



ABOUT US

The 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 46 years we've helped local and regional businesses grow their brand across our multiple advertising platforms; print, digital, social media and events.

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BY THE NUMBERS

DISTRIBUTION

- 42.5k distribution, weekly on Wednesday
- 1,400+ locations in Northeast Ohio

AGE BREAKDOWN

18 - 24	16%
25 - 34	30%
35 - 44	25%
45 - 54	16%
55 - 64	9%
65+	4%

SOCIAL MEDIA

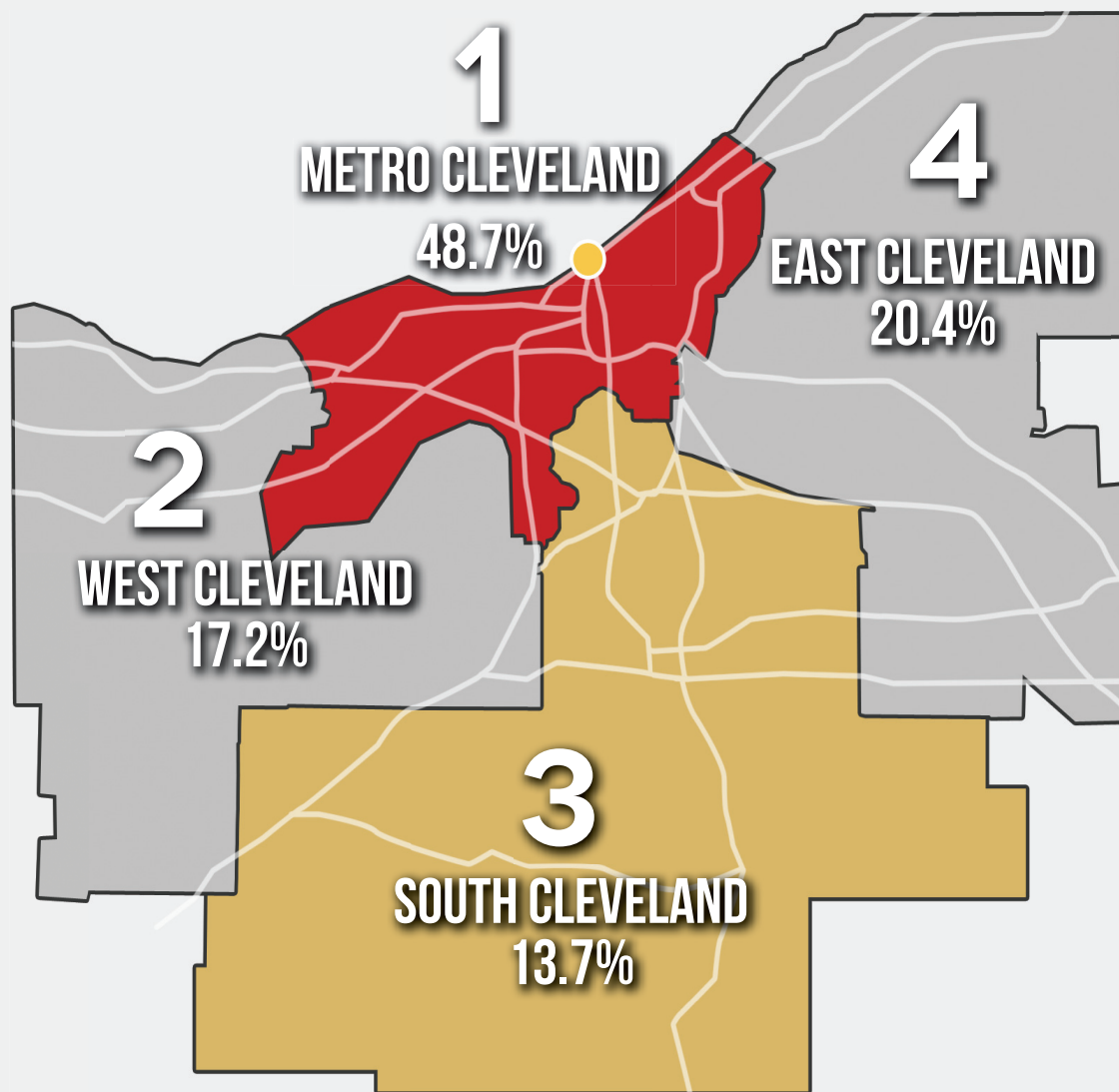
- 191k+ Social media followers
- 84k+ Facebook followers
- 71k+ Twitter followers
- 36k+ Instagram followers
- 22 k weekly e-newsletter subscribers

READERSHIP

- 341,450 people have read 1 of 4 of our last issues
- 3 million+ monthly clevescene.com page views
- 824k+ unique monthly visitors to Clevescene.com

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WHERE TO FIND US

Pick up The Scene at over 1,400 locations throughout Northeast Ohio, including street boxes, gyms, grocery stores, retail stores, restaurants, bars and college campuses.

