

A vibrant outdoor event at night. In the foreground, a large floor is illuminated with a grid of colorful squares in shades of red, orange, yellow, green, and blue. Two women in elaborate costumes are the central focus: one has a bright red wig and a colorful, patterned top with a yellow skirt, while the other has a green wig and a blue skirt. They appear to be interacting. In the background, other people are visible, some in costumes, under a dark sky with some trees and structures. The overall atmosphere is festive and artistic.

ABOUT US

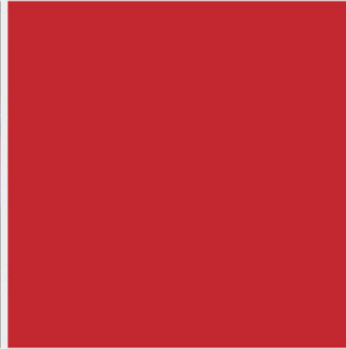
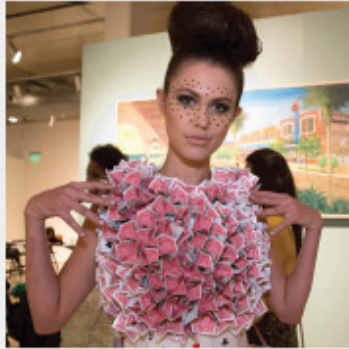
The Scene Magazine has served as the city's premier, award-winning multimedia source of alternative news, events and culture since 1970. The Scene bravely tackles issues that affect the local community and covers the most important people and events in Cleveland, all while growing the brand's culturally-active audience across its multimedia platforms.

Our audience is diverse, nontraditional and difficult to reach through any other advertising source. For 44 years we've helped local and regional businesses grow their brand across our multiple advertising platforms; print, digital, social media and events.

SCENE
CLEVESCENE.COM

SCENE

CLEVEScene.COM



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

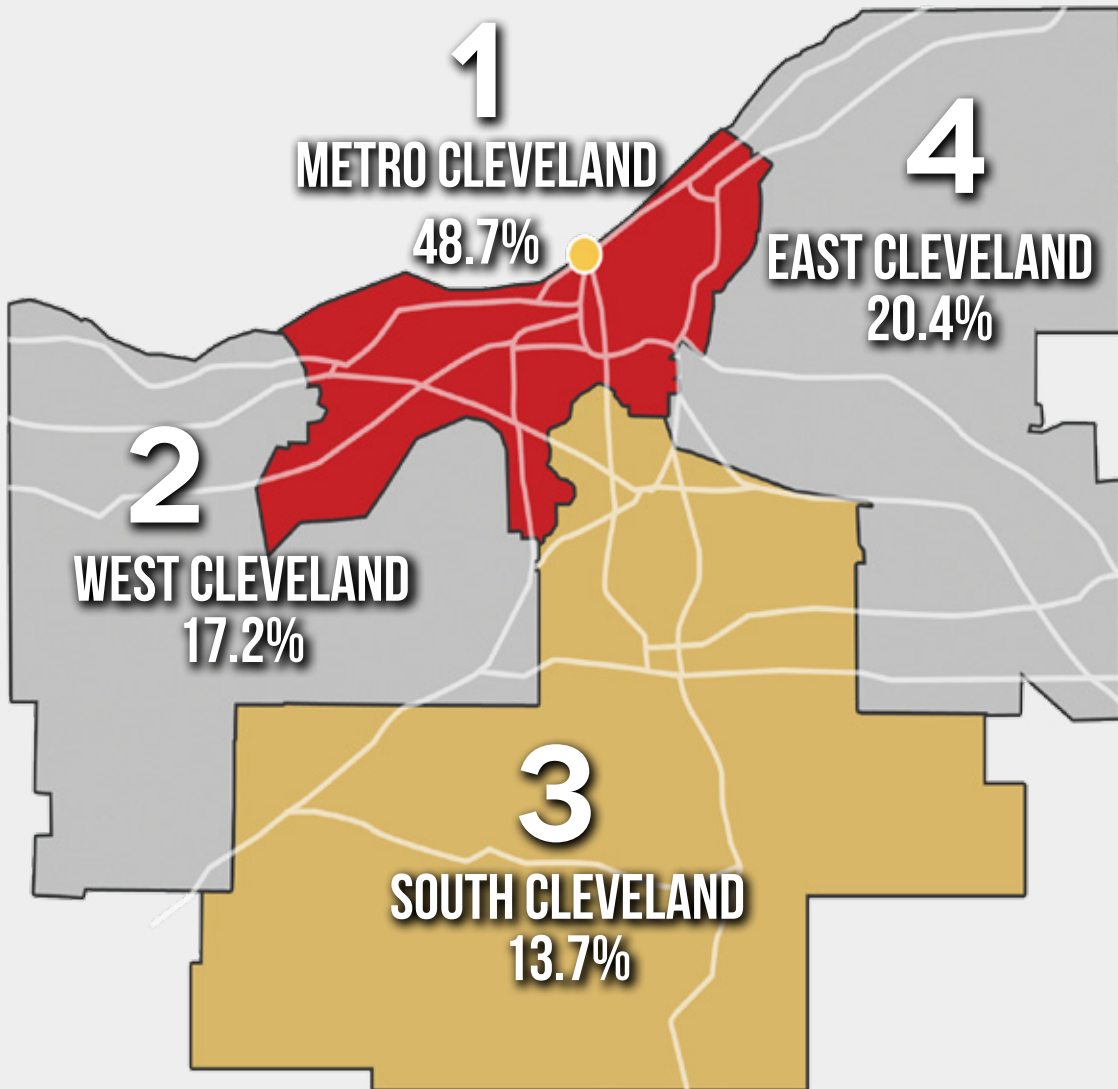
- 116k+ Social media followers
- 60k+ Facebook followers
- 45k+ Twitter followers
- 11k+ Instagram followers
- 18.4k weekly e-newsletter subscribers

