Size: 8 Pages
- Paper: 80# #3 glossy text stock
- Binding: bound into full run of one issue of *Cleveland Magazine*
- Finishing: Saddle stitched
- Digital: Online flipbook with embedded hyperlinks*
- Full-run magazine insert + 2,500 client copies
- *Cleveland Magazine* will provide editorial and design service, as needed

Total Cost: \$15,500 per issue

*Ask about a customized DPS version of your section that includes embedded video.

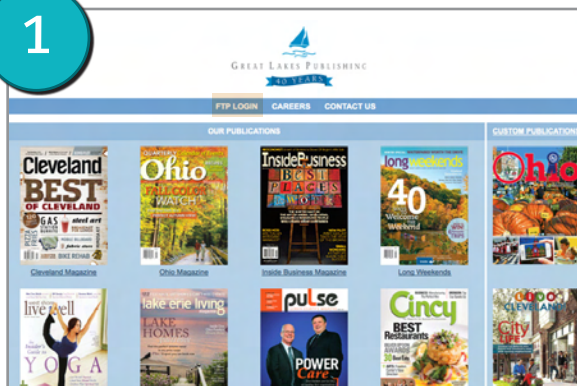
More Exposure = More Impact

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DIGITAL FILE SUBMISSIONS TO FTP SITE

1



1. Navigate to www.glpublishing.com and select FTP Login

2



2. Enter User Name and Password, or click to register.
(You select your own User Name and Password and have immediate access to the site.)

3



3. You can view any previously uploaded file or click NEW to begin the FTP upload process.

4



4. Complete the information form and upload the file attachment. Include any special instructions. Be sure to select the Sales Rep and Publication for the file submission. "Goes To" and "File Type" will default to most common selections and can be left unchanged.

Click Submit to complete the FTP upload.

If you have any questions about the FTP site, please email our production department at production@glpublishing.com.

Make sure to include the proper publication in the subject line.

Do you wish to receive (continue to receive) a free subscription to *Cleveland Magazine*?

☐ Yes

☐ No

If yes, please fill in the information requested below and return to *Cleveland Magazine* or to your *Cleveland Magazine* representative.

Signature (required): _____

Name (please print): _____

Company Name: _____

Company Address: _____

City/State/ZIP: _____

Telephone: _____

Fax: _____

Account Executive: _____

Date: _____

PLEASE RETURN COMPLETE FORM TO:

1422 Euclid Avenue, Suite 730

Cleveland, Ohio 44115

Fax: 216-781-6318

***For more information about advertising,
call your account representative today at 216-377-3684.***