

MEDIA KIT

2013

Scene
magazine

WHO IS SCENE?

Since its founding in 1970, **SCENE** has grown to become the number one alternative weekly in Cleveland.



WITTY / DECEIVING

AN ENTERTAINMENT MAGAZINE WITH A
POWERFUL & INFLUENTIAL EDITORIAL VOICE

LOCAL / ACTIVE

150,058 WEEKLY READERS

LOYAL READERSHIP

INNOVATIVE

NYT BEST SELLING FOOD WRITER

BOLD

GO-TO SOURCE

CONTINUE TO BE ULTIMATE
GUIDE FOR MUSIC

LARGEST CALENDAR SECTION

By shining an unwavering light on the important, often controversial issues that shape our lives, cultures and communities, we keep our readers awake and aware. We take on the stories others shy away from. We expose the truth at any cost. In the process, we've raised many eyebrows and ruffled more than a few feathers.

KEEPING VIBRANT



**HOW DO WE
REMAIN
RELEVANT?**

OUR PEOPLE

ON LOCAL BOARD/COMMITTEES. ACTIVE
IN THE CLEVELAND SCENE.

SIGNATURE EVENTS

- BEST OF CLEVELAND
- ALE FEST
- COSMIC COCKTAIL
- FLAVOR
- MUSIC AWARDS

ON-CAMPUS ORIENTATIONS

PROMOTIONS TEAM

DAILY BLOGS

APPS

MAGAZINE APP / HAPPY HOUR APP

CIRCULATION

IN +1,500 LOCATIONS WITH 98% PICK UP RATE

E-NEWSLETTERS

PARTNERSHIPS

- SCENE STAGE AT HOUSE OF BLUES
- TWILIGHT AT THE ZOO PRESENTED BY SCENE
- INGENUITY PRESENTED BY SCENE
- FASHION WEEK
- CLEVELAND BEER WEEK

TODAY'S SCENE

Today, 280,505 adults have read at least one of the last four Scene's as well as 300,000 unique visitors online for hard hitting, fearless, investigative reporting, music, dining, arts and culture coverage, the hottest club section, and the most comprehensive restaurant listing available in the city.

**BE BOLD
BE EXPOSED
ADVERTISE.**



SPEAK

TO AN EXCLUSIVE AUDIENCE THAT CAN'T BE
FOUND THROUGH OTHER MEDIA

CO-BRAND

WITH CLEVELAND'S LEADING GUIDE TO
ENTERTAINMENT AND CULTURE

REACH

INFLUENTIAL CONSUMERS

DRIVE

SALES THROUGH CUSTOMIZED RETAIL
PROGRAMS

EXPAND

YOUR REACH WITH EVENT SPONSORSHIPS AND
THEMED ISSUES

TARGET

SAVVY, ACTIVE, AFFLUENT INDIVIDUALS

**TOTAL
CIRCULATION
50,000**

**THE RIGHT PLACE
THE RIGHT TIME**

Circulation refers to the number of papers printed, & readership identifies the number of people reading the paper. Readership figures are higher than circulation numbers because more than one person reads each issue of **SCENE**. This is important when evaluating the paper. **SCENE** boasts a 98% pick up rate.

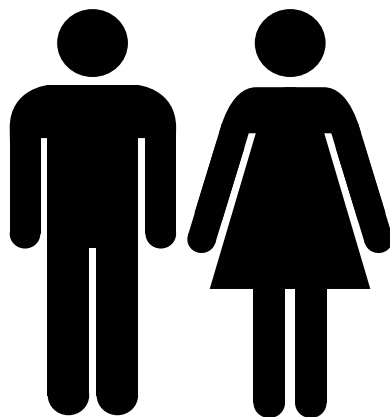
SCENE is distributed in more than 1,800 high-traffic locations including highly visible street boxes, grocery stores, college campuses, convenience stores, restaurants, bars, various retail locations & public transportation.



