

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

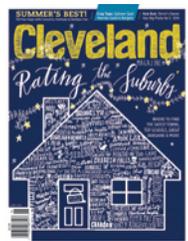
Silver Spoon Awards - Best Restaurants

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

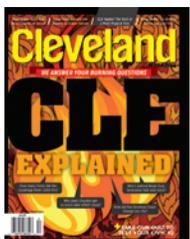


NOVEMBER
 SPACE CLOSE - 9/26
 ADS DUE - 10/3
 ON SALE - 10/25

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

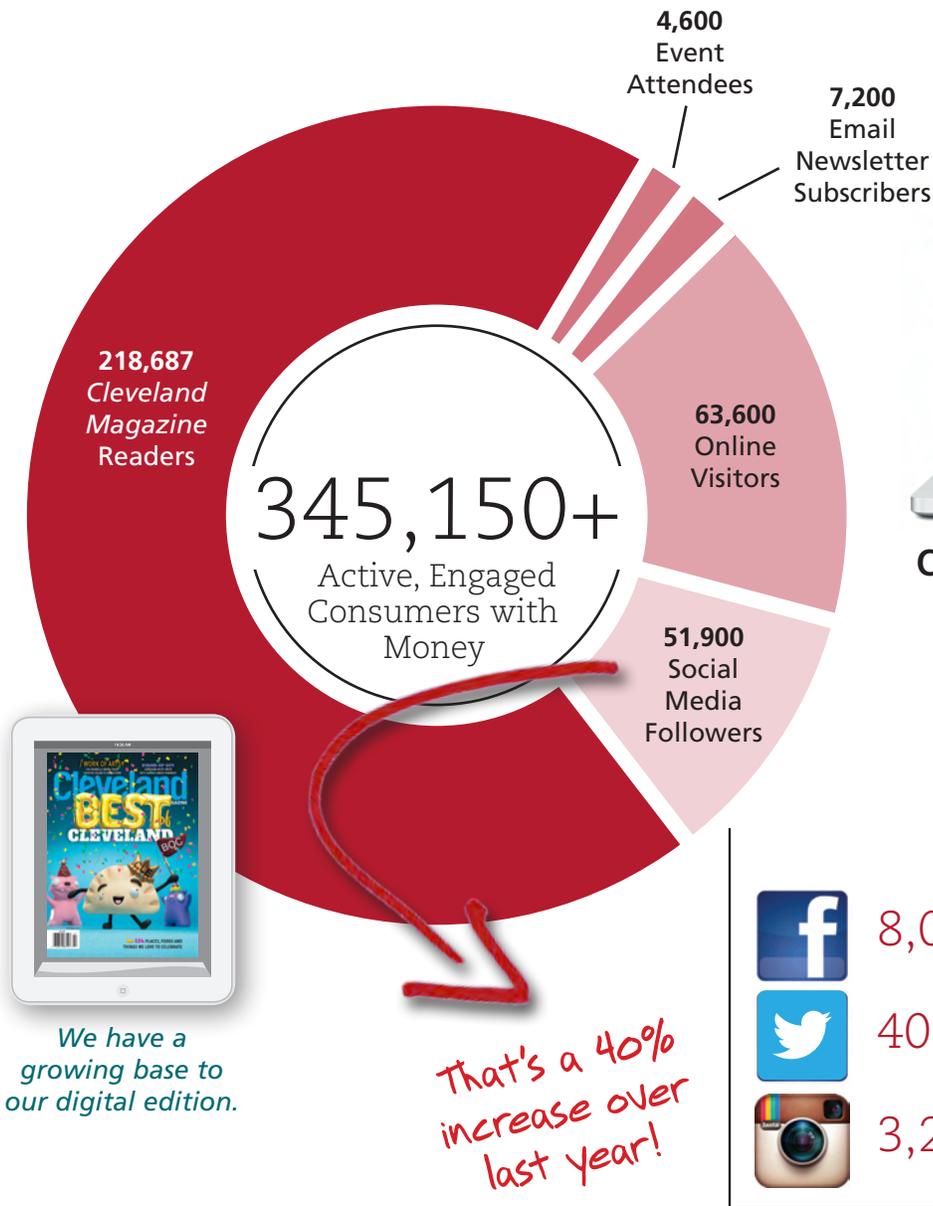


DECEMBER
 SPACE CLOSE - 10/24
 ADS DUE - 10/31
 ON SALE - 11/22

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

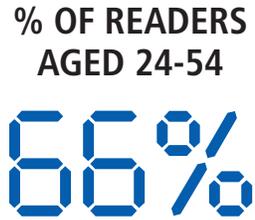
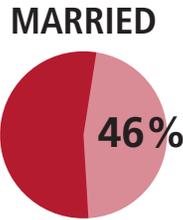
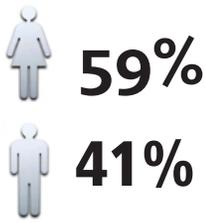
98% of our subscribers read *Cleveland Magazine* on a regular basis.

