

A vibrant night scene featuring a large crowd of people in the foreground, their silhouettes and raised hands suggesting a celebration. The background is filled with a massive display of fireworks exploding in shades of purple, pink, and white against a dark sky. The overall atmosphere is festive and energetic.

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.

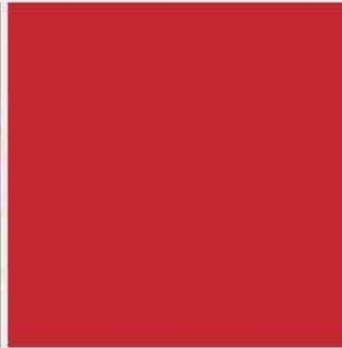
Our audience is diverse, nontraditional and difficult to reach through any other advertising source. For 50 years we've helped local and regional businesses grow their brand across our multiple advertising platforms; print, digital, social media, email marketing and events.

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BY THE NUMBERS

DISTRIBUTION

- 30k distribution, weekly on Wednesday
- 1,000+ locations in Northeast Ohio

PRINT AGE BREAKDOWN

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

SOCIAL MEDIA

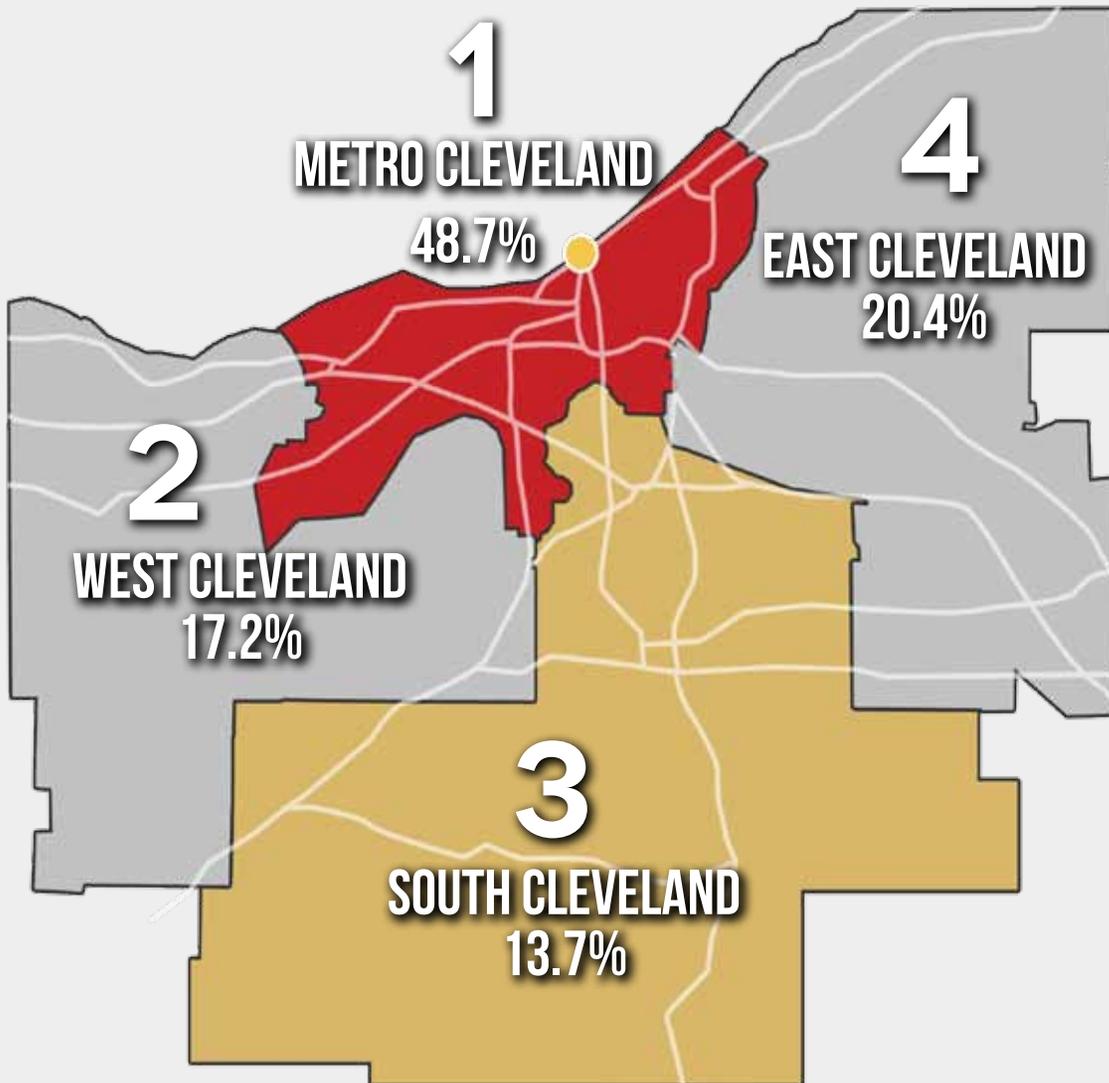
- 336k+ Social media followers
- 119k+ Facebook followers
- 124k+ Twitter followers
- 94k+ Instagram followers
- 33k weekly e-newsletter subscribers