TOP SPOTS

- Tremont, Coventry
- Public Square
- Gordon Square
- Cedar-Lee
- Detroit/Lakewood

SPECIAL ISSUES & EVENTS 2017



Sun	Mon	Tue	Wed	Thu	Fri	Sat
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				

JANUARY 11: COMIC EDITION
JANUARY 18: BRUNCH EDITION
JANUARY 21: UNITED WE BRUNCH EVENT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

FEBRUARY 28: CITY GUIDE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MARCH 4: THE VODKA EVENT
MARCH 11: SHAMROCK BAR CRAWL EVENT
MARCH 15: ST. PATRICK'S DAY EDITION

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

APRIL 26: BEST OF CLEVELAND

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MAY 13: BEST OF CLEVELAND PARTY
MAY 20-21: RIB BURN OFF EVENT
MAY 24: SUMMER GUIDE
MAY 27-28: TASTE OF SUMMER EVENT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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Sun	Mon	Tue	Wed	Thu	Fri	Sat
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23	24	25	26	27	28	29
30	31					

JULY 19: PEOPLE ISSUE
JULY 26: CRAFT BEER GUIDE
JULY 29: ALE FEST EVENT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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6	7	8	9	10	11	12
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AUGUST 30: COLLEGE GUIDE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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SEPTEMBER 27: FALL GUIDE
SEPT. 29 - OCT. 1: OKTOBERFEST EVENT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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				

OCTOBER 14-15: MAIZE EVENT
OCTOBER 25: HALLOWEEN GUIDE

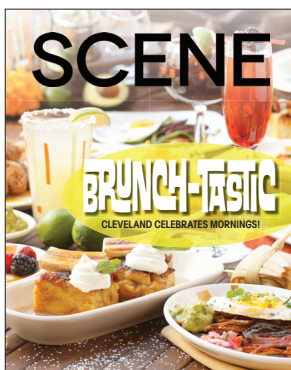
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NOVEMBER 10: WHISKEY BUSINESS EVENT
NOVEMBER 15: SHOP LOCAL EDITION

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
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31						

DECEMBER 1: HOLIDAY BAR BLAST
DECEMBER 14: FLAVOR EDITION & EVENT
DECEMBER 20: WINTER GUIDE

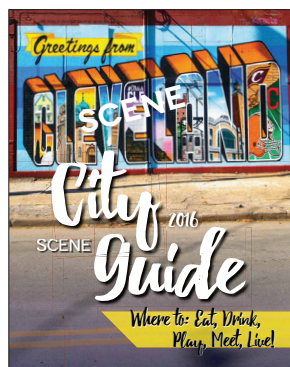
SPECIAL ISSUES & HOLIDAYS



BRUNCH ISSUE

01/18

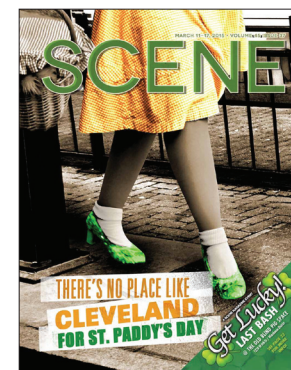
From the birthplace of Superman, a hand-picked collection of work by local up-and-coming artists.



CITY GUIDE

02/28

This is the essential guide to all things Cleveland. Annual Guide is arranged so newcomers can locate all the top places to shop, dine, and play anywhere in town.



ST. PATRICK'S DAY + BAR GUIDE

03/15

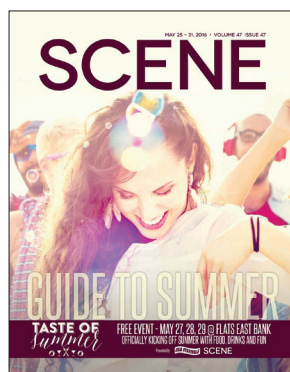
Everyone's Irish in Cleveland on St. Pat's and Scene explains how to party appropriately.