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



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

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

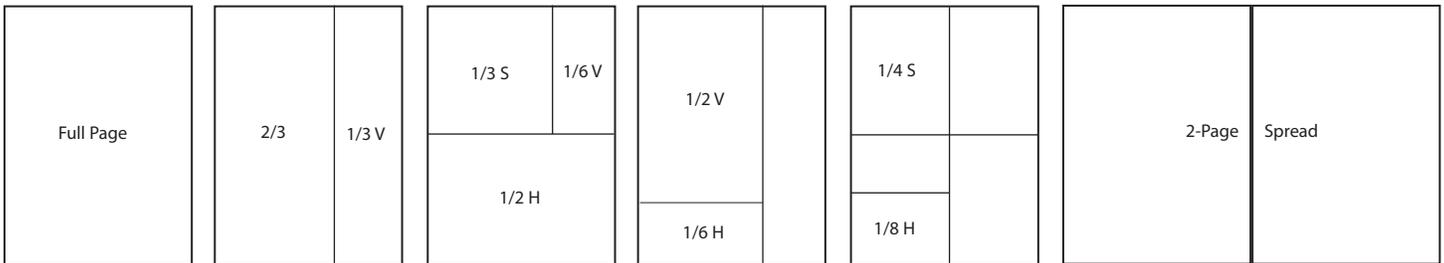
Cleveland Neighborhood Progress
 Cleveland Public Power
 Cleveland Restoration Society
 Cleveland State University
 Cleveland Zoological Society
 Closet Factory
 Contessa Gallery
 Corporate Club
 Cosmetic Surgery Institute
 Crocker Park
 Cudell Improvement Inc.
 Cuyahoga Community College
 Francis Bolton 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



	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.

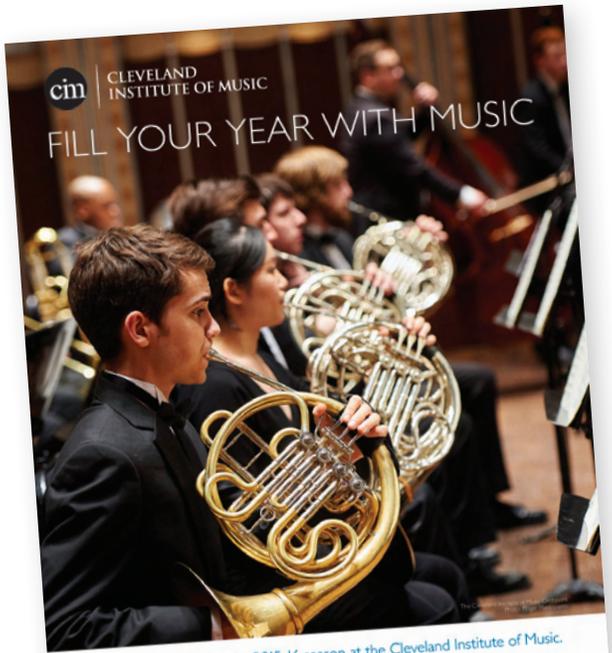
Spot Color and RGB Ads: (Use of PMS inks) We do not support spot color or RGB printing for the publication. Therefore, 2- and 3-color and RGB ads must be produced in a CMYK equivalent.

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.



Mark your calendar for the 2015-16 season at the Cleveland Institute of Music. Experience the thrill of seeing the next generation of professional musicians and CIM's world-class faculty members perform in the stunning Mecon and Kulas Halls and at Severance Hall, home of The Cleveland Orchestra. Most performances are presented free of charge. Turn the page for a snapshot of the 2015-16 concert schedule.

