Scene Magazine has served as the city’s premier, award-winning multimedia source of alternative news, events and culture since 1970. The Scene bravely tackles issues that affect the local community and covers the most important people and events in Cleveland, all while growing the brand’s culturally-active audience across its multimedia platforms.

Our audience is diverse, nontraditional and difficult to reach through any other advertising source. For 53 years we’ve helped local and regional businesses grow their brand across our multiple advertising platforms; print, digital, social media, email, content marketing and events.
BY THE NUMBERS

DISTRIBUTION
30k distribution, every other week on Thursday
1,000+ locations in Northeast Ohio

SOCIAL MEDIA
407k Social Media followers:
- 138k Instagram
- 134k Facebook
- 135k Twitter

33k weekly e-newsletter subscribers

PRINT
AGE BREAKDOWN

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<tr>
<td>55-64</td>
<td>7.2%</td>
</tr>
<tr>
<td>65+</td>
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</table>

READERSHIP
341,450 people have read 1 of 4 of our last issues
10.8 million monthly clevescene.com page views
900k+ unique monthly visitors to clevescene.com
WHERE TO FIND US

Pick up Scene at over 1,000 locations throughout Northeast Ohio, including street boxes, gyms, grocery stores, retail stores, restaurants, bars and college campuses.

TOP SPOTS

Ohio City
Tremont
Coventry
Downtown
Gordon Square
Cedar-Lee
Lakewood

1. METRO CLEVELAND  48.7%
2. WEST CLEVELAND   17.2%
3. SOUTH CLEVELAND  13.7%
4. EAST CLEVELAND   20.4%
# 2023 Special Issues & Events

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tbody>
<tr>
<td>1/20 - 2/5 - CLEVELAND PIEROGI WEEK</td>
<td>1/30 - 2/5 - CLEVELAND PIEROGI WEEK</td>
<td>9/11 - 9/17 - CLEVELAND WING WEEK</td>
<td>4/10 - 4/16 - CLEVELAND TACO WEEK</td>
</tr>
</tbody>
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<table>
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<tr>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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<tbody>
<tr>
<td>5/20-5/21 - WILLOUGHBY RIB BURN OFF</td>
<td>7/10 - 7/16 - CLEVELAND BURGER WEEK</td>
<td>7/29 - ALEFEST</td>
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<th>September</th>
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<tr>
<td>9/11 - 9/17 - CLEVELAND WING WEEK</td>
<td>9/21 - BEST OF CLEVELAND</td>
<td>11/6 - 11/12 - CLEVELAND PIZZA WEEK</td>
<td></td>
</tr>
</tbody>
</table>

- **Events**
- **Bi-Weekly Issues**

Don't miss these events! Dates TBD

- UNITED WE BRUNCH
- PIG & WHISKEY
- SUGAR RUSH
- FLAVOR
We partner with a large variety of both local and national businesses and events. Through advertising, marketing, social media, grassroots and events, we help create a buzz around our clients.
Meet our audience: Young, Educated, Professional. Interested. Interesting. Scene readers show high affinity in the coveted 21-44 audience and are off the charts when it comes to interest in arts, food, news, sports, and tech. These are the young, early adopters all advertisers want to reach online. Get in front of them before your competitors do.

Our readers have 3-4 times more interest in local verticals than the average internet user, and are more likely to be young professionals with a vested interest in their local community.

Information pulled from Quantcast

407K SOCIAL MEDIA FOLLOWERS: 134K FACEBOOK • 135K TWITTER • 138K INSTAGRAM
Your digital ads are content-targeted to our blogs, articles, and location pages in our largest vertical segments. This puts your message in front of users looking for the next arts event, the latest music or restaurant review, or recent local news story.

See these products in action: clevescene.com
Your digital ads are content-targeted to our blogs, articles, and location pages in our largest vertical segments. This puts your message in front of users looking for the next arts event, the latest music or restaurant review, or recent local news story.

See these products in action: clevescene.com
FRAME THE SITE WITH YOUR MESSAGING

WALLPAPER/RESKIN

This highly visible wallpaper frames clevescene.com on specified verticals. Impactful imagery and call for action verbiage draws the user’s eye to your messaging for active engagement that is linked to your site. A wallpaper is fantastic for call to action campaigns.

DIMENSIONS:
Background is 1660x1060px;
210px from top, 275px from bottom
300x250px Stationary box at the top of screen
See diagram for details
TELL YOUR STORY WITH PHOTOGRAPHS

SPONSORED CONTENT SLIDESHOW

Clevescene.com’s largest number of pageviews are received on the Slideshows Vertical. Sponsoring a slideshow that is chock-full of your images or of images from one of our photographers is a fantastic way to grab the audience’s attention and engagement.
Every week, thousands of Northeast Ohioans receive our Dedicated Emails

- 33k+ subscribers
- Sent to all Dedicated Email subscribers
- 100% your content
- Capture our audience with your message

SCENE
Scene has a robust email database of eager consumers. All of our 33,000+ subscribers count on us to deliver the best in news, top weekend picks and food news every week.

