

# ABOUT US

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.

# SCENE



# 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

<18	0.5%
18-24	6.9%
25-34	35.8%
35-44	30.9%
45-54	15.1%
55-64	7.2%
65+	3.3%

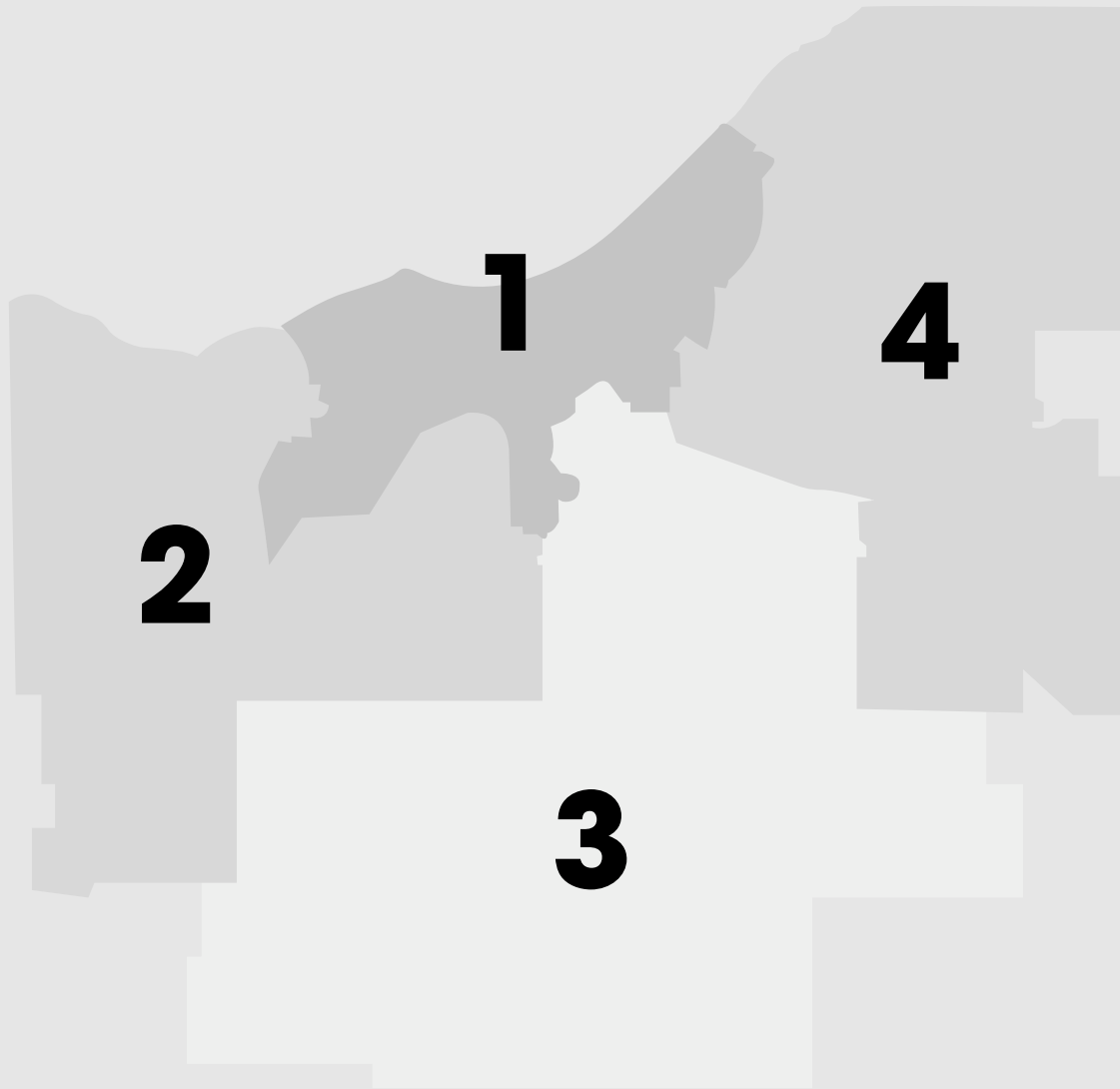


## READERSHIP

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



**1. METRO CLEVELAND 48.7%**  
**2. WEST CLEVELAND 17.2%**

**3. SOUTH CLEVELAND 13.7%**  
**4. EAST CLEVELAND 20.4%**

# 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



# 2023 SPECIAL ISSUES & EVENTS



## JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1/30 - 2/5 - CLEVELAND PIEROGI WEEK  
1/27 - WHISKEY IN THE WINTER

## FEBRUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

1/30 - 2/5 - CLEVELAND PIEROGI WEEK

## MARCH

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## APRIL

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

4/10 - 4/16 - CLEVELAND TACO WEEK

## MAY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

5/20-5/21 - WILLOUGHBY RIB BURN OFF

## JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## JULY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

7/10 - 7/16 - CLEVELAND BURGER WEEK  
7/29 - ALEFEST

## AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## SEPTEMBER

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

9/11 - 9/17 - CLEVELAND WING WEEK  
9/21 - BEST OF CLEVELAND

## OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NOVEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

11/6 - 11/12 - CLEVELAND PIZZA WEEK

## DECEMBER

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- - EVENTS
- - BI-WEEKLY ISSUES

Don't miss these events! Dates TBD  
Ask your rep for more info

- UNITED WE BRUNCH
- PIG & WHISKEY
- SUGAR RUSH
- FLAVOR





# SCENE PARTNERS

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.

# DIGITAL AUDIENCE & RESPONSE

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.



<18	0.5%
18-24	6.9%
25-34	35.8%
35-44	30.9%
45-54	15.1%
55-64	7.2%
65+	3.3%



No Kids	51%
Has Kids	49%



\$0-50k	42%
\$50-100k	34%
\$100-150k	13%
\$150k+	11%



Caucasian	83%
African American	8%
Asian	2%
Hispanic	6%
Other	1%



No College	31%
College	47%
Grad School	22%



Food & Drink	3.8x
Sports	3.7x
Arts & Entertainment	3.4x
News	3.3x
Technology	3.3x
Education	3.1x