ZONE 4		ZONE 9	
44011	Avon	44020	Chesterland
44012	Avon Lake	44040	Gales Mills
44028	Columbia Station	44103	East Cleveland
44035	Elyria	44106	Cleveland
44039	N. Ridgeville	44108	Bratenish
44054	Shelford	44110	East Cleveland
44070	N. Olmsted	44112	East Cleveland
44118	Rocky River	44122	Beachwood
44140	Bay Village	44124	Lyndhurst
44145	Westlake	44143	Richmond Hts.
ZONE 5		ZONE 10	
44017	Berea	44080	Mentor
44129	Painesville	44077	Painesville
44130	Middleburg Hts.	44092	Wickliffe
44134	Painesville	44094	Wiloughby
44142	Brookpark	44095	Eastlake
44144	Brooklyn	44117	Eucld
ZONE 6		44118	Cleveland NE
44131	Independence	44121	S. Eucld
44133	N. Olmsted	44123	Eucld
44136	Strongsville	44132	Eucld
44138	Olmsted Falls		
44141	Brecksville	ZONE 11	
44147	Brookview Hts.	44202	Aurora
44212	Brunswick	44221	Cuyahoga Falls
44258	Medina	44223	Cuyahoga Falls
ZONE 7		44224	Stow
44056	Macedonia	44236	Hudson
44057	Northfield	44240	Kent
44057	Twinsburg	44241	Streetsboro
44105	Newburgh Hts.	44254	Munroe Falls
44125	Garfield Hts.	44264	Penninsula
44127	Cleveland	44278	Tallmadge
44128	Viennersville	44286	Richfield
44137	Maple Hts.	44301	Akron
44146	Bedford	44303	Akron
ZONE 8		44306	Akron
44022	Chagrin Falls	44310	Akron
44023	Bainbridge	44311	Akron
44116	Cleveland Hts.	44312	Akron
44120	Shaker Hts.	44313	Akron
44135	Cleveland	44333	Akron
ZONE 3			
44107	Likewood		
44111	Cleveland		
44126	Farview Park		
44136	Cleveland		

WHO'S LOOKING?

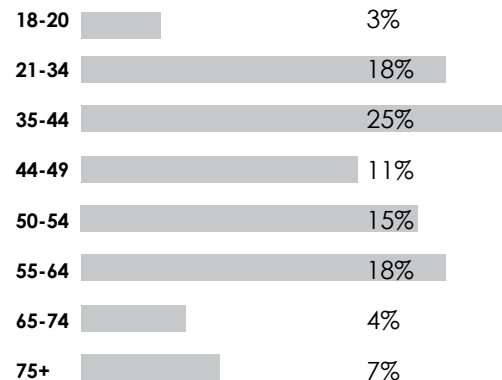
GENDER



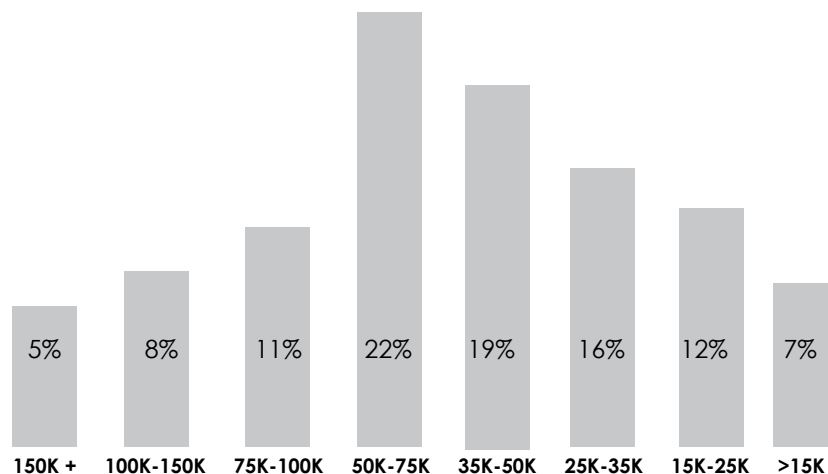
51%
Male

49%
Female

AGE GROUP



ANNUAL INCOME



EDUCATION

H.S or Less	9.3%
High School Grad	34.6%
Some College	26.4%
College Educated	16.3%
Advanced Degree	13.4%