BEST OF CLEVELAND

04/26

Recognizing the best and brightest Cleveland has to offer with reader votes and staff picks.



SUMMER GUIDE

05/24

Summer doesn't last long in Cleveland. Here's the lowdown on how to enjoy every last minute of it — indoors and out.

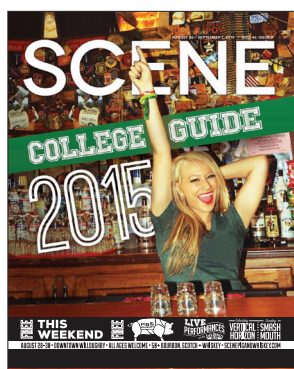


PEOPLE ISSUE

07/19

Highlighting the people that keep Cleveland evolving, vibrant and strong.

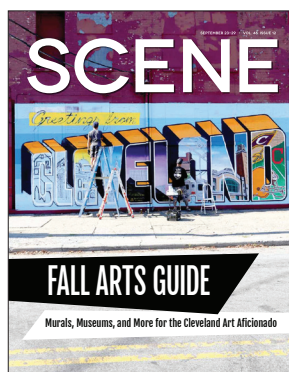
SPECIAL ISSUES & HOLIDAYS



COLLEGE GUIDE

08/30

Whether you're a native or a transplant, how to live it up during your college years in Cleveland.



FALL ARTS GUIDE

09/27

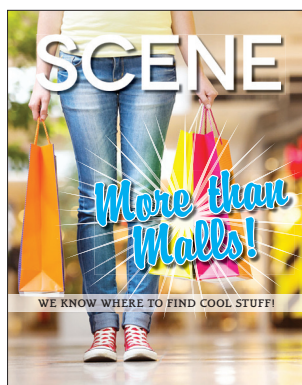
Arts, festivals, beer, food, and all the reasons we love it when the leaves start changing colors.



TRAILS TO TERROR

10/25

The area's most concise Halloween Attraction Guide, complete with map to featured haunted houses.



SHOP LOCAL

11/15

Your guide to a autumn of dining and patios. Chef profiles, recipes and a 250+ listing section.



FLAVOR: FALL DINING

12/14

Your guide to a autumn of dining and patios. Chef profiles, recipes and a 250+ listing section.



WINTER GUIDE

12/20

All you need to know to make it through the cold months of winter and the holiday season here in Cleveland.

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.

It is our goal to provide unparalleled service, inspire creativity and become a true business partner.



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ONLINE. ALL THE TIME.

Clevescene.com is Northeast Ohio's best way to stay current on news, arts, music, food and nightlife 24/7. Our fresh daily content brings in over 3 million page views every month.

Clevescene.com has grown by 500% over the past year to become the premier online food, arts and entertainment resource in Northeast Ohio with more than 824,000 unique monthly visitors.

Target your advertising to your audience and own a share of the content with our news, Get Out, dining, music and film channels.

PREMIUM OPPORTUNITIES:

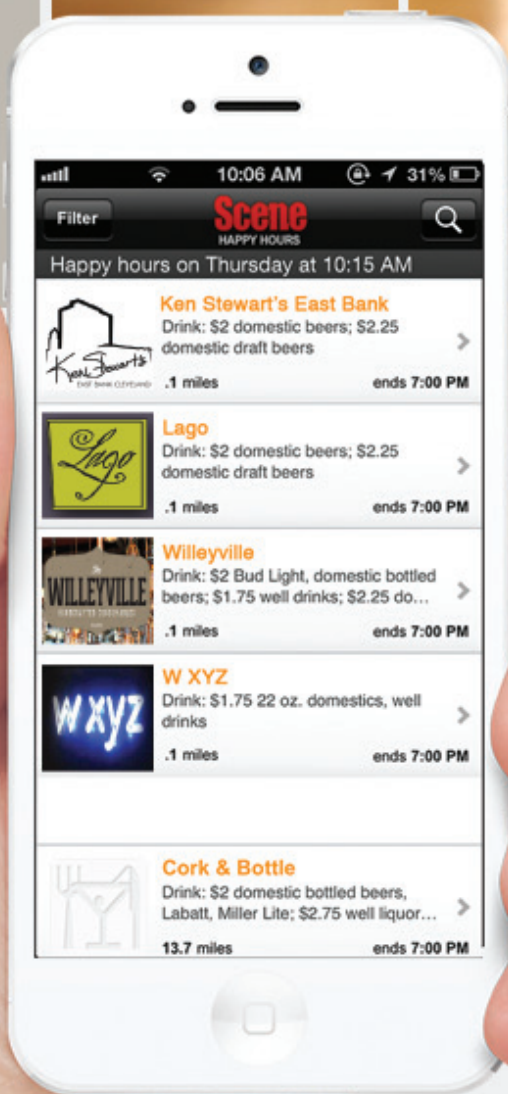
- Header (2 @ 300 x 100 px ea.)
- Interstitial (640 x 480 px)
- Roadblock (4 positions)
 - Homepage – **OR** –
 - Channel-specific
- Reskin (2 ads @ 170 x 705 ea.)
- Pencil Bar (1000 x 30 px)