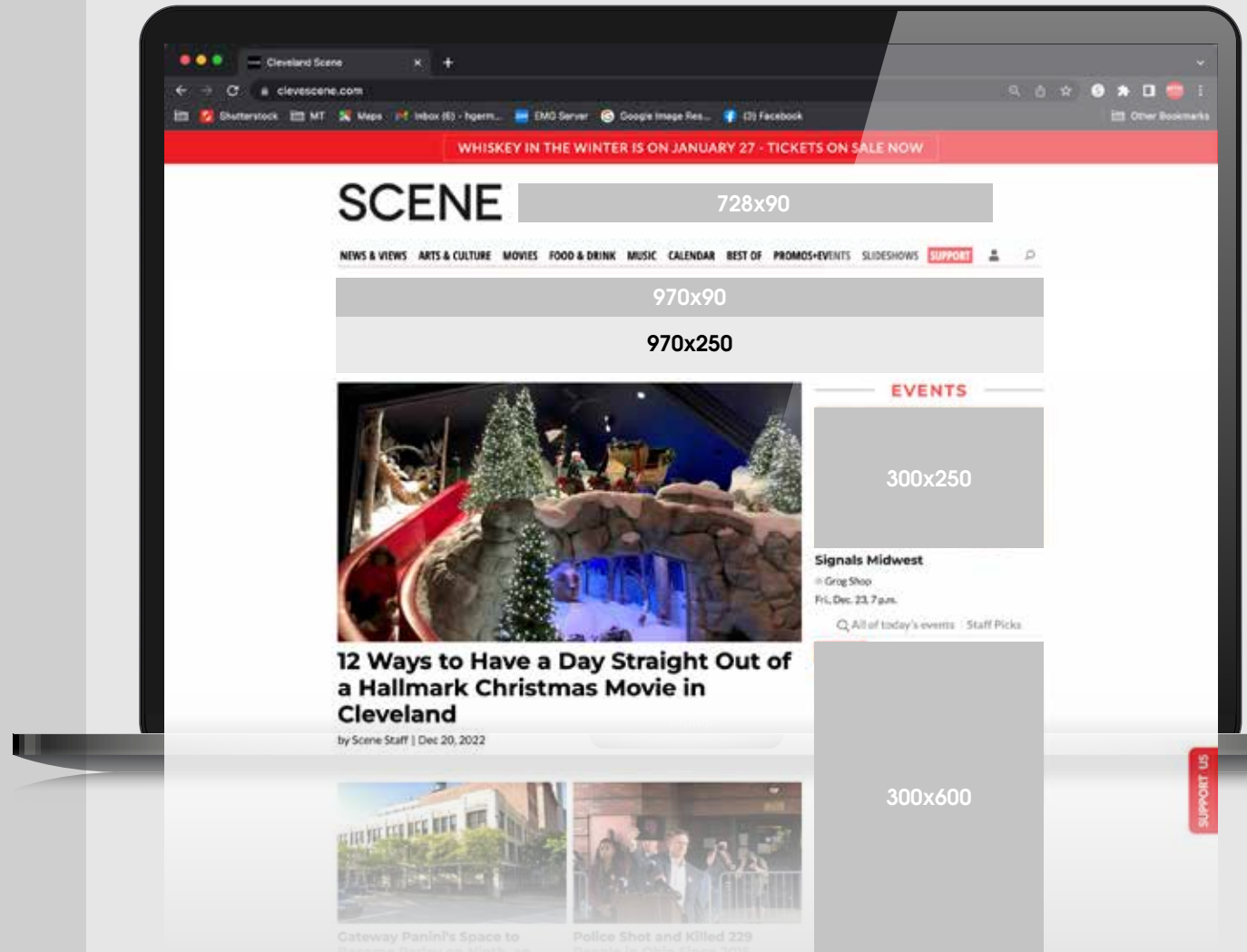
# GET NOTICED & ENGAGEMENT

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](https://clevescene.com)

SCENE



DIMENSIONS:

DESKTOP: 728x90, 300x250, 300x600, 300x100

DESKTOP BILLBOARD (Premium Position): 970x90, 970x50

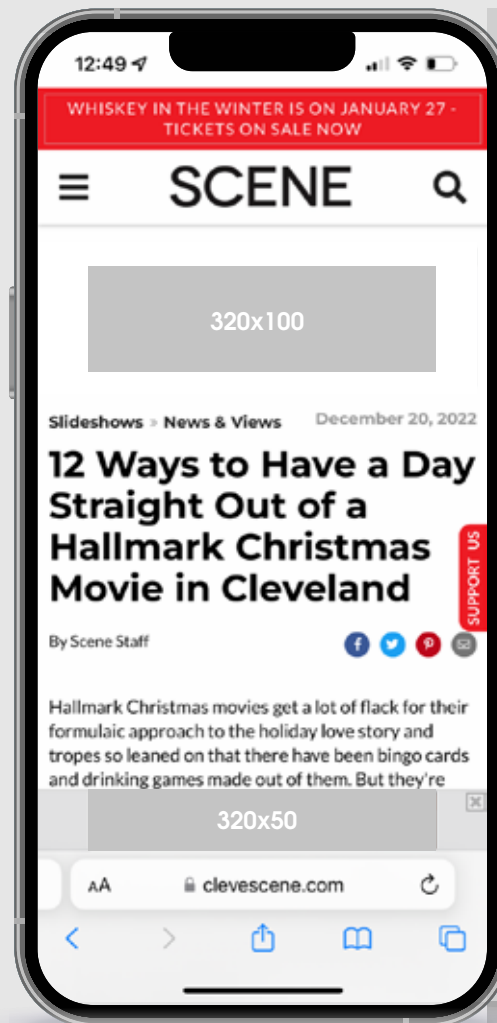
# GET NOTICED & ENGAGEMENT

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](https://clevescene.com)