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

SCENE

CLEVEScene.COM



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

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SPECIAL ISSUES & HOLIDAYS



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
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• 1/7 COMICS ISSUE

FEBRUARY						
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• 2/11 CITY GUIDE: THE PASSPORT TO CLEVELAND

MARCH						
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• 3/11 ST. PATRICK'S DAY + BAR GUIDE
• 3/25 BEST OF CLEVELAND: MADE IN CLEVELAND

APRIL						
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• 5/20 SUMMER GUIDE

JUNE						
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• 6/17 FLAVOR - SUMMER DINING GUIDE

JULY						
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• 7/22 PEOPLE ISSUE

AUGUST						
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• 8/26 COLLEGE GUIDE

SEPTEMBER						
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• 9/23 FALL ARTS GUIDE
• 9/30 TRAILS TO TERROR

OCTOBER						
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• 10/7, 10/14, 10/21, 10/28: TRAILS TO TERROR

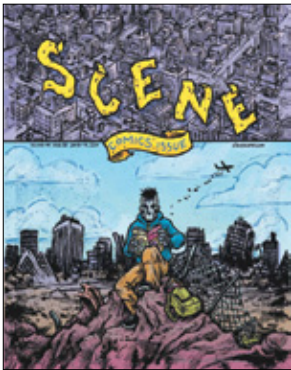
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• 11/11 FLAVOR - FALL DINING GUIDE
• 11/25 COMEDY ISSUE

DECEMBER						
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• 12/9 WINTER GUIDE

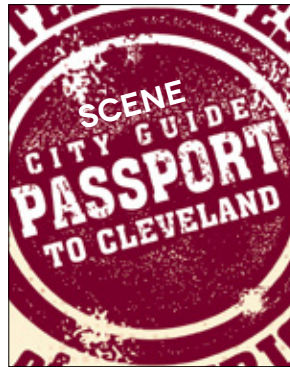
SPECIAL ISSUES & HOLIDAYS



COMICS ISSUE

01/07

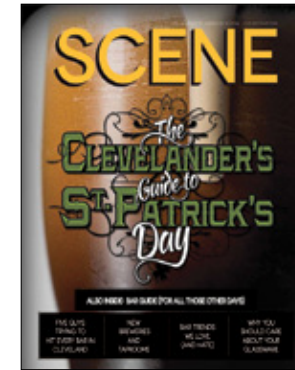
From the birthplace of Superman, a hand-picked collection of work by local up-and-coming artists.



CITY GUIDE

02/11

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

03/11

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



BEST OF CLEVELAND

03/25

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



SUMMER GUIDE

05/20

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



FLAVOR: SUMMER DINING GUIDE

06/17

Your guide to a summer of dining and patios. Chef profiles, recipes and the most comprehensive listings guide available.

SPECIAL ISSUES & HOLIDAYS



PEOPLE ISSUE

07/22

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



COLLEGE GUIDE

08/21

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



FALL ARTS GUIDE

09/23

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



TRAILS TO TERROR

09/30-10/28

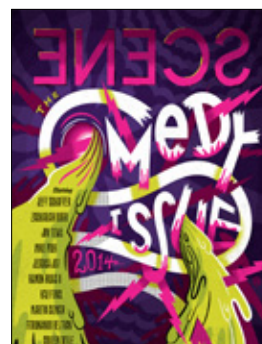
The area's most concise Halloween Attraction Guide, complete with map to featured haunted houses.