OTHER OPPORTUNITIES:

- Leaderboard (728 x 90 px)
- Rectangle (300 x 250 px)
- Skyscraper (160 x 600 px)

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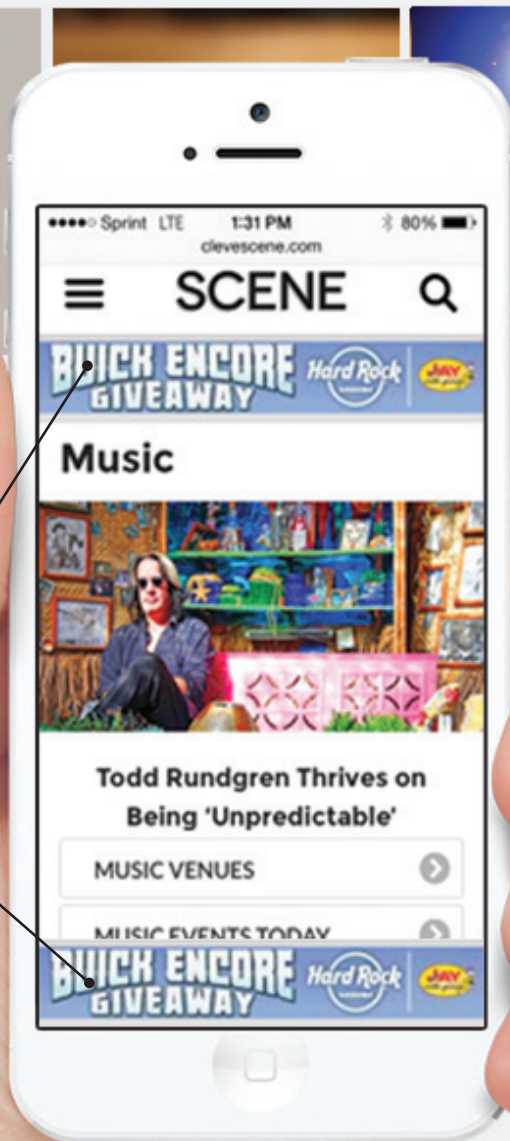


WHERE TO FIND US

With more than 17,000 downloads in Northeast Ohio, app users can find which happy hours are happening right now, right in their area. The app uses GPS location to showcase happy hours happening right at that minute, closest to the user. Enhance your presence with featured listings and premium advertising.

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MOBILE

Newly launched in late fall of 2014, our mobile site is already outpacing the desktop version of our website. Out of our 4 million monthly pageviews, 60% of them are mobile and it is growing every day!

Mobile users frequently look up restaurant information from their device:

Find A Restaurant Location	38%
Check A Menu	39%
Find A Restaurant #	44%

Access our 2.6 million mobile users
for as little as \$45/Day

MOBILE RATE CARD

	RATE	SAVINGS
1 DAY =	\$45	
3 DAYS =	\$101	25% SAVINGS!
7 DAYS =	\$189	40% SAVINGS!
MULTIPLE WEEKS (when purchased 2+ weeks)		\$150/PER WEEK
ALSO AVAILABLE!		
Purchase 3 hour blocks.		
Perfect for those time sensitive messages.		
3 HOURS		\$22