READERSHIP

- 341,450 people have read 1 of 4 of our last issues
- 4.5 million monthly clevescene.com page views
- 900k+ unique monthly visitors to Clevescene.com

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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

- Tremont
- Coventry
- Downtown
- Gordon Square
- Cedar-Lee
- Lakewood
- Willoughby
- Mentor

2020 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	

1/1: COMICS ISSUE

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	29

2/7: VODKA VODKA

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				

3/11: BRUNCH ISSUE
3/14: UNITED WE BRUNCH

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		

4/6-12: TACO WEEK
4/22: BEST OF CLEVELAND ISSUE

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						

5/16-17: WILLOUGHBY RIB BURN OFF
5/20: SUMMER GUIDE
5/22-24: TASTE OF SUMMER

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				

6/18: BEST OF CLEVELAND PARTY

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	

7/1: 50TH ANNIVERSARY ISSUE
7/8: PEOPLE ISSUE
7/13-19: BURGER WEEK
7/25: 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					

8/19: COLLEGE SURVIVAL GUIDE

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			

9/23: FALL ARTS GUIDE

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

10/19-25: PIZZA WEEK

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: WHISKEY BUSINESS
11/25: HOLIDAY GIFT GUIDE ISSUE

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		

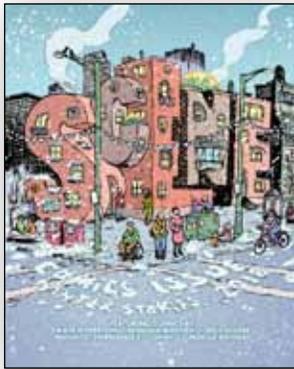
12/2: FLAVOR
12/3: FLAVOR EVENT
12/16: WINTER GUIDE/NYE ISSUE
12/30: YEAR END ISSUE



COMICS ISSUE

1/1

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



BRUNCH ISSUE

3/14

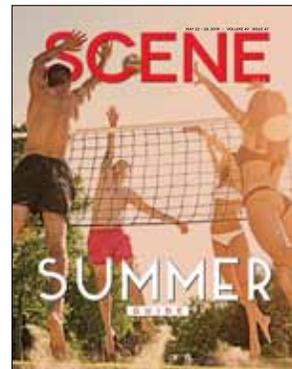
Cleveland's favorite meal of the week. We break down the brunch trend in N.E. Ohio and can't miss restaurants serving it.



BEST OF CLEVELAND

4/22

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



SUMMER GUIDE

5/20

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



50th ANNIVERSARY ISSUE

7/1

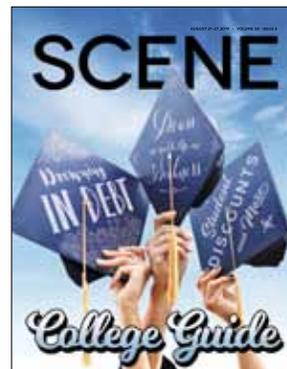
Celebrate Scenes 50th Anniversary. Events, parties & concerts.



PEOPLE ISSUE

7/8

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



COLLEGE SURVIVAL GUIDE

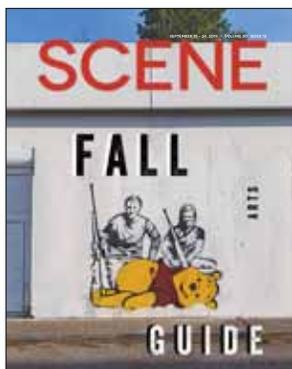
8/19

Cleveland is a hot bed for higher education. Scene gives reasons why our local institutions rock and explain how to live life on a budget.