# SCENE



MOBILE DIMENSIONS: 300x250, 320x100, 320x50

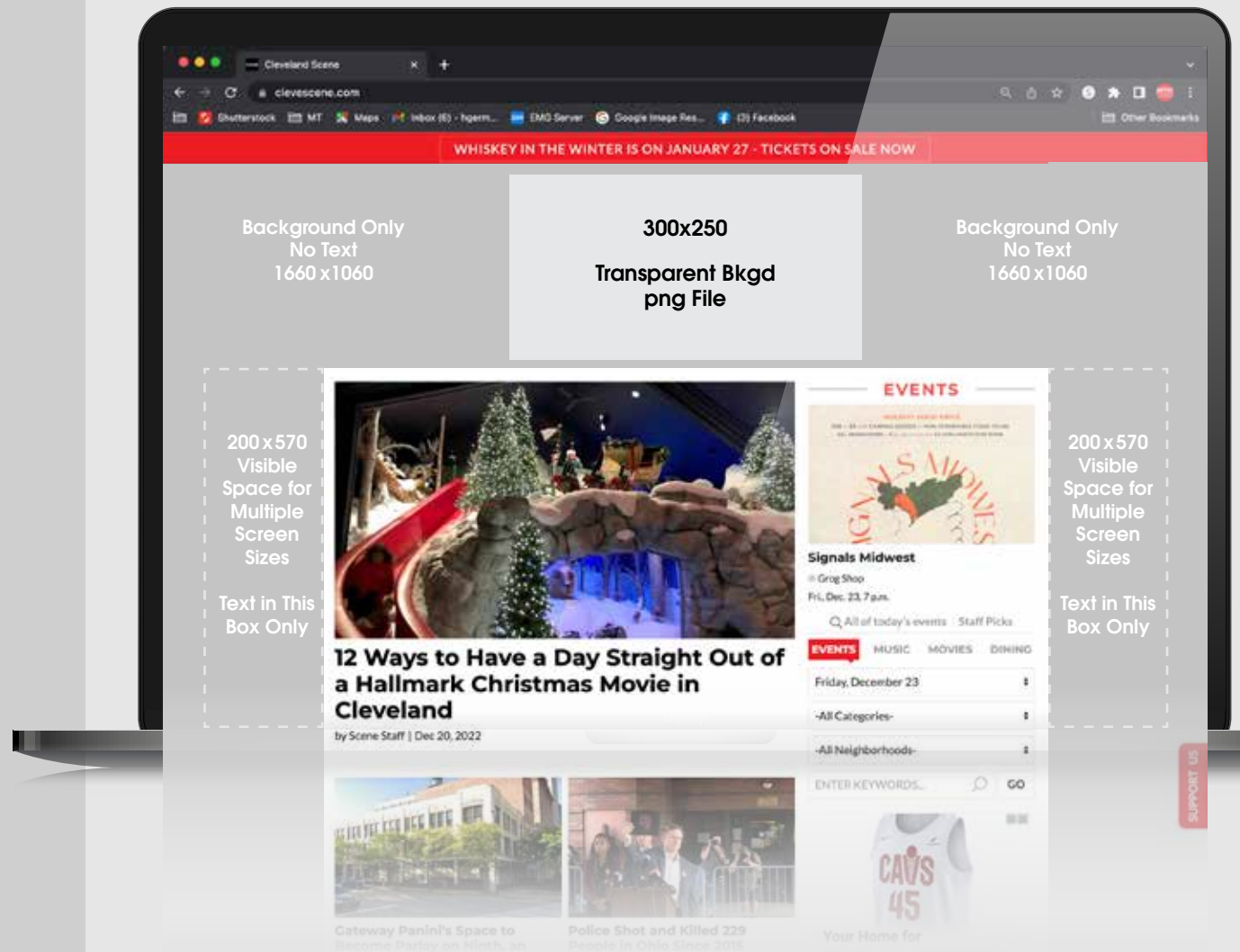


# FRAME THE SITE WITH YOUR MESSAGING

## 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.

## SCENE



### DIMENSIONS:

**Background is 1660x1060px;**  
**210px from top, 275px from bottom**  
**300x250px Stationary box at the top of screen**