Purchase our Pencil Bar & Mobile Combo for High Impact= \$250 / 3 Days of mobile + 24hrs. Pencil Bar Position

SCENE EVENTS



UNITED WE BRUNCH - January 30 - The Galleria

A scrumptious tasting extravaganza featuring some of Cleveland's most innovative bars and restaurants. Sample from 20 different restaurants while enjoying Mimosas, Bloody Marys and more. **SOLD OUT!**



VODKA VODKA - March 12 - Red Space

Warm up the winter with a vodka event like no other. Sample dozens of vodkas, enjoy great music and forget that spring is just around the corner. **SOLD OUT!**



SHAMROCK BAR CRAWL - March 12 - Downtown Willoughby

Don't miss Downtown Willoughby's Shamrock Bar Crawl, Cleveland's most spirited pub crawl. Join us as we eat and drink our way through Downtown Willoughby bars. **SOLD OUT!**



BEST OF BLOCK PARTY IN THE FLATS - May 7 - Flats East Bank

We're bringing a fresh look to the usual Best Of roundup. What great stuff is made in Cleveland? And what has Cleveland made great?



DTW RIB BURN OFF - May 21 & 22 - Downtown Willoughby

In its 5th year, this event is quickly becoming the most anticipated event to take place in Downtown Willoughby. This two-day event is going to rock this town with 3 stages featuring live music, plus vendors and a complete kid's zone plus beer & craft cocktails, and, of course, ribs from participating downtown Willoughby restaurants & national vendors.



TASTE OF SUMMER - May 27-29 - Flats East Bank

Start your summer off right with music, local shopping, games, a kids area, amazing food and delicious drinks down at the newly renovated Flats East Bank. Join us as we remind you of everything you love about summers in Cleveland.



SCENE EVENTS



LIFE IN COLOR - June 18 - Dock 32 Pier

Come to the "World's Largest Paint Party" featuring some of the world's famous DJ's, aerial acts, stilt walkers and fire shows that lead up to the infamous PAINT BLAST. This will be one of the largest music festivals in Cleveland this summer.



VAN AKEN BEER GARDEN - July through Sept. - Shaker Hts.

Come to our pop-up beer garden in the Van Aken District to enjoy craft beer, food trucks, games, live music and kids activities. We will be out there every other Friday, rocking the night away so make sure to come out and enjoy the party!



ROCK THE LOT - July 2 & 3 - W. 6th & St. Clair Parking Lot

A two-day celebration of music, fun and summer in the city. Featuring Sugar Ray on Saturday and Rodney Atkins on Sunday. Food vendors, retail vendors, craft cocktails, beer garden and more.



CHRISTMAS IN JULY BAR CRAWL -

July 29 - Downtown Willoughby

Celebrate the 5 month mark to Christmas in this holiday spirited bar crawl around Willoughby.



ALE FEST - July 30 - Lincoln Park, Tremont

A Cleveland tradition of summer fun and beer. Ale Fest returns to Tremont's Lincoln Park for its 8th 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!



PIG & WHISKEY - September 2 - 4 - Willoughby

In its 3rd year, this free event showcases the best barbecue restaurants from Ohio and beyond, while featuring the premium brands of whiskey, bourbon and scotch.

SCENE EVENTS



THE DOWNTOWN OKTOBERFEST OF CLEVELAND -

September 17 - Flats East Bank

Join us as we kick off the first annual Oktoberfest at Flats East Bank. We will have German food, a biergarten, polka bands, kids activities and even a Glockenspiel!



GREATER CLEVELAND COCKTAIL WEEK - Sept. 30 - (TBD)

Come celebrate with us while we enjoy a week of unforgettable food, live music, art and cocktails.



MAIZE FALL FESTIVAL - October 1 & 2 - Flats East Bank

Experience the season with a sampling of drinks, food and music. This will be a celebration featuring live music, craft brews and great eats. Leading local restaurateurs, brewers, winemakers, mixologists and artisans join together for an inspiring day of premier food, drinks, live music and more.



WHISKEY BUSINESS - November 11 - Red Space

In its 3rd year in Cleveland, this event allows you to sample over 100 whiskeys, bourbons, scotches and mixed drinks. A great way to bring in the holidays!