FALL ARTS GUIDE

9/23

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



HOLIDAY GIFT GUIDE

11/25

The best locally made and available gifts and where to find them this holiday season.

WINTER GUIDE/NYE ISSUE

12/16

The best places to ring in the New Year, all in one convenient place.



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SCENE PARTNERS

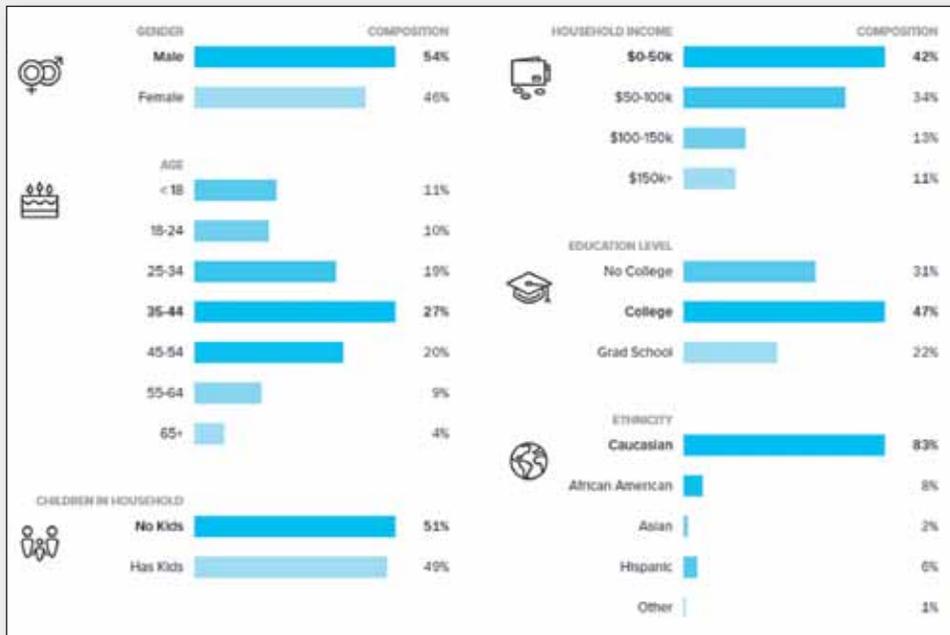
We partner with a large variety of both local and national businesses and events. Through advertising, marketing, social media, grassroots and events, we help create a buzz around our clients.

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

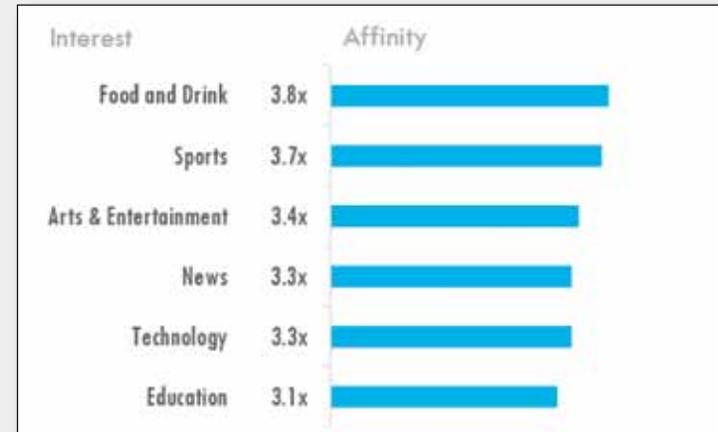


DIGITAL AUDIENCE & RESPONSE

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.