**WEDNESDAY IN THIS WEEK**

Highlights all the news in the new issue

Ads Available: Sponsored Banner Ad

**THURSDAY WEEKEND PICKS**

Things to do this weekend

Ads Available: Sponsored Banner Ad & Promo Listing

**FRIDAY FOODIE FRIDAY**

Reviews & highlights of food & drinks

Ads Available: Sponsored Banner Ad & Content Rectangle
When it comes to what’s trending in NE Ohio @ClevelandScene is at the forefront. Cleveland Scene has a combined 407,000+ social media followers between Facebook, Twitter, and Instagram. In addition to promoting our award-winning journalism, our accounts are also used as an outlet to promote events, promotions, products, and services within the area. Marketers see great success engaging with local residents of all ages via our social media platforms. Customized campaigns allow you to send out posts whenever you’d like and even target select demographics to ensure that your message is received by your desired audience.

**POST INCLUDES:**
- Up to 10 Images or :60 Video
- Custom Caption
- Location Tag
WHISKEY IN THE WINTER
January 27
Southern Tier
Whiskey in the Winter is a night of whiskey sipping at Southern Tier Brewery Cleveland. Whiskeys and bourbons will be on hand for your sampling pleasure — from locally produced small batches to old classics — as well as craft beers and more. Bites from Southern Tier’s amazing kitchen, live music, local vendors and games will round out an evening.

UNITED WE BRUNCH
Feb or March
TBD
A Scrumptious tasting extravaganza featuring some of Cleveland’s most innovative bars and restaurants. Sample from 30 different restaurants while sipping mimosas, bloody marys and more.

RIB BURN OFF
May 20 & 21
Downtown Willoughby
This event is quickly becoming the most anticipated event in Downtown Willoughby. This two-day event is going to rock this town with 3 stages featuring live music, plus vendors and complete kid’s zone plus beer and craft cocktails and, of course, ribs from participating downtown Willoughby restaurants & national vendors.

ALE FEST
July 29
Lincoln Park | Tremont
A Cleveland tradition of summer fun and beer. Ale Fest returns to Tremont’s Lincoln Park for its 13th year. Over 2,000 Clevelanders enjoy 100+ craft and premium beers, live music, local food, local vendors, lots of fun and games, and so much more!
NE Ohio’s ultimate BBQ and Whiskey event is back! Featuring beloved local, regional, and national BBQ joints, national and local bands, craft cocktails and beer, and of course – whiskey, bourbon, scotches, and more! Pig & Whiskey is family friendly complete with interactive games for all ages, bounce houses, local vendors, and more!

FLAVOR celebrates the local culinary scene by bringing together leading NE Ohio restaurants. Select beer, wine and cocktails add to the VIP-style soiree, that is, Flavor. Food and drink lovers enjoy the top, most highly regarded restaurants and bars in Cleveland. Retail vendors will also be on hand featuring local products as well as music by local DJs. It is our most elegant event of the year, come dressed to impress!

NE Ohio will transform into a candy land journey for one night! Experience all of your candy-coated dreams coming to life, indulge in sweet & savory bites from your favorite local restaurants, unlimited beer and holiday themed cocktails, in a cozy winter wonderland. In addition to the tastings, there will be live music, local retail vendors, and amazing photo opportunities!
CLEVELAND PIEROGI WEEK
January 30-February 5
3 Pierogis for $8.00

Cleveland Pierogi Week is seven days of paying homage to everyone’s favorite Polish dumplings. Each participating restaurant will bake up their own spin on the pierogi - from signature pierogi to secret menu specialties and more. Let the Cleveland Pierogi Week app take you on a Cleveland adventure; map out your week, try new restaurants, challenge your taste buds, and share your experiences on social media with other Cleveland pierogi lovers.

CLEVELAND TACO WEEK
April 10-16
$10 or less Taco Specials

We’re bringing you taco specials for $10 or less from some of Cleveland’s most popular taco joints. Each participating Taco Week restaurant will be offering their own unique tacos. The Cleveland Taco Week app will be used to navigate taco-goers across the region to try new, exciting restaurants and eateries.

CLEVELAND BURGER WEEK
July 10-16
$7.00 Burger Special

From gourmet blends to off-menu specialties and even beer pairings – we will pay tribute to America’s sweetheart – the Hamburger! Each restaurateur and Chef will prepare their unique take on the burger. The idea is to get people to embrace the food, culture and Cleveland-love while getting them out to eat, drink, and try new places! The Cleveland Burger Week app will be downloaded and used to explore some of NE Ohio’s newest, and most well established restaurants. Burger Week will draw hardcore burger fanatics and people that can appreciate a good hearty meal.

CLEVELAND WING WEEK
September 11-17
6 Wings for $7.00

Cleveland Wing Week is seven days of paying homage to the wing. Each participating Cleveland Wing Week restaurant will fry up their own take on the wing — from signature sauces to secret menu specialties and more. Let the Wing Week App take you on a Cleveland exploration; map out your week, try new restaurants, challenge your taste buds, and share your experiences on social media with other Cleveland wing lovers.