FLAVOR: FALL DINING

11/11

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



COMEDY ISSUE

11/25

Essays, jokes and more from the people shaping Cleveland's growing comedy scene.



WINTER GUIDE



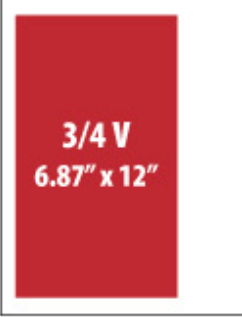
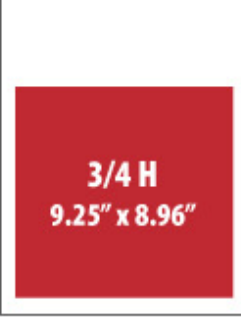


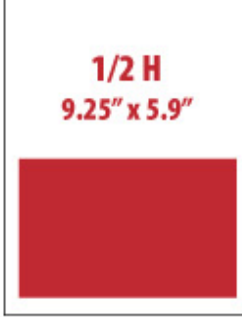

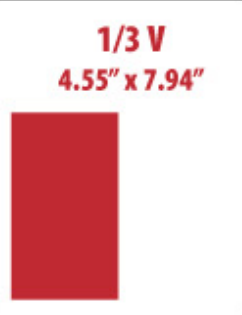
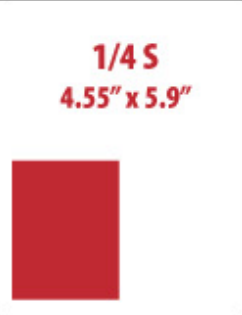


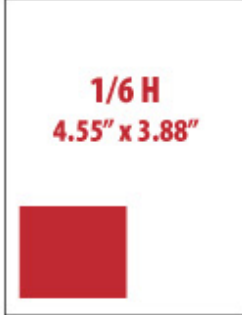
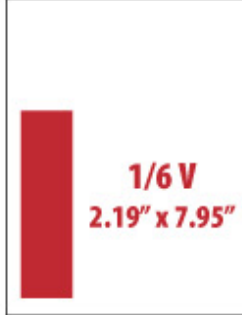

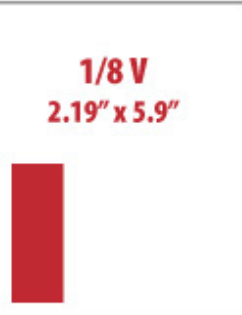


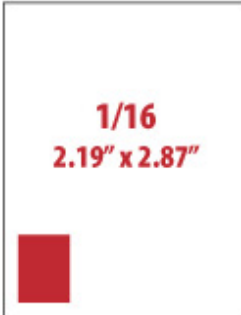
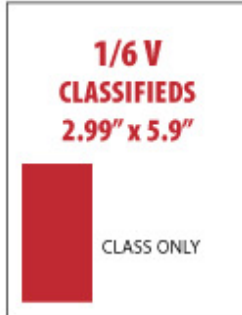

12/09

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

SCENE

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AD SIZES

 <p>FULL BLEED 10.5" x 13.5" (LIVE AREA 9.25" x 12")</p>	 <p>FULL PAGE 9.25" x 12"</p>	 <p>3/4 V 6.87" x 12"</p>	 <p>3/4 H 9.25" x 8.96"</p>	 <p>JR. PAGE 6.87" x 8.95"</p>	 <p>1/2 V 4.55" x 12"</p>	 <p>1/2 H 9.25" x 5.9"</p>
 <p>1/3 H 9.25" x 3.88"</p>	 <p>1/3 V 4.55" x 7.94"</p>	 <p>1/4 S 4.55" x 5.9"</p>	 <p>1/4 V 2.19" x 12"</p>	 <p>1/4 H 9.25" x 2.87"</p>	 <p>1/6 H 4.55" x 3.88"</p>	 <p>1/6 V 2.19" x 7.95"</p>
 <p>1/8 H 4.55" x 2.87"</p>	 <p>1/8 V 2.19" x 5.9"</p>	 <p>1/12 H 4.55" x 1.86"</p>	 <p>1/12 V 2.19" x 3.88"</p>	 <p>1/16 2.19" x 2.87"</p>	 <p>1/6 V CLASSIFIEDS 2.99" x 5.9" CLASS ONLY</p>	 <p>1/12 S CLASSIFIEDS 2.99" x 2.885" CLASS ONLY</p>

SCENE

CLEVEScene.COM

CLASSIFIED AD SIZES

1/6 V
CLASSIFIED
2.99" x 5.9"



CLASS ONLY

1/8 H
CLASSIFIED
4.55" x 2.87"

CLASS ONLY



1/8 V
CLASSIFIED
2.19" x 5.9"



CLASS ONLY

1/12 S
CLASSIFIED
2.99" x 2.885"



CLASS ONLY

1/24 V
CLASSIFIED
1.4089" x 2.87"



CLASS ONLY

1/24 H
CLASSIFIED
2.99" x 1.355"



CLASS ONLY

SCENE

CLEVEScene.COM

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.

