



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.

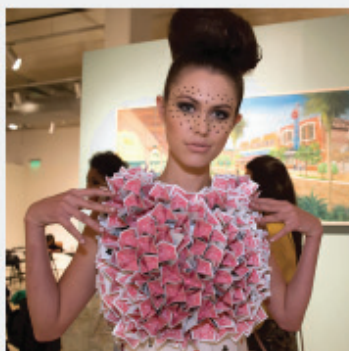
Our audience is diverse, nontraditional and difficult to reach through any other advertising source. For 48 years we've helped local and regional businesses grow their brand across our multiple advertising platforms; print, digital, social media, email marketing and events.

SCENE

CLEVEScene.COM

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BY THE NUMBERS

DISTRIBUTION

- 30k distribution, weekly on Wednesday
- 1,100+ 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

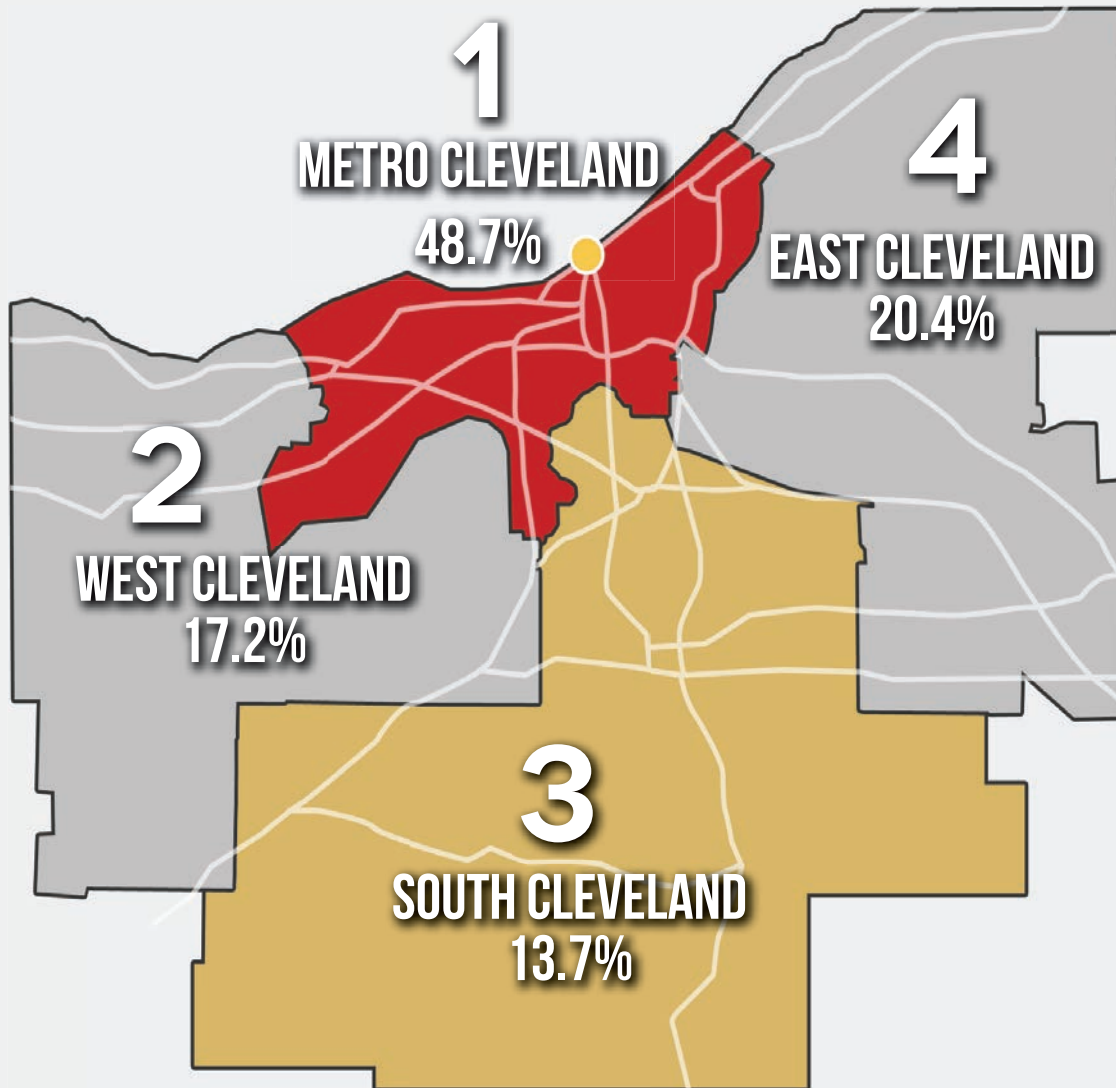
- 286k+ Social media followers
- 109k+ Facebook followers
- 117k+ Twitter followers
- 66k+ Instagram followers
- 24k weekly e-newsletter subscribers