10201 East Boulevard | Cleveland, OH 44106 | 216.791.5000 | cim.edu



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

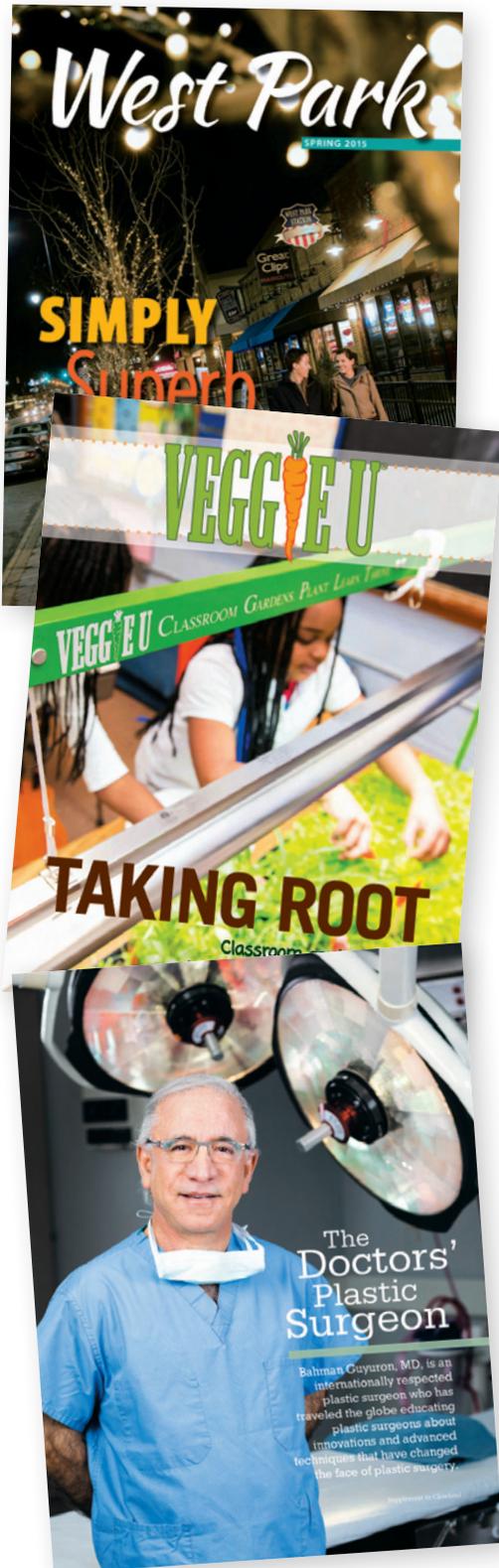
Total Cost: \$10,500 per issue

*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

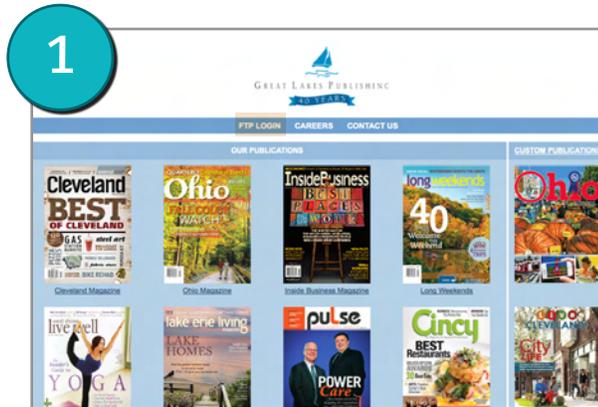
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More Exposure = More Impact

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DIGITAL FILE SUBMISSIONS TO FTP SITE



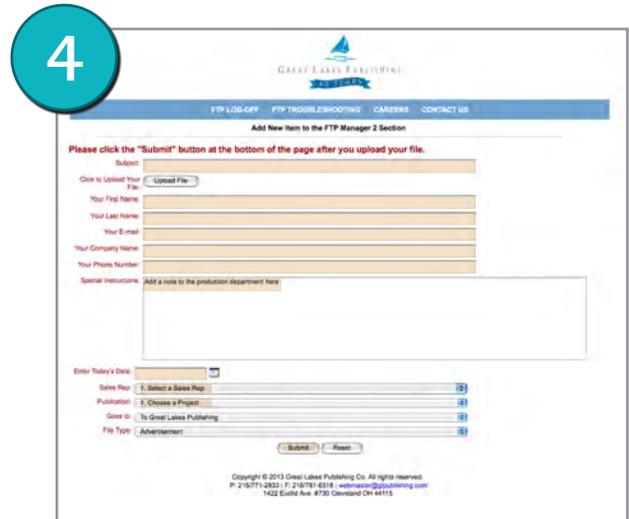
1. Navigate to www.glpublishing.com and select FTP Login



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



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.

Advertiser Subscription

2016 MEDIA KIT

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.***

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)