Information pulled from Quantcast



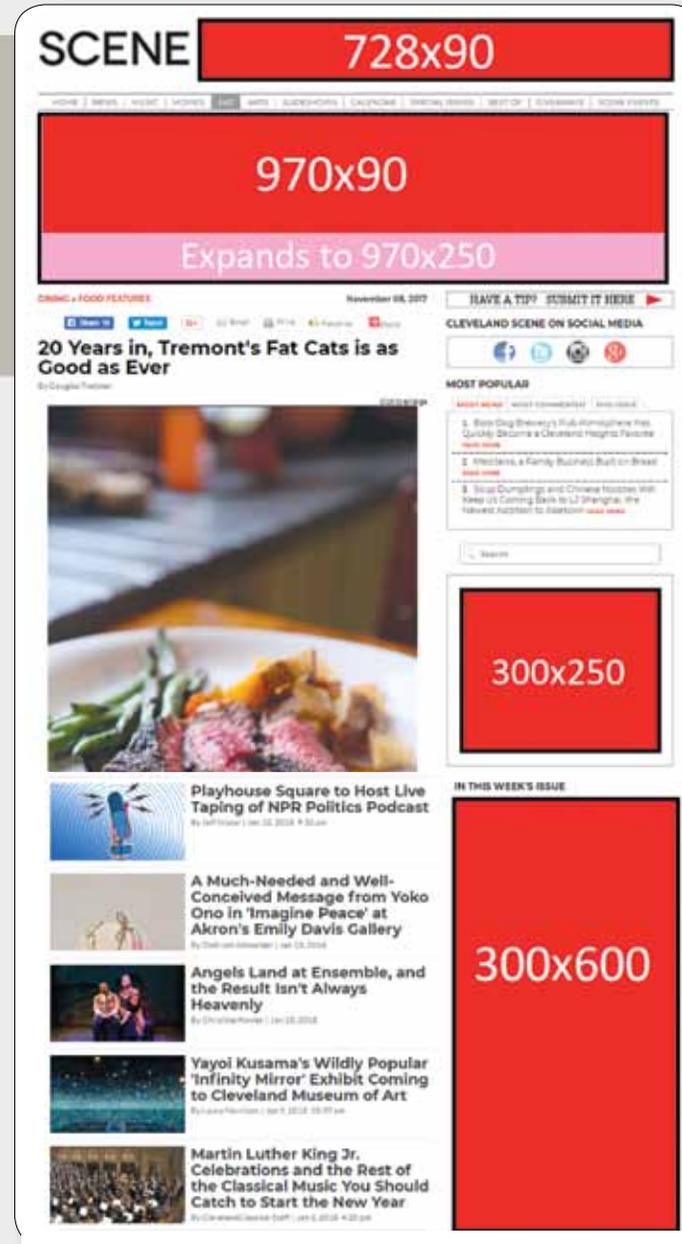
Our readers have 3-4 times more interest in local verticals than the average internet user, and are more likely to be young professionals with a vested interest in their local community.

SOCIAL MEDIA

119k+ followers
 94k+ followers
 124k+ followers

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CLEVEScene.COM / DESKTOP

Get noticed & engagement.

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.

- **DESKTOP:** 728x90, 300x250, 300x600, 300x100
- **DESKTOP BILLBOARD** (Premium Position): 970x90, 970x250

See these products in action: clevescene.com

SCENE
MAGAZINE

EMG
EUCLIDMEDIAGROUP

SCENE

CLEVESCENE.COM



CLEVESCENE.COM | MOBILE

Get noticed & engagement.

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.

- MOBILE: 320x50, 300x250, 320x100

See these products in action: clevescene.com

SCENE
MAGAZINE

EMG
EUCLIDMEDIAGROUP



SCENE

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172x640

172x640



WALLPAPER/RESKIN

Frame the site with your messaging.

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

DIMENSIONS: Min. 172 x 640 (left & right) with 1006 x 950 white space in-between

SCENE
MAGAZINE

EMG[®]
EUCLIDMEDIAGROUP

SPONSORED CONTENT SLIDESHOW

Tell your story
with photographs.

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.

Take America's Tastiest Drive: The Buffalo Wing Trail

1 OF 28 **NEXT**

Sort by **Oldest**

BUY 3 GET 1 FREE
Promo Code: B3G1
OR
BUY 1 GET 2nd ONE FOR \$25
Promo Code: B1G25