ACTIVE DINERS

FREQUENT RESTAURANT DINER- 4+
TIMES IN PAST 2 WEEKS

20 %

ACTIVE THEATER - GOERS

17.5%

CULTURALLY ACTIVE & ENGAGED

27.2%

ACTIVE CONCERT - GOERS

21.9%

ACTIVE CLUB - GOERS

WE HAVE OPTIONS



Aside from print advertising, Scene offers a variety of options to get your brand noticed. We can customize different offers to help you get the most out of your campaign.

TRADITIONAL

- PRINT
- INSERTS
- GLOSSY PUBLICATIONS

DIGITAL

- CLEVESCENE.COM
- HAPPY HOUR APP
- TABLET APP
- E-NEWSLETTERS
- EXCLUSIVE EMAILS
- TEXT MESSAGING
- SOCIAL MEDIA

NON-TRADITIONAL

- NON-TRADITIONAL OPPORTUNITIES
- COVER WRAPS
- FRONT PAGE STICKER
- MOVIE PROMOTIONS
- STREET TEAM
- EVENT SPONSORSHIP
- HOUSE OF BLUES
- RACK CARDS
- BOX TAKEOVER

(MOST)SPECIAL ISSUE CALENDAR

JANUARY

RESOLUTION GUIDE	1/10
VALENTINES TOP GIFT PICKS	1/31

FEBRUARY

VALENTINES TOP GIFT PICKS	2/7
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MARCH

ST. PATRICK'S DAY GUIDE	3/7 & 3/14
CITY LIVING (GLOSSY)	3/21

APRIL

BEST OF CLEVELAND	4/11
420 GUIDE	4/18

MAY

CINCO DE DRINK GUIDE	5/2
MOTHERS DAY BRUNCH/GIFT GUIDE	5/9
PATIO GUIDE	5/9

JUNE

Summer Guide	6/6
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JULY

Beer Guide	7/18
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AUGUST

Back to School Guide	8/22
Collegiate Coupon Book	8/22

SEPTEMBER

Fall Arts Guide	9/19
Fall Guide	9/26

OCTOBER

Trails to Terror	10/3, 10/10, 10/17
Halloween Guide	10/26

NOVEMBER

FLAVOR (Glossy)	11/7
Holiday Guide	11/26

DECEMBER

New Years Eve Guide	12/26
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SIGNATURE EVENTS

BEST OF CLEVELAND

BOC is our biggest and most popular event celebrating the Best of Everything Cleveland.

Invite only. No Admission

Date: April 12, 2013

Location: Cleveland Public Library

Attendance: 1000

Audience: 25-45 Highly desirable: local business owners & community leaders.

Entertainment: DJ, Live bands, Performing arts



5TH ANNUAL ALE FEST

Over 100 different international and domestic beers, great local food and live entertainment.

Admission: \$25- \$55 per ticket

Date: July 20, 2013

Location: Lincoln Park Tremont

Attendance: 3500

Audience: 25- 45 Beer Lovers

Entertainment: DJ, Bands



COSMIC COCKTAIL

Cosmic Cocktail is 3 hours of open bar that feature a variety of specialty cocktails paired with eclectic music and performances.

Admission: \$35 ticket

Date: Sept. 20, 2012

Location: Liquid Warehouse District

Attendance: 500 (Site Capacity)

Audience: 25-45 Art & culture centric

Entertainment: DJ, Live Art



FLAVOR

Flavor, a dining event showcasing the diversity of Cleveland's dining community.

Admission: \$20 per ticket

Date: November 7, 2013

Location: Crawford Auto Museum

Attendance: 1000

Audience: 25-45 food centric, dine out 3x+ per week

Entertainment: DJ, Band