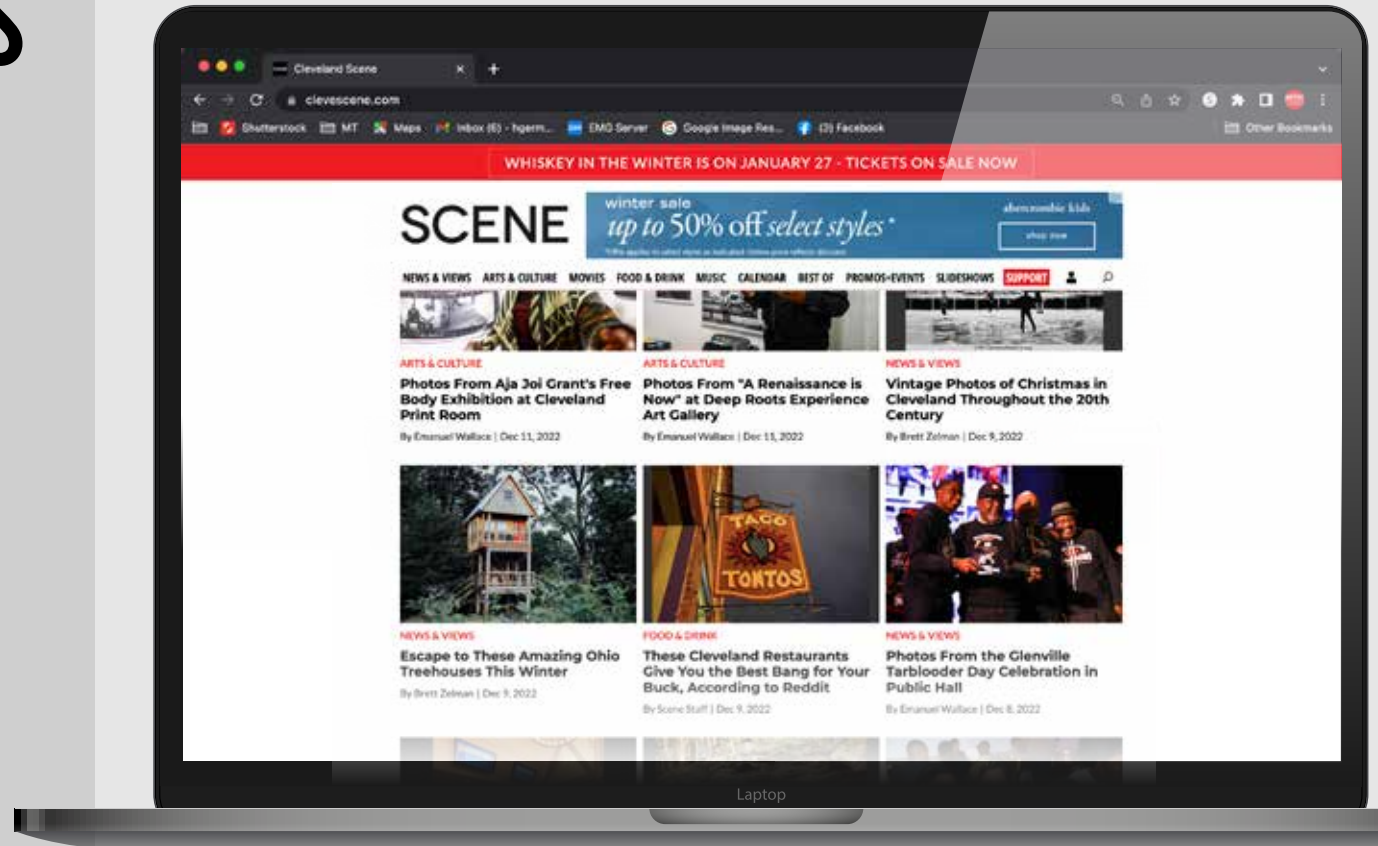
See diagram for details

# TELL YOUR STORY WITH PHOTOGRAPHS

## SPONSORED CONTENT SLIDESHOW

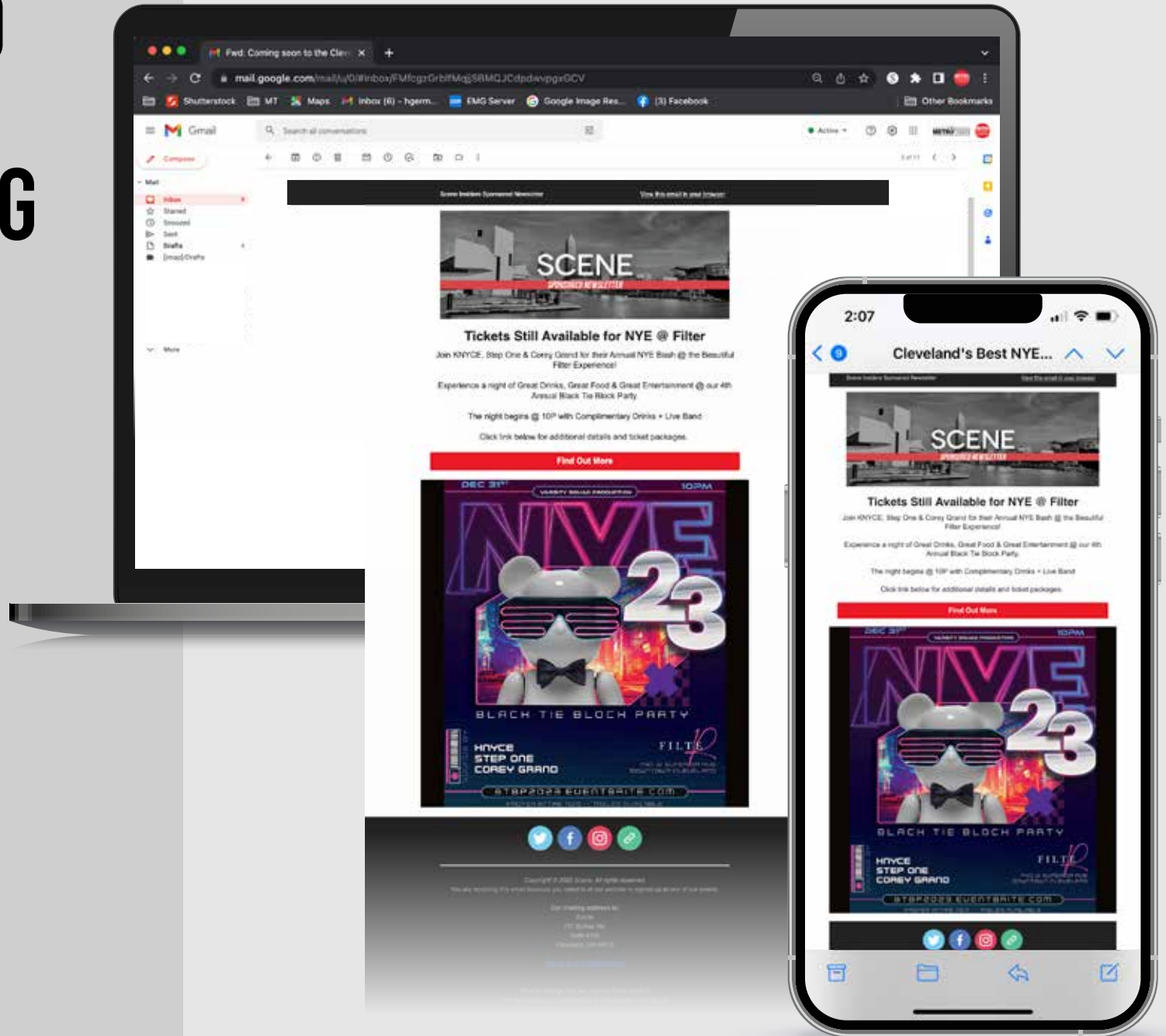
Clevescene.com's largest number of pageviews are received on the Slideshows Vertical. Sponsoring a slideshow that is chock-full of your images or of images from one of our photographers is a fantastic way to grab the audience's attention and engagement.

# SCENE



# DEDICATED EMAIL MARKETING

- 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

DIMENSIONS: 640x640px



# EMAIL NEWSLETTERS

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.