READERSHIP

- 341,450 people have read 1 of 4 of our last issues
- 3.6 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 1,100 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

2018 SPECIAL ISSUES & EVENTS



JANUARY

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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JAN 3: COMICS ISSUE

FEBRUARY

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FEBRUARY 2: VODKA EVENT
FEBRUARY 28: CITY GUIDE MAGAZINE

MARCH

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MARCH 7: BRUNCH ISSUE
MARCH 10: BRUNCH EVENT
MARCH 14: ST. PATRICK'S DAY SUPPLEMENT

APRIL

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APRIL 25: BEST OF CLEVELAND
APRIL 28: BEST OF CLEVELAND EVENT

MAY

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MAY 19 & 20: RIB BURN OFF
MAY 23: SUMMER GUIDE
MAY 25 - 28: TASTE OF SUMMER

JUNE

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JUNE 6: ROADTRIP GUIDE
JUNE 13: HAPPY HOUR GUIDE

JULY

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JULY 11: PEOPLE ISSUE
JULY 18: ESSENTIAL CLE RESTAURANTS
JULY 28: ALE FEST
JULY 31: BAR GUIDE MAGAZINE

AUGUST

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AUGUST 23: COLLEGE SURVIVAL GUIDE
AUGUST 25: TEQUILA & TACOS

SEPTEMBER

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SEPTEMBER 26: FALL GUIDE

OCTOBER

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OCTOBER 17 & 24: HALLOWEEN SUPPLEMENT
OCTOBER 21: SHUCK YEAH

NOVEMBER

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NOVEMBER 9: WHISKEY BUSINESS
NOVEMBER 17: SNOW DAY BAR CRAWL
NOVEMBER 21: GIFT GUIDE

DECEMBER

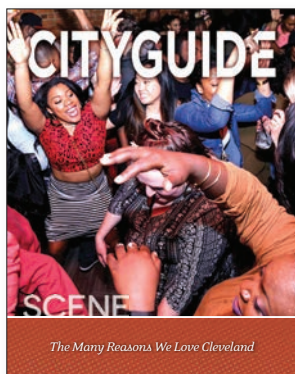
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30	31					

DECEMBER 6: FLAVOR MAGAZINE
DECEMBER 6: FLAVOR EVENT
DECEMBER 19 & 26: NEW YEAR'S EVE SUPPLEMENT

COMICS ISSUE

1/3

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



CITY GUIDE

2/28

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.

BRUNCH ISSUE

3/7

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



ST. PATRICK'S DAY SUPPLEMENT

3/14

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

BEST OF CLEVELAND

4/25

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



SUMMER GUIDE

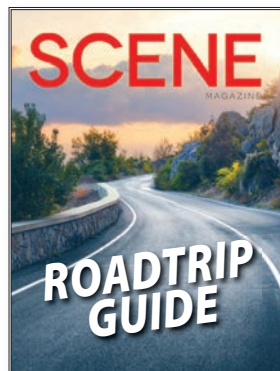
5/23

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

ROADTRIP GUIDE

6/6

Long summer weekend vacations made easy with our guide to roadtrip destinations including Detroit, Pittsburgh, Columbus, Buffalo and Cincinnati.



HAPPY HOUR GUIDE

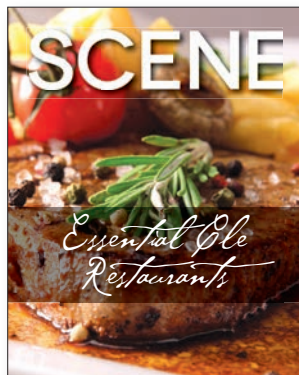
6/13

The lowdown on the best bargain basement food and drink happy hour specials in Cleveland

PEOPLE ISSUE

7/11

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



ESSENTIAL CLE RESTAURANTS

7/18

The 50 essential restaurants in Cleveland -- our dining critic's take on the best of the best in Northeast Ohio.