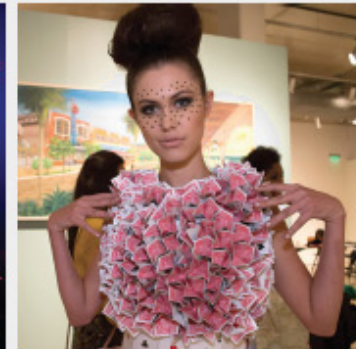
Target our digital audience using our numerous platforms: **desktop and mobile Clevescene.com, Facebook, Twitter and Instagram, and our Happy Hour App.**

CLEVEScene.COM



SCENE

CLEVEScene.COM



OUR GROWING DIGITAL AUDIENCE

ONLINE REACH

- 3 million+ monthly Clevescene.com page views
- 824k+ unique monthly visitors to Clevescene.com

E-NEWSLETTERS

- 18.4k weekly e-newsletter subscribers
- Delivered 3x per week (Wed: News, Thu: Events, Fri: Dining)

SOCIAL MEDIA

- 116k+ Social media followers
- 60k+ Facebook followers
- 45k+ Twitter followers
- 11k+ Instagram followers

MOBILE

Of our 3 million+ monthly Clevescene.com page views, **45%+** are visiting from a mobile device!

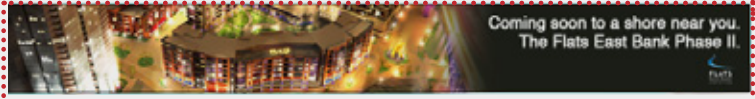
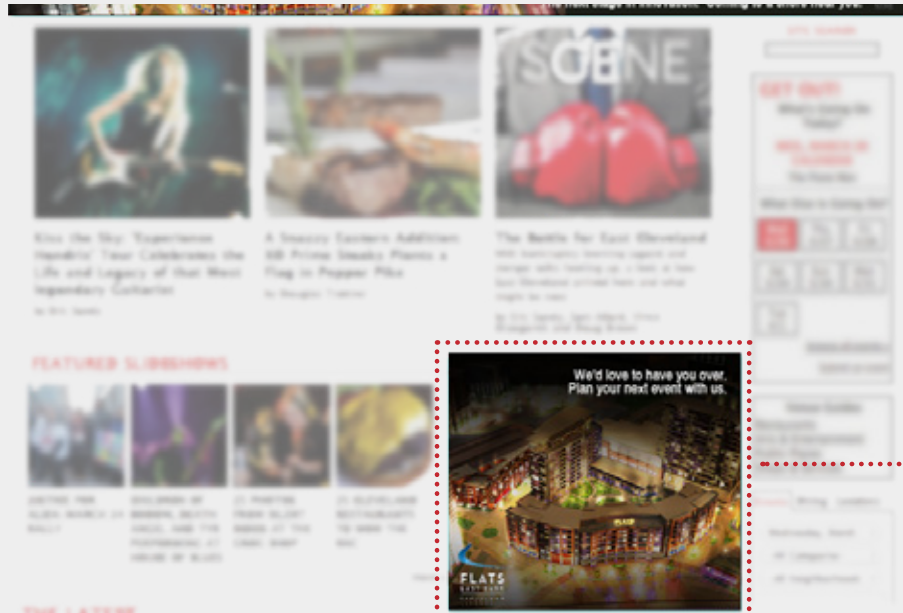




PREMIUM POSITION

ROADBLOCK

- Take over our 4 positions (header, rectangle, skyscraper, leaderboard) and be the only brand shown on our homepage for 24 hours
- Choose Clevescene.com homepage -OR- Channel-specific (by availability) placement to deliver your message to the right audience, at the right time
- Exclusively target our 824k+ monthly unique visitors



Leaderboard (728 Px x 90 Px)