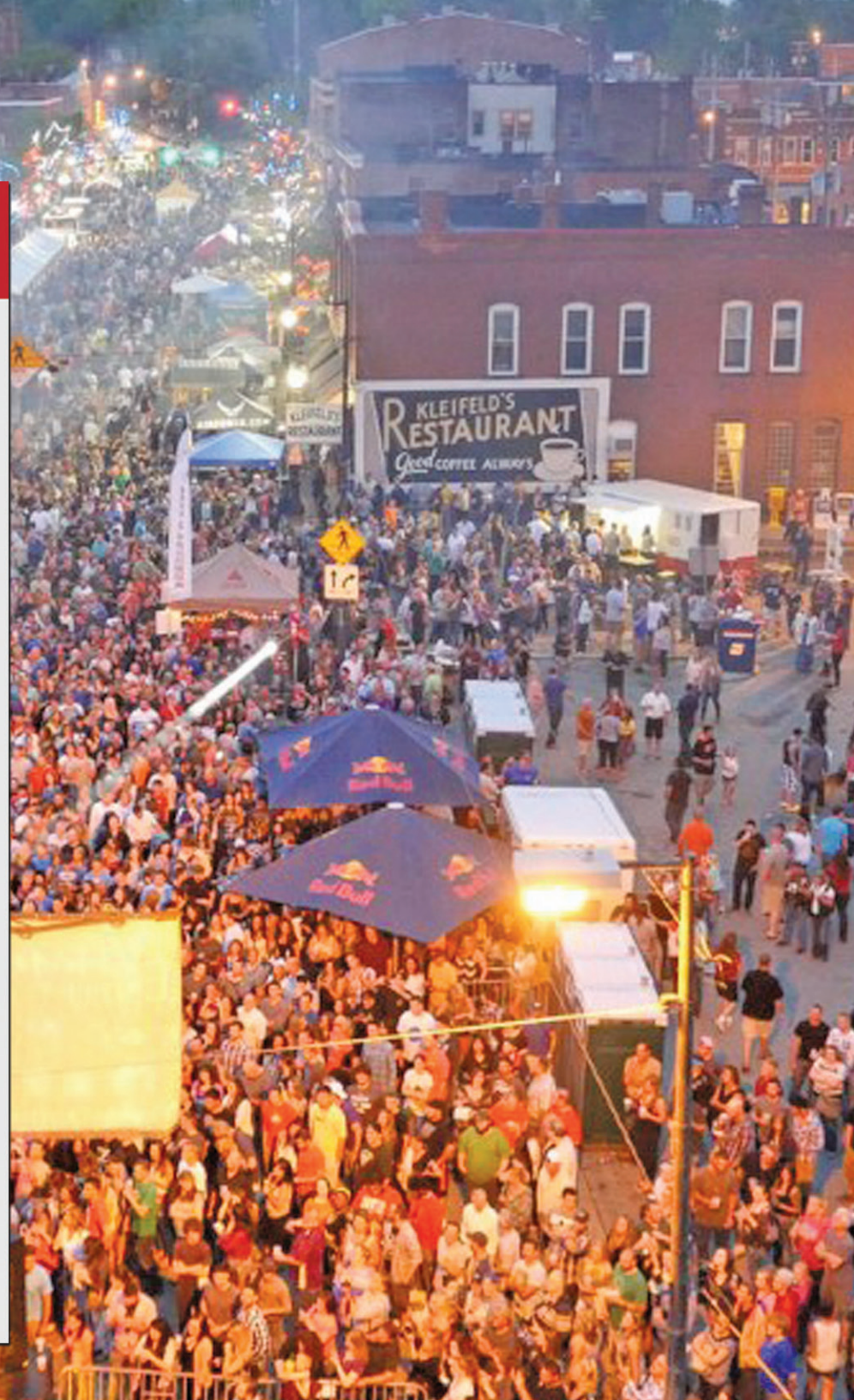
FLAVOR - December 15 - (TBD)

This event extends the value of Scene's popular Flavor guide. Bringing together a tasting style event from area restaurants along with an Iron Chef-like competition.



SANTA BAR BLAST BAR CRAWL - (TBD) - Downtown Willoughby

Walk with us during this holiday inspired bar crawl as we visit some of the best bars in the Willoughby area. Attendees will be lead around by team leaders dressed in different holiday themes and get a chance to see the beautifully decorated town.