BAR GUIDE

7/31

From happy hours and hidden dives to classy cocktails and modern mixology, the guide to the Cleveland bar landscape.



COLLEGE SURVIVAL GUIDE

8/23

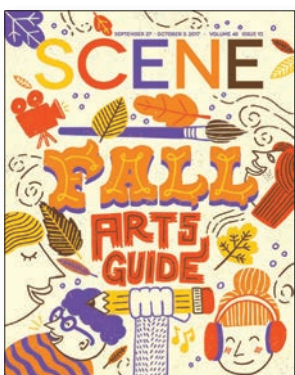
Cleveland is a hot bed for higher education. Scene gives reasons why our local institutions rock and explain how to live life on a budget.



FALL GUIDE

9/26

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



HALLOWEEN SUPPLEMENT

10/17 & 10/24

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

GIFT GUIDE

11/21

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



NEW YEAR'S EVE SUPPLEMENT

12/19 & 12/26

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

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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"
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SCENE PARTNERS

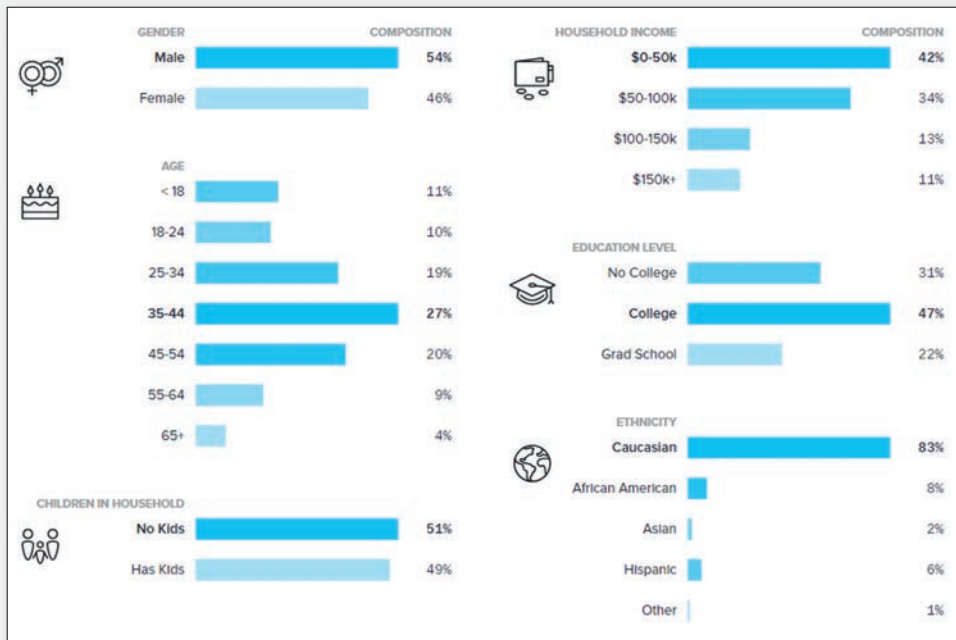
We partner with a large variety of both local and national businesses and events. Through advertising, marketing, social media, grassroots and events, we help create a buzz around our clients.