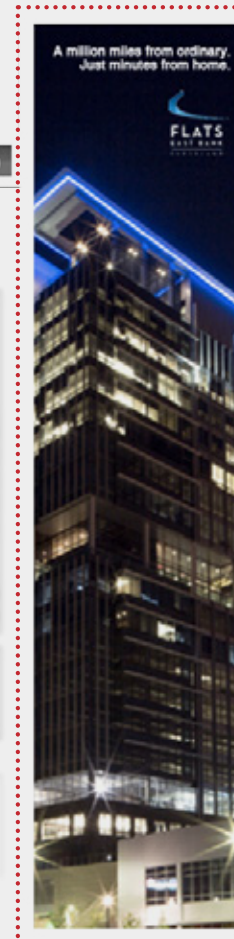
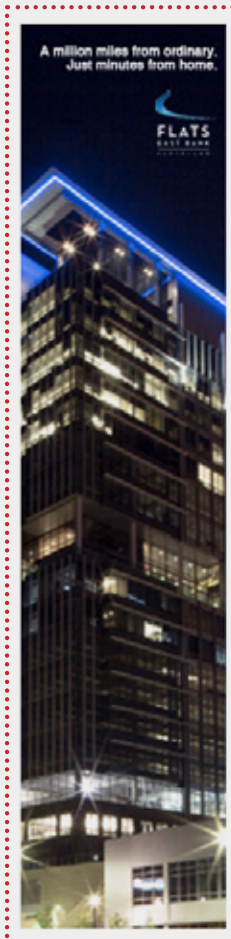
SCENE

CLEVEScene.COM

PREMIUM POSITION

RESKIN

SCENE

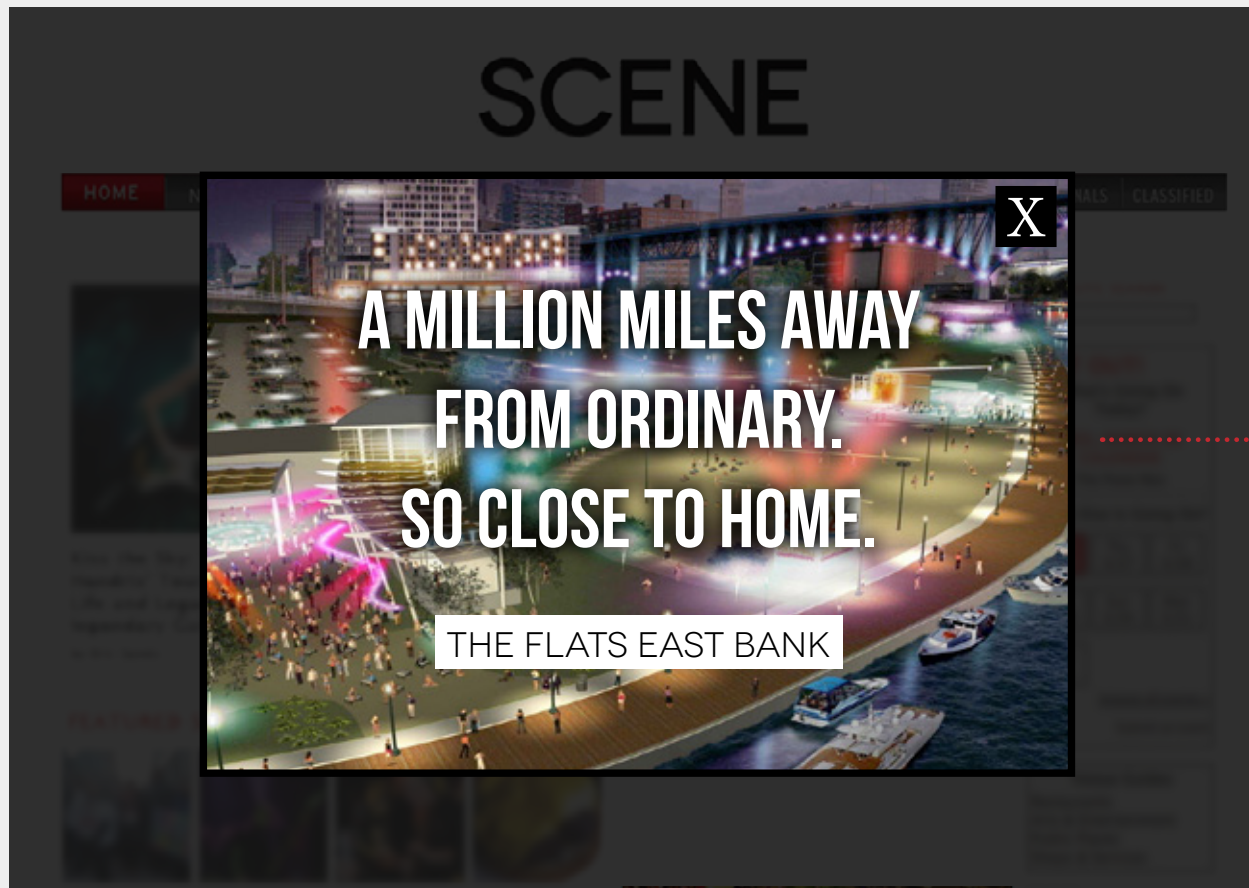


2 columns, each
170 x 705 px

The Reskin allows for dynamic ad content contained within the background of our homepage. This ad unit allows extra space for visitors to interact with the advertiser's message while not interrupting the website content.