A New Magazine Series
FLAVOR
featuring the 2017
IRON FORK
competition

BROWSE GALLERIES

THE BEST MOMENTS FROM CIRCA SURVIVE AT ALAMO CITY MUSIC HALL

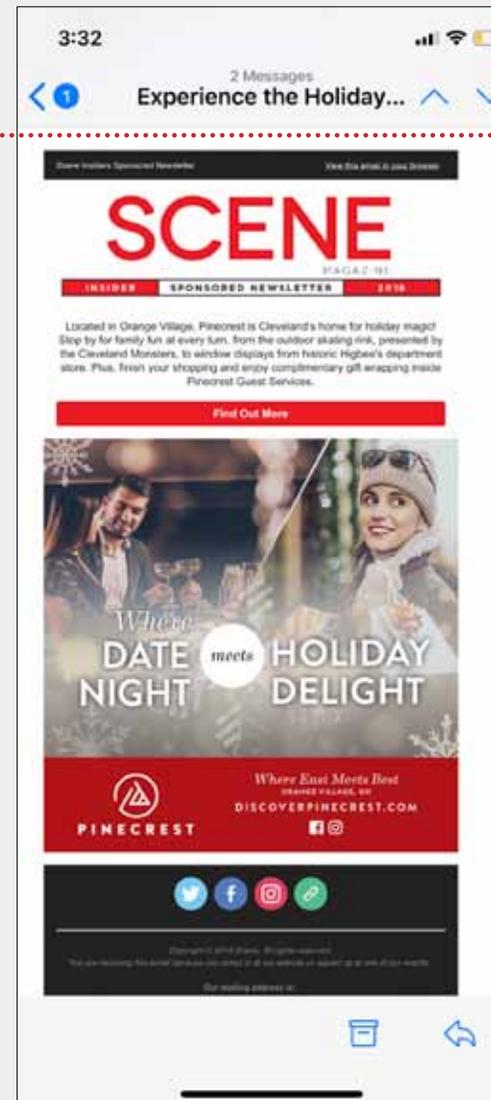
11 REASONS TO CHECK OUT "MONET TO MATISSE" AT THE MONDAY

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DEDICATED E-BLAST

- Every week, thousands of Northeastern Ohioans receive our e-newsletters
- 33k+ subscribers
- Sent to all e-news subscribers
- 100% your content
- Capture our audience with your message



DEDICATED E-BLAST -
640 x 640
JPEG File

SCENE
MAGAZINE

EMG[®]
EUCLIDMEDIAGROUP

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.

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

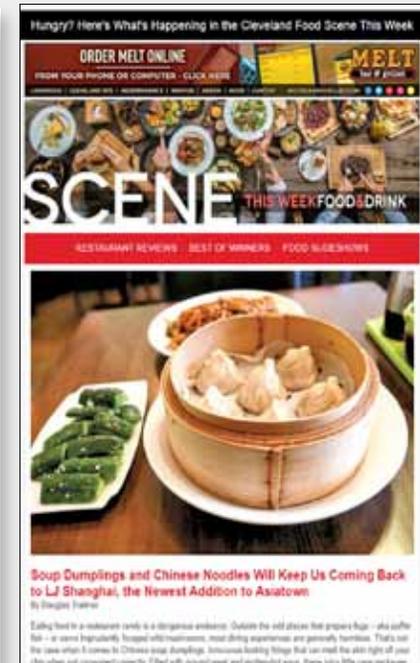
Ads available:
Sponsored Banner Ad & Promo Listing

FRIDAY

FOODIE FRIDAY

Reviews & Highlights of food & drinks

Ads available:
Sponsored Banner Ad & Content Rectangle



SCENE EVENTS



UNITED WE BRUNCH - March 14 | TBD

A scrumptious tasting extravaganza featuring some of Cleveland's most innovative bars and restaurants. Sample from 30 different restaurants while sipping Mimosas, Bloody Mary's and more.



RIB BURN OFF - May 16 & 17 | Downtown Willoughby

In its 6th year, 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.



TASTE OF SUMMER - May 22-24 | Flats East Bank

Start your summer off right with music, local shopping, 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.



ALE FEST - July 25- Lincoln Park | Tremont

A Cleveland tradition of summer fun and beer. Ale Fest return to Tremont's Lincoln Park for its 10th 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!



FLAVOR - December 3 | 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.

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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.

2020 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

2020 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

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AD SIZES

DOUBLE TRUCK SPREAD: **BLEED:** 21" X 13.5"
TRIM: 20" X 12.75"
LIVE AREA: 19.25" X 12"

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" <small>CLASS ONLY</small>	1/12 S CLASSIFIEDS 2.99" (1col.) x 2.885" <small>CLASS ONLY</small>