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

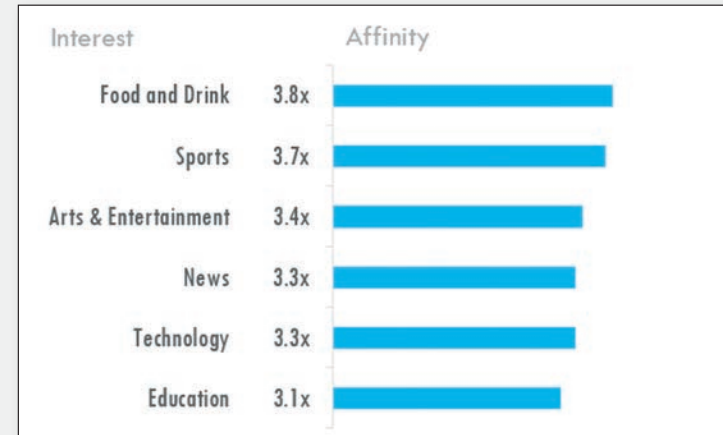


DIGITAL AUDIENCE & RESPONSE

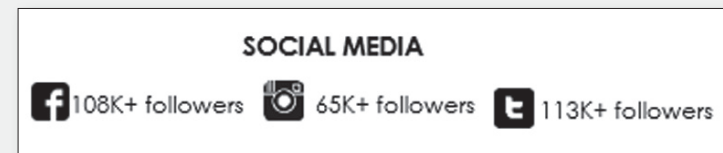
Meet our audience: **Young. Educated. Professional. Interested. Interesting.** Scene readers show high affinity in the coveted 21-44 audience and are off the charts when it comes to interest in arts, food, news, sports, and tech. These are the young, early adopters all advertisers want to reach online. 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.





CLEVEScene.COM

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
- **MOBILE:** 320x50, 300x250

See these products in action: clevescene.com

SCENE
MAGAZINE

EMG[®]
EUCLIDMEDIAGROUP

SCENE 728x90

970x90

Expands to 970x250

November 06, 2017

20 Years in, Tremont's Fat Cats is as Good as Ever

Playhouse Square to Host Live Taping of NPR Politics Podcast

A Much-Needed and Well-Conceived Message from Yoko Ono in 'Imagine Peace' at Akron's Emily Davis Gallery

Angels Land at Ensemble, and the Result Isn't Always Heavenly

Yayoi Kusama's Wildly Popular 'Infinity Mirror' Exhibit Coming to Cleveland Museum of Art

Martin Luther King Jr. Celebrations and the Rest of the Classical Music You Should Catch to Start the New Year

300x250

300x600

https://m.clevescene.com/sc

SCENE

Mobile 320x50

Scene and Heard: Scene's News Blog

Bites

The Grocery OHC to Open Second Spot in New Quarter Development

by Douglas Trattner | January 09, 2018 at 3:57 PM

It's been three years since Rachel Kingsbury opened The Grocery (3815 Lorain Ave., 216-

Mobile 300x250

"The grocery experience has definitely changed over the last 10 years into more of an experiential type of retail experience," she adds. "People come in and want something right now."

The grocery will have indoor and outdoor seating.

No changes are planned for the original shop,

Mobile 320x50

ENTRY TAKEOVER

Make your first impression online.

Digital content is rarely viewed through home pages nowadays. Users are coming directly to articles and content, which is where your business will be with us.

Takeovers are vertically targeted, include desktop and mobile ad positions, and reach that critical first look for a user, increasing chances of engagement and presenting you with a unique and high-impact advertising solution.

DIMENSIONS: 728x90, 300x250, 970x90, 970x250, 320x50, and Min. 172x640(left/right) with 1006x950 white space in-between

172x640

728x90

172x640

970x90 or 970x250

SCENE MAGAZINE

Designed for creativity

NEWS | ARTS | MUSIC | SCREENS | FOOD & DRINK | CALENDAR | BEST OF SA | SPECIAL ISSUES | SLIDESHOWS | GIVEAWAYS | MARKETPLACE

ANOLON Bold flavors come from bold cooks.

SCENE

320x50

Arts

LOCAL

10 Things You Have to Do This Weekend

ARTS SLIDESHOWS

LEARN MORE

SCENE MAGAZINE

EMG[®] EUCLIDMEDIAGROUP



VERTICAL VISIBILITY

Vertical Visibility ads are content-targeted to clevescene.com's blog, article, 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. To increase response, your ads serve in above-the-fold placements only, one ad per page, across both desktop and mobile audiences.

Verticals:

Home, News, Arts, Calendar, Music, Movies, Eat, Best Of, Special Issues, Slideshows, or Giveaways

DIMENSIONS: 728x90, 970x90, 300x250, 320x50

SLIDESHOW COMPANION

Brand your business by surrounding engaging content.

Companion ads serve in tandem on slideshow pages, presenting your products or events alongside neighborhood news, concerts, arts and more. Make a connection to users – they might have missed the last event, idea, or hotspot, but they won't want to miss the next...yours.