PREMIUM POSITION

INTERSTITIAL



640 x 480 px

The Interstitial is a full page ad experience which precedes the content page. The ad displays until our users press the "x" button to close the unit, which will then automatically redirect to the content or users can click through to the ad.

PREMIUM POSITION

PENCIL

SCENE

HOME

NEWS

MUSIC

MOVIES

EAT

ARTS

GET OUT!

BEST OF

SAVAGE LOVE

PERSONALS

CLASSIFIED

The next stage in innovation. Coming to a shore near you.



1000 x 30 px

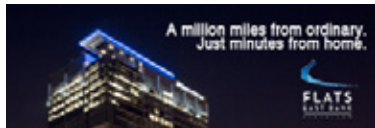
The Pencil Bar is a custom ad unit which will be anchored to eye level of the user's browser window. Named after its slim and long design, the Pencil Bar draws users eyes directly to the ad space.

SCENE

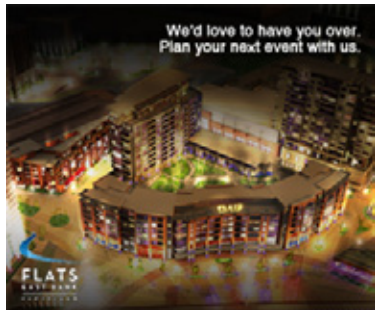
CLEVEScene.COM

STANDARD POSITIONS

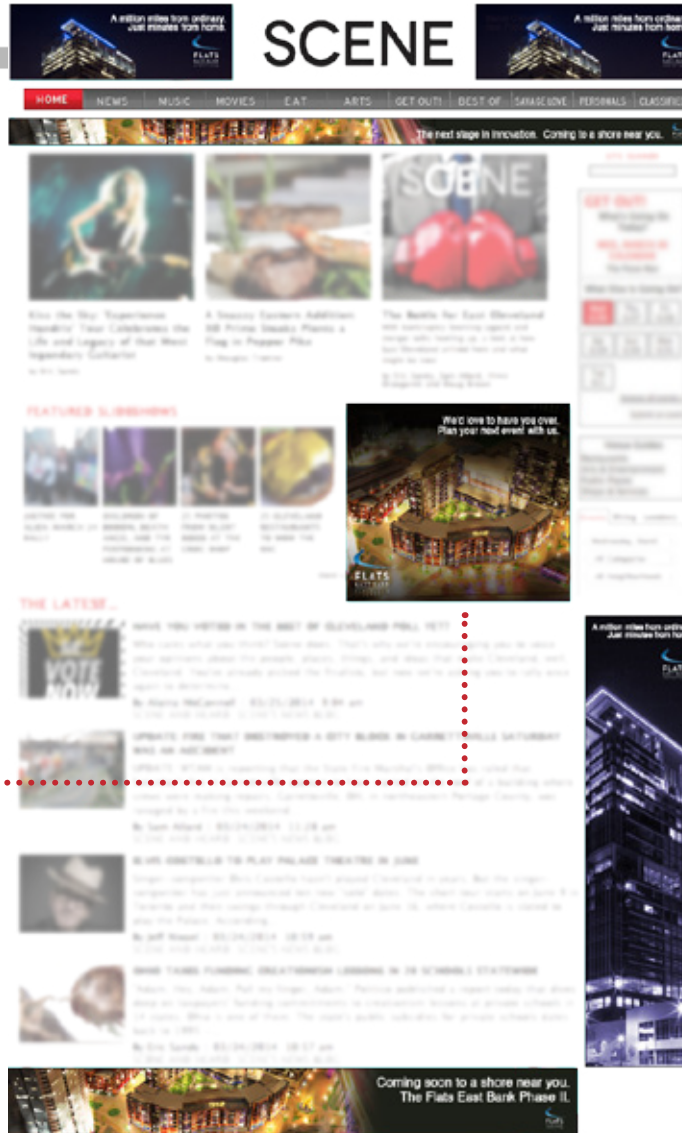
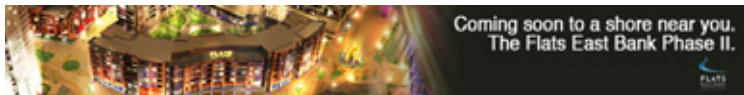
HEADER - 2 @ 300 x 100 Px ea.