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)

Dot Gain: 30%

Image Resolution: 200 dpi

(Images pulled from web pages are only 72 dpi and do not reproduce well in print when enlarged to 200 dpi)

Maximum Ink Density: 240%

Image Formats:

EPS • JPEG • PDF • TIFF

Supported Applications:

InDesign, Adobe Photoshop, Adobe Illustrator

SENDING THE FILE:

CC your ad to ads@clevescene.com as an attachment (PDF or ZIP archive file)

Include:

ADVERTISER'S/BILLING NAME

SIZE OF THE AD (1/4, 1/2, FP, etc.)

PUBLICATION DATE (Date ad will run)

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.

2017 PRINT RATES

SIZE	1X	4X	8X	13X	26X	52X
FULL	\$2,500	\$2,250	\$2,125	\$1,875	\$1,500	\$1,100
JR PAGE	\$1,875	\$1,690	\$1,595	\$1,400	\$1,125	\$825
1/2 PAGE	\$1,300	\$1,170	\$1,100	\$970	\$775	\$570
1/3 PAGE	\$900	\$810	\$760	\$670	\$535	\$390
1/4 PAGE	\$690	\$620	\$585	\$515	\$410	\$300
1/6 PAGE	\$470	\$425	\$400	\$350	\$280	\$205
1/8 PAGE	\$360	\$325	\$305	\$270	\$215	\$155
1/12 PAGE	\$245	\$220	\$210	\$185	\$145	\$105
1/16 PAGE	\$195	\$180	\$165	\$145	\$115	\$90

2017 PRINT/DIGITAL COMBO RATES

Includes 10,000 impressions per week! Targeted Channels ok

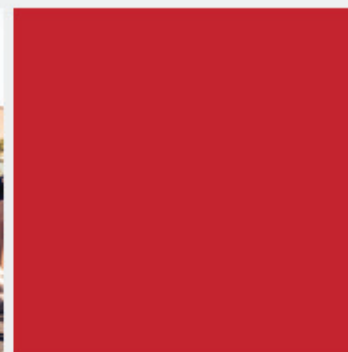
SIZE	1X	4X	8X	13X	26X	52X
FULL	\$2,600	\$2,350	\$2,225	\$1,975	\$1,600	\$1,200
JR PAGE	\$1,975	\$1,790	\$1,695	\$1,500	\$1,225	\$925
1/2 PAGE	\$1,400	\$1,270	\$1,200	\$1,070	\$875	\$670
1/3 PAGE	\$1,000	\$910	\$860	\$770	\$635	\$490
1/4 PAGE	\$790	\$720	\$685	\$615	\$510	\$400
1/6 PAGE	\$570	\$525	\$500	\$450	\$380	\$305
1/8 PAGE	\$460	\$425	\$405	\$370	\$315	\$255
1/12 PAGE	\$345	\$320	\$310	\$285	\$245	\$205
1/16 PAGE	\$295	\$280	\$265	\$245	\$215	\$190

AD SIZES

FULL BLEED 10.5" x 13.5" LIVE AREA 9.25" (4col.) x 12"	FULL PAGE 9.25" (4col.) x 12"	3/4 V 6.87" (3col.) x 12"	3/4 H 9.25" (4col.) x 8.95"	JR. PAGE 6.87" (3col.) x 8.95"	1/2 V 4.55" (2col.) x 12"	1/2 H 9.25" (4col.) x 5.9"
1/3 H 9.25" (4col.) x 3.88"	1/3 V 4.55" (2col.) x 7.94"	1/4 S 4.55" (2col.) x 5.9"	1/4 V 2.19" (1col.) x 12"	1/4 H 9.25" (4col.) x 2.87"	1/6 H 4.55" (2col.) x 3.88"	1/6 V 2.19" (1col.) x 7.95"
1/8 H 4.55" (2col.) x 2.87"	1/8 V 2.19" (1col.) x 5.9"	1/12 H 4.55" (2col.) x 1.86"	1/12 V 2.19" (1col.) x 3.88"	1/16 2.19" (1col.) x 2.87"	1/6 V CLASSIFIEDS 2.99" (2col.) x 5.9" CLASS ONLY	1/12 S CLASSIFIEDS 2.99" (1col.) x 2.885" CLASS ONLY