CLEVELAND PIZZA WEEK
November 6-12
$9.00 8-Inch Pizza

Cleveland Pizza Week is seven days of paying homage to all things ‘za, no matter how you slice it. Each participating restaurant will bake up their own spin on the wheel - from signature pies to secret menu specialties and more. Let your Pizza Week App take you on a Cleveland adventure; map out your week, try new restaurants, challenge your taste buds, and share your experiences on social with other Cleveland pizza lovers.
DEADLINE & REQUIREMENTS

DEADLINE FOR ELECTRONICALLY-SUBMITTED ADS:
Monday by noon prior to date of publication.

CURRENT AD REQUIREMENTS:
Color Mode: CMYK or Grayscale (no RGB)
Image Resolution: 300 dpi
*Please note: Images pulled from web pages are only 72 dpi and do not reproduce well in print when enlarged to 300dpi
Image Formats: PDF, PSD or Tiff is preferred. JPG and EPS are also acceptable.
Supported Applications: InDesign, Adobe Photoshop, Adobe Illustrator

SENDING THE FILE:
CC Your ad to your rep as an attachment (PDF or ZIP archive file)
Include:
• Advertiser’s/Billing Name
• Size of the Ad (1/4, 1/2, FP, etc)
• Contact Name & Phone Number

For in-depth information about designing ads for newsprint, go to www.snapquality.com/uploads/SNAP_2009_2_.pdf
If the ad does not meet these requirements, we cannot guarantee the quality of the finished product.

2023 PRINT RATES

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DEADLINE & REQUIREMENTS

DEADLINE FOR ELECTRONICALLY-SUBMITTED ADS:
Two business days prior to post date.

CURRENT AD REQUIREMENTS:

Color Mode: RGB or Grayscale (no CMYK)
Image Resolution: 72 dpi
Image Formats: JPG is preferred. GIF if sending an animated file. PNG for reskin 300x250 w/ transparent background.

File Size:
Desktop Banners - 50k max file size
Mobile Banners - 20k max file size
E-Newsletter - 20k max file size
Dedicated Email Blast - 100k max file size
Website Wallpaper/Reskin - 75k max file size total

Supported Applications: InDesign, Adobe Photoshop, Adobe Illustrator

SENDING THE FILE:
CC Your ad to your sales rep as an attachment (JPG, GIF, PNG or Zip archive file)
Include:
- Advertiser’s/Billing Name
- Type or size of ad (Reskin, 300x250, etc.)
- Contact Name & Phone Number

If the ad does not meet these requirements, we cannot guarantee the quality of the finished product.

2023 DIGITAL RATES

WEB BANNERS (Desktop and Mobile)
$100/10,000 Impressions, CPM (Cost Per Mille) - $10

WEBSITE WALLPAPER/RESKIN (Desktop Only)
$250/24 Hours (100% SOV)

SPONSORED SLIDESHOW
$500 (Includes Up to 20 Slides)

DEDICATED EMAIL BLAST
$500

E-NEWSLETTER (Wednesday, Thursday, or Friday)
Sponsored Banner Ad - $125
Content Rectangle - $125
Promotional Listing (Thursday Only) - $250

SPONSORED SOCIAL MEDIA (Instagram, Facebook, or Twitter)
Instagram - $200 standard / $300 boosted
Facebook - $300 boosted

Ask about bundling digital marketing outlets for additional savings!
### AD SIZES

**Full Bleed**
- Size: 10.5" x 13.5"
- Live Area: 9.25" x 12" (4 col.)

**Full Page**
- Size: 9.25" x 12" (4 col.)

**3/4V**
- Size: 6.87" x 12" (3 col.)

**3/4H**
- Size: 9.25" x 8.95" (4 col.)

**JR. Page**
- Size: 6.87" x 8.95" (3 col.)

**1/2V**
- Size: 4.55" x 5.9" (2 col.)

**1/2H**
- Size: 9.25 x 5.9" (4 col.)

**1/3V**
- Size: 4.55" x 7.94" (2 col.)

**1/3H**
- Size: 9.25 x 3.88" (4 col.)

**1/4S**
- Size: 4.55" x 5.9" (2 col.)

**1/4V**
- Size: 2.19" x 12" (1 col.)

**1/4H**
- Size: 9.25" x 2.87" (4 col.)

**1/4H**
- Size: 4.55" x 3.88" (2 col.)

**1/6V**
- Size: 2.19" x 7.95" (1 col.)

**1/8V**
- Size: 2.19" x 5.9" (1 col.)

**1/8H**
- Size: 4.55" x 2.87" (2 col.)

**1/12H**
- Size: 4.55" x 1.86" (2 col.)

**1/12V**
- Size: 2.19" x 3.88" (1 col.)

**1/16**
- Size: 2.19 x 2.87" CLASSIFIEDS ONLY (1 col.)

**1/6V**
- Size: 2.99" x 5.9" CLASSIFIEDS ONLY

**1/12S**
- Size: 2.99" x 2.885" CLASSIFIEDS ONLY

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### DOUBLE TRUCK SPREAD:

**Bleed:** 21" x 13.5"

**Trim:** 20" x 12.75"

**Live Area:** 19.25 x 12"