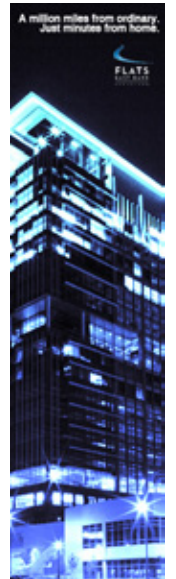
RECTANGLE - 300 x 250 Px



LEADERBOARD - 728 x 90 Px



SKYSCRAPER - 160 x 600 Px



BEST DRESSED Celebration 2014
 September 27 | The Fillmore Detroit
 CLICK TO PURCHASE TICKETS

SCENE | Home | News | Arts & Culture | Food & Drink | Music
 Fans | Calendar | Best Of | Free Stuff | Horoscopes

Week of September 3 - 9



LATEST STORIES



Nine alternative ways to get the Lions to the Super Bowl. We gathered Lions fans on early this week, their favorite memories, and why the Lions are different. ... [MORE](#)



Ask a Juggler: Are Newports the preferred smokes of Jugglers? By Will Reiter. Q: Are Newports the preferred smokes of Jugglers? ... [MORE](#)

FOOD & DRINK



We join the Cleveland Bar Experiment for a night, downing cheap beer and free tequila only to discover that there's always another drink on the path to visiting every bar in Cleveland

by Sam Altard and Eric Sandy



Hot Dogs and Hamburgers: Two New(ish) Joints are Slinging the American Staples

by Douglas Tustler

MUSIC



The Afghan Whigs are back, and they're not just rereleasing the 1990s

By Kyle Mullin. Greg Dulli wasn't content with a regular old record deal. Signing a lucrative contract, being on a major label, bringing the unlikely soul-musical attraction to the masses -- all of it was exciting, but it wasn't enough. Dulli's ambitions weren't merely more visionary -- they were also more risqué. ... [MORE](#)

CALENDAR

Upcoming weekend picks

- Alice Through the Looking Glass Auditions
- Plymouth Fall Festival
- Tyrus (The Georgia Peach) Cobb
- The Anatomy of a Great Deception Launch Party
- Vanilla Ace
- Pegboard Nerds
- Jamaican Queens
- Bacon Bash
- The New Pornographers
- The Big Story of Small Lazarus Small
- 2014 Unbound Project
- Wayne Newton & Betta Miller
- Detroit Barks Back
- Jed Fair & Danielson

THE ART BOX 25% OFF
 INEXPENSIVE CUSTOM BOX FRAMING
 WE CURE YOUR HANG-UPS!
 Find Us On Etsy
 216.371.5505
 artbox1@att.net

GALLERIES

- 17 vintage photos of the Detroit Lions and Biggie Stadium
- 20 things to do in metro Detroit this week
- Horoscopes (September 3-9)
- The College Guide: Spot the major

WALKER ARIS SEPT 12 7:00 pm
 A celebration of the artist's work, featuring a live performance of his music and a screening of his films.

metroPCS LIMITED TIME OFFER.
\$29 for All Sale.
 All 4G phones on our nationwide 4G LTE network, now just \$29.
[SHOP PHONES](#)

E-NEWS LEADERBOARD -
 728 x 90 Px

E-NEWS RECTANGLE -
 350 x 200 Px

SCENE

CLEVEScene.COM

INBOX SERVICE

- Every week, thousands of Northeastern Ohioans receive our e-newsletters
- 18.4k+ subscribers
- Delivered 3x a week
 - Wednesday: News
 - Thursday: Events
 - Friday: Dining
- Two sizes available
- Positions available vary by issue day

DEDICATED E-BLAST

- Sent to all e-news subscribers
- 100% your content
- Capture our audience with your message

SCENE | Slide Shows | Blogs |

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DEDICATED E-BLAST -
 600 Px width,
 no height max

THE SOCIAL SCENE

- A smart social media strategy plays an integral role in communicating with your customers and prospects
- Engage our audience on Facebook, Twitter and Instagram — or all three!
- We will promote your message using your favorite social media platform