DIMENSIONS: 728x90, 300x250

The screenshot shows the SCENE Magazine website interface. At the top, the SCENE logo is on the left, and the dimensions '728x90' are on a red background on the right. Below the logo is a navigation menu with links for NEWS, ARTS, MUSIC, SCREEN, FOOD & DRINK, CALENDAR, BEST OF SA, SPECIAL ISSUES, SLIDESHOWS, GIVEAWAYS, and MARKETPLACE. The main content area features a slideshow titled '15 Vintage Photos of Summer in Cleveland'. Below the title are social media sharing buttons for Like (202), Tweet, G+1, and Print, along with navigation buttons for Previous, 5 OF 17, and Next. The main image of the slideshow shows a large crowd of people dancing at an outdoor event. To the right of the main image is a red companion ad area with the dimensions '300x250'. Below the ad area is a 'BROWSE GALLERIES' section with two thumbnail images: one of a drink with a lemon slice and another of a group of people.

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WALLPAPER

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.172x640(left & right) with 1006x950 white space in- between

SCENE
MAGAZINE

EMG[®]
EUCLIDMEDIAGROUP

NATIVE CONTENT: SPONSORED 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.

Willie Nelson Rocks the Cleveland

6 Bars Around Cleveland Featuring a Unique Neighborhood Flavor

Like 0

Tweet

G+

PREV

12 OF 28

NEXT



The food business is family business for Alafin. His mother worked years at a factory job to save the funds to start Angie's Soul Cafe, a Cleveland institution that he now runs.

Sort by Oldest ▾

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

A Scene Magazine Event
FLAVOR
featuring the 2017
IRON FORK
competition

A promotional graphic for a 'Flavor' event. It features a dark background with various food items like bread, cheese, and vegetables. The text 'FLAVOR' is prominently displayed in a large, serif font. Below it, it says 'featuring the 2017 IRON FORK competition'. At the top, there are two promotional offers: 'BUY 3 GET 1 FREE' with promo code B3G1, and 'BUY 1 GET 2nd ONE FOR \$25' with promo code B1G25.

BROWSE GALLERIES



THE BEST MOMENTS FROM CIRCA SURVIVE AT ALAMO CITY MUSIC HALL



12 REASONS TO CHECK OUT 'MONET TO MATISSE' AT THE MCNAY



EMAIL MARKETING

Scene has a robust email database of eager consumers. All of our 24,000+ subscribers count on us to deliver the best in news, top weekend picks and food news every week.

EXCLUSIVE EBLASTS ALSO AVAILABLE

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

A MODERN TWIST ON A VINTAGE BARBER SHOP

SCENE WEEK OF DECEMBER 13 - 19

LATEST STORIES

An Argument Against Luxury Seating at the Movies
BY SAM ALLARD
The luxury lounge chair is decadent and depraved.
READ MORE

Campaign Seeks Recreational Marijuana Amendment on Ohio Ballot in November 2018
BY ERIC SANDY
A team of prospective southeast Ohio marijuana investors will aim for a constitutional amendment to be placed before voters in November 2018, which would fully legalize pot across the state. You may remember these folks: Jimmy Gould, Ian James and others ran the 2015 ResponsibleOhio ballot campaign, which ultimately failed by a 64-36 vote margin.
READ MORE

FLAVOR
A Super Magazine Event
Celebrate Cleveland's Culinary Scene
TUESDAY, DECEMBER 14 | CLEVELAND ARTS CENTER

MUSIC & ARTS

Known Sexual Assaulter Woody Allen Has Made Yet Another Movie, and It's Not Great
BY SAM ALLARD
Wonder Wheel, the bad new film starring Kate Winslet, Justin Timberlake, Juno Temple and Jim Belushi, was written and directed by Woody Allen.
READ MORE

Also: Winter Wine and Ale Fest | Mo Mojo | North by Northwest

SCENE

NOW OPEN IN FLATS EAST BANK

THURSDAY, NOVEMBER 16

Monsters vs. Milwaukee Admirals
When: Thu, Nov 16
Where: Quicken Loans Arena
Tonight at 7 at the Q, the Cleveland Monsters battle the Milwaukee Admirals in the first of a two-game series. The two teams will meet again at 7 p.m. > READ MORE

THE DIARY OF ANNE FRANK
OCTOBER 21 - NOVEMBER 19
BUY TICKETS

FRIDAY, NOVEMBER 17

Manolo: The Boy Who Made Shoes for Lizards
When: Fri, Nov 17
Where: Cleveland Museum of Art
At 7 tonight and at 1:30 p.m. on Sunday, the Cleveland Museum of Art hosts the local premiere of director Michael Roberts' latest film, Manolo: The Boy Who Made Shoes for Lizards. > READ MORE