**SPONSORED BANNER AD: 728pxW X 90pxH**  
**CONTENT RECTANGLE: 300pxW X 90pxH**  
**PROMOTIONAL LISTING (Thursdays Only): 300pxW X 250pxH Image + 200 Character Event Description**

# SCENE



## 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

# SOCIAL MEDIA MARKETING

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

# SCENE



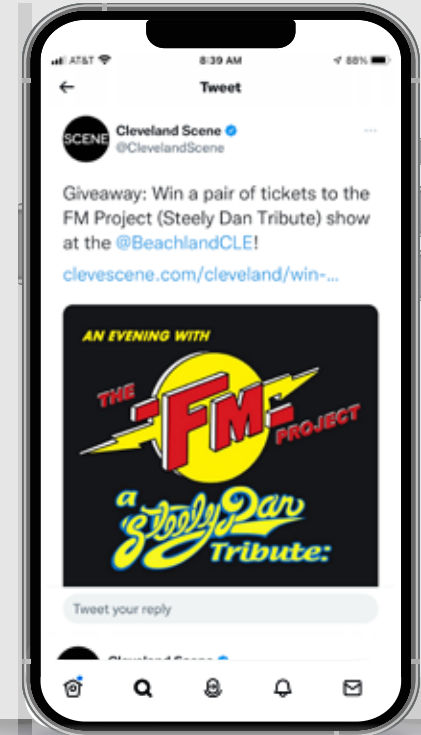
**FACEBOOK**

134k Followers



**INSTAGRAM**

138k Followers



**TWITTER**

135k Followers

# SCENE EVENTS



## 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!



# SCENE EVENTS

CONT'D



## PIG & WHISKEY

August 2023

TBD

---

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

December 2023

TBD

---

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!



## SUGAR RUSH

Date TBD

TBD

---

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!

# SCENE DINING PROMOTIONS



## 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](http://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

	1X	4X	8X	13X	26X
<b>FULL</b>	\$2,500	\$2,250	\$2,125	\$1,875	\$1,500
<b>JR. PAGE</b>	\$1,875	\$1,690	\$1,595	\$1,400	\$1,125
<b>1/2 PAGE</b>	\$1,300	\$1,170	\$1,100	\$970	\$775
<b>1/3 PAGE</b>	\$900	\$810	\$760	\$670	\$535
<b>1/4 PAGE</b>	\$690	\$620	\$585	\$515	\$410
<b>1/6 PAGE</b>	\$470	\$425	\$400	\$350	\$280
<b>1/8 PAGE</b>	\$365	\$325	\$305	\$270	\$215
<b>1/12 PAGE</b>	\$245	\$220	\$210	\$185	\$145
<b>1/16 PAGE</b>	\$195	\$180	\$165	\$145	\$115



# 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

**DOUBLE TRUCK SPREAD:** Bleed: 21"x13.5"

Trim: 20" x 12.75"

Live Area: 19.25x12"

<p><b>Full Bleed</b> 10.5" x 13.5"</p> <p><b>Live Area</b> 9.25" x 12" (4 col.)</p>	<p><b>Full Page</b> 9.25" x 12" (4 col.)</p>	<p><b>3/4V</b> 6.87" x 12" (3 col.)</p>	<p><b>3/4H</b> 9.25" x 8.95" (4 col.)</p>	<p><b>JR. Page</b> 6.87" x 8.95" (3 col.)</p>	<p><b>1/2V</b> 4.55" x 5.9" (2 col.)</p>	<p><b>1/2H</b> 9.25 x 5.9" (4 col.)</p>
<p><b>1/3H</b> 9.25" x 3.88" (4 col.)</p>	<p><b>1/3V</b> 4.55" x 7.94" (2 col.)</p>	<p><b>1/4S</b> 4.55" x 5.9" (2 col.)</p>	<p><b>1/4V</b> 2.19" x 12" (1 col.)</p>	<p><b>1/4H</b> 9.25" x 2.87" (4 col.)</p>	<p><b>1/4H</b> 4.55" x 3.88" (2 col.)</p>	<p><b>1/6V</b> 2.19" x 7.95" (1 col.)</p>
<p><b>1/8H</b> 4.55" x 2.87" (2 col.)</p>	<p><b>1/8V</b> 2.19" x 5.9" (1 col.)</p>	<p><b>1/12H</b> 4.55" x 1.86" (2 col.)</p>	<p><b>1/12V</b> 2.19" x 3.88" (1 col.)</p>	<p><b>1/16</b> 2.19" x 2.87" (1 col.)</p>	<p><b>1/6V</b> 2.99" x 5.9" CLASSIFIEDS ONLY</p>	<p><b>1/12S</b> 2.99" x 2.885" CLASSIFIEDS ONLY</p>

# SCENE