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.
• 30k distribution, weekly on Wednesday
• 1,100+ locations in Northeast Ohio
• 286k+ Social media followers
• 109k+ Facebook followers
• 117k+ Twitter followers
• 66k+ Instagram followers
• 24k weekly e-newsletter subscribers
• 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

BY THE NUMBERS
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READERSHIP
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PRINT
AGE BREAKDOWN

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18 - 24</td>
<td>16%</td>
</tr>
<tr>
<td>25 - 34</td>
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<tr>
<td>35 - 44</td>
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<tr>
<td>65+</td>
<td>4%</td>
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</table>
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

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.
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.
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.

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.

Information pulled from Quantcast
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
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
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
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
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 user's 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
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.
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*
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**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 DAY =</td>
<td>$45</td>
</tr>
<tr>
<td>3 DAYS =</td>
<td>$101</td>
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<tr>
<td>7 DAYS =</td>
<td>$189</td>
</tr>
</tbody>
</table>

25% SAVINGS!  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

VODKA VODKA - February 2 | Red Space
Warm up the winter with a vodka event like no other. Sample dozens of vodka's, enjoy great music and forget that spring is just around the corner.

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.

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?

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 - 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.

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.
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!
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

SCENE
CLEVESCENE.COM
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