Why Bob Dylan Matters
When: Fri, Nov 17
Where: Triketan Vaude University Center
The Rock Hall's Library & Archives, Case Western Reserve University's Center for Popular Music Studies and CWRU's Baker-Nord Center for the

Hungry? Here's What's Happening in the Cleveland Food Scene This Week

ORDER MELT ONLINE
FROM YOUR PHONE OR COMPUTER - CLICK HERE

SCENE THIS WEEK FOOD & DRINK

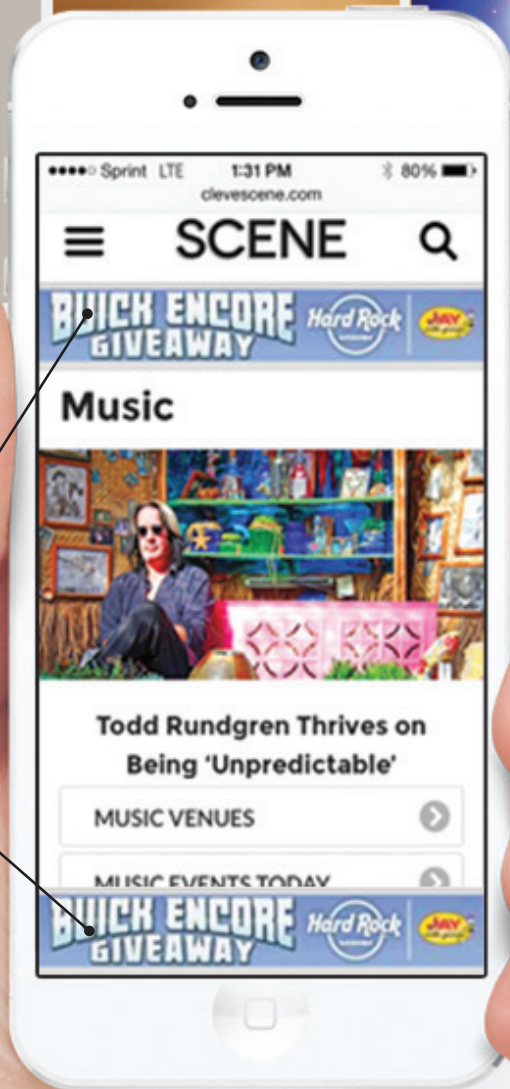
RESTAURANT REVIEWS | BEST OF WINNERS | FOOD SLIDESHOWS

Soup Dumplings and Chinese Noodles Will Keep Us Coming Back to LJ Shanghai, the Newest Addition to Asiatown
By Douglas Tashner

Eating food in a restaurant rarely is a dangerous endeavor. Outside the odd places that prepare fugu -- aka puffer fish -- or serve imprudently foraged wild mushrooms, most dining experiences are generally harmless. That's not the case when it comes to Chinese soup dumplings. Innocuous looking things that can melt the skin right off your chin when not consumed correctly. Filled with ground meat and moist hot soup, these lily little rare packagers.

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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 <small>(when purchased 2+ weeks)</small>		\$150/PER WEEK
ALSO AVAILABLE! Purchase 3 hour blocks. Perfect for those time sensitive messages.		
3 HOURS		\$22

LEADERBOARDS
320px X 50px

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

SCENE EVENTS

VODKA

VODKA VODKA - February 2 | 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.

A Scene Magazine Event
**UNITED
WE ARE
BRUNCH**

UNITED WE BRUNCH - March 10 | The 925 Building

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.

★ SCENE ^{BOC} ★
**CLEVELAND
APPROVED**
VOTE NOW!

BEST OF CLEVELAND - April 28 | TBD

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

DOWNTOWN WILLOUGHBY
RIB BURN OFF

RIB BURN OFF - May 19 & 20 | 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**
OIXYO

TASTE OF SUMMER - May 25-27 | 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.

ALEFEST

ALE FEST - July 28- Lincoln Park | Tremont

A Cleveland tradition of summer fun and beer. Ale Fest return to Tremont's Lincoln Park for its 9th 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



TEQUILA & TACOS - August 25 | TBD

Scene brings together flavors from South of the Border for this premier daytime event. National tequila brands offer tastings while local bars and restaurants vend specialty cocktails, tacos and other favorite southwestern dishes. Live music, contests, local artisans and more will entertain, rain or shine.