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EVENTS TEAM

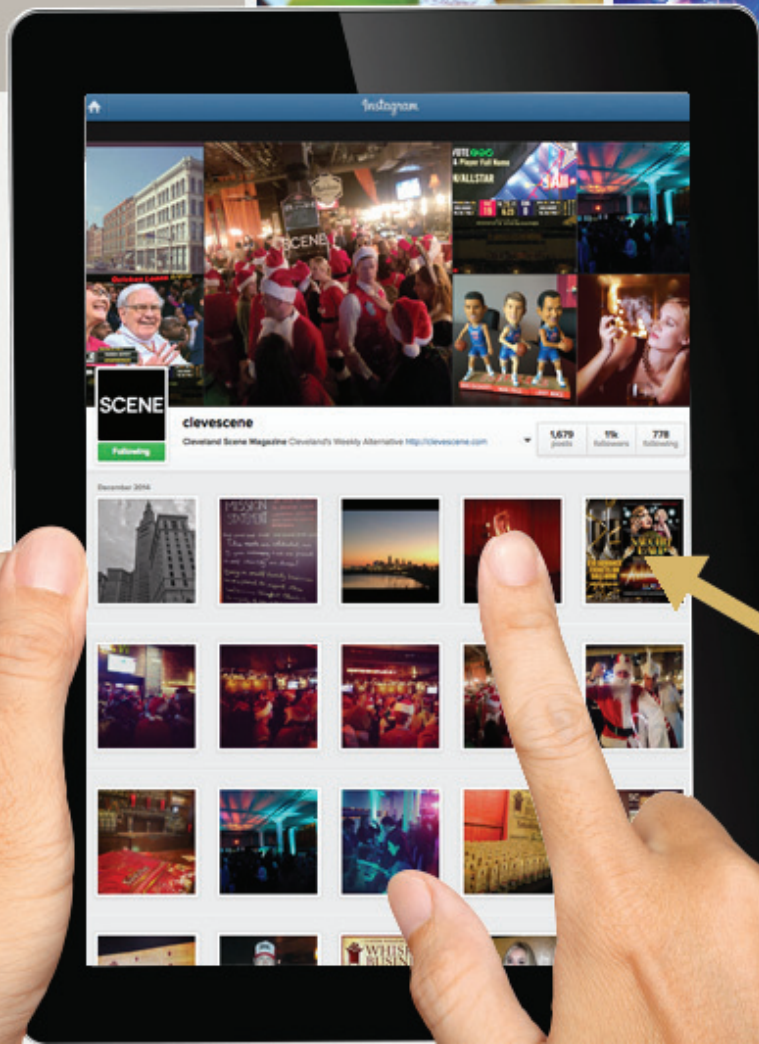
The Scene Events Team is a grassroots promotional team dedicated to showcasing Northeast Ohio and our partners. Utilizing the ever-growing Scene social media presence and Clevescene.com slideshow galleries, the Scene Events Team is present at all of the biggest, best and most relevant cultural events, bar, restaurants and sporting events in Northeast Ohio, on any day of the week, 24 hours a day.

We are culturally-active, plugged-in and social media-savvy. We're a unique team of charismatic, informed and dynamic NE Ohioans who are passionate about The Scene and our partners, and are happy to share our excitement with people in and around the city and online.

The most important part of the Scene Events Team's role is to grow awareness of our brand, your brand and engage our audiences with fresh and innovative real-time promotional activations.

WHAT WE DO:

- **THE SCENE EVENTS TEAM** posts on The Scene social media in real-time, tagging their location and activity
- **THE SCENE EVENTS TEAM** takes on-site photos at events, to be uploaded as a slideshow gallery to clevescene.com and post-promoted via social media
- **THE SCENE EVENTS TEAM** gathers demo data and contact information on-site at events
- **THE SCENE EVENTS TEAM** distributes promotional materials and generates buzz and awareness about brands, businesses and upcoming events
- **THE SCENE EVENTS TEAM** brings energy and enthusiasm wherever they go!





EVENTS PLANNING & EXECUTION

Let Scene help you plan and execute your event. With our network of hundreds of businesses in town and the expertise to effectively advertise your event, we are a great partner and can help plan, facilitate and bring in sponsors for your event.

SAMPLE PARTNERSHIP: HOUSE OF BLUES

Goal: Grow awareness and loyalty with a new generation of concert goers

- Weekly events at House of Blues venue
- Partnership includes:
 - Advertising (print, online, e-mail)
 - Social media
 - Grassroots Promotions
 - Events Team presence
 - Photo recaps

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