SHUCK YEAH - October 21 | TBD

Celebrate your favorite briny bivalves with Scene. This fun event will bring together oysters from across the country for a celebration of all-things-oyster and other bites from your favorite restaurants. Enjoy craft cocktails and beer and live music.



WHISKEY BUSINESS - November 9 | TBD

In its 4th year in Cleveland, this events allows you to sample over 100 whiskeys, bourbons, scotches and mixed drinks. A great way to bring in the holidays!



SNOW DAY BAR CRAWL - November 1 | Flats East Bank

Let's kick off opening day at Breckenridge with this spirited Snow Day Bar Crawl brought to you by Breckenridge Brewery. Grab your lift ticket and ride with us through all the great bars at the Flats East Bank. Prizes, drink specials, light appetizers and more included.

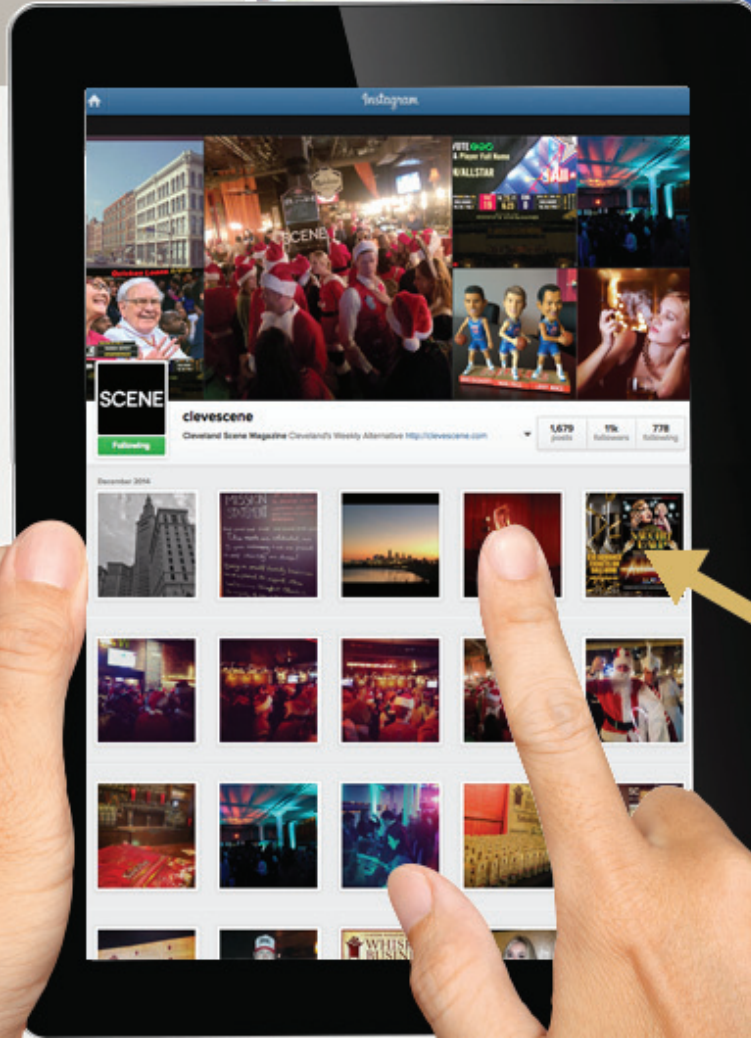
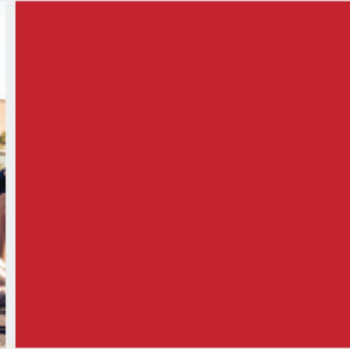


FLAVOR - December 6 | TBD

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.

SCENE

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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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THANK YOU

We appreciate you taking the time to get to know us.

Here at Scene we take great pride in being northeast Ohio's #1 alternative news source for 48 years. We have remained as one of the longest-running free alt weeklies simply because of our partnerships with great businesses like yours.

If you have any questions, call us during business hours at 216-241-7550, or email us 24/7 at scene@clevescene.com.

We look forward to hearing from you!

-Scene Magazine

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