BY THE NUMBERS

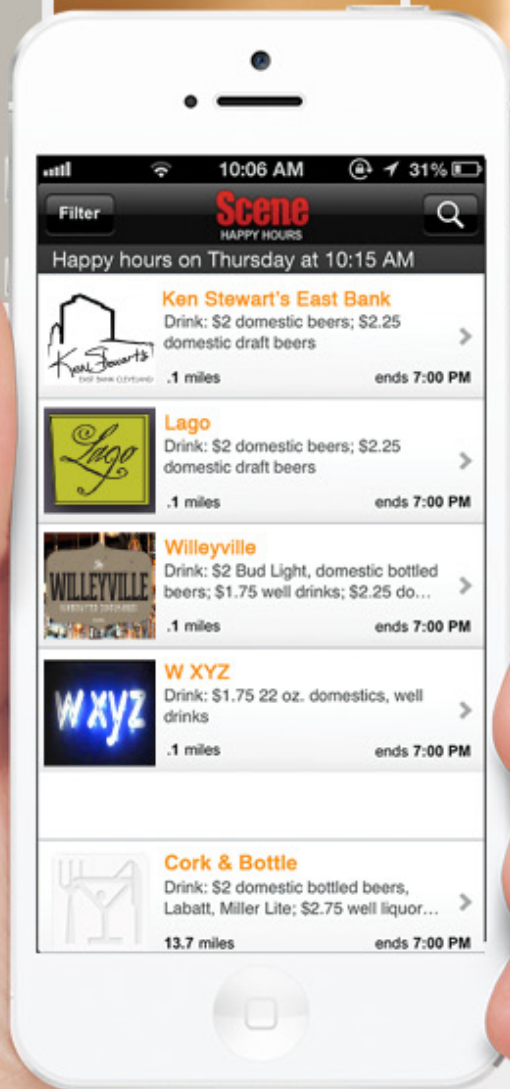
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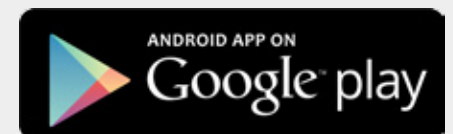
SCENE

CLEVEScene.COM



FIND YOUR HAPPIER HOUR

With more than 17,000 downloads in Northeast Ohio, app users can find which happy hours are happening right now, right in their area. Scene's Happy Hour app is available in the Apple App Store or Google Play Store. 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.





SCENE EVENTS

UNITED WE BRUNCH - Jan. 24 - 5th Street Arcades

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 EVENT!

VODKA VODKA - Feb. 28 - RED Space

Warm up the winter with a vodka event like no other. A unique indoor and outdoor event. Sample dozens of vodkas, enjoy great music, and forget that spring is just around the corner.

VINOTECA - Apr. 10 - TBA

We're bringing the fun back into wine tasting. Featuring over 150 wines as well as artisan cheeses, chocolates, coffees and wine-inspired cuisine.

MADE IN CLEVELAND: BEST OF CLEVELAND AWARDS & PARTY - Apr. 2015 - TBA

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

TEQUILA & TACOS - May 15 - TBA

T&T brings samplings of the finest brands and varieties of premium and ultra-premium tequilas, as well as tequila liqueurs, crèmes, infusions and flavored tequilas. T&T also features salsa, margaritas, and complimentary food samplings from area restaurants.

CLEVELAND MINI MAKER FAIRE - Jun. 6 - Cleveland Public Library

In its third year, the CMMF is a day of invention, creation, technology, crafts, and fun. Over 4,500 people attended last year and we expect that number to grow.

THE BACKSTORY: STORIES FROM SCENE PEOPLE - Jul. 10 - TBA

Paired with the People issue, this event brings together elements of TED and Pechakucha with a Scene twist. Live bands play on stories from highly creative, interesting people.

ALE FEST - Jul. 25 - Lincoln Park, Tremont

A Cleveland tradition of summer fun and beer. Ale Fest returns to Tremont's Lincoln Park for its 7th 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
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SCENE EVENTS

SIP, SAVOR, SHOP - Aug. 8 - 6555 Carnegie

Combine wine tasting with boutique shopping in this event like no other. It's an opportunity to sample great wines and also shop at pop up versions of area boutiques all in one location.

PIG & WHISKEY - Sept. 5 & 6 - Willoughby

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

CLEVELAND IDEAS WEEK - Sep. 6-14 - City Wide

This week long event brings together the very best in ideas from across the region. Working with multiple venues, non-profits, and tandem with other organizations, this is a week of talks, workshops, discussions, and more.

SHUCK YEAH - Sep. 19 - Tyler Village

After last year's surprise success, we're revamping this event to grow the food, entertainment, and drink options. Enjoy raw oysters as well as seafood samples for area restaurants.

THE GREAT CLEVELAND MIXER - Oct. 10 - Slovenian National Hall

Everyone knows that Cleveland has some great mixologists, but who is the Greatest? The Great Cleveland Mixer lets you decide in a 1920's era drink competition where one person wins but everyone has a great time.

THE NIGHT MAKERS BALL - Oct. 24 - The Tank Building, The Flats

This raucous night combines geek-chic costumes and EDM culture with a DIY flare.

FLAVOR - November 14 - 5th Street Arcade

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.

WHISKEY BUSINESS - Dec. 11 - RED Space

In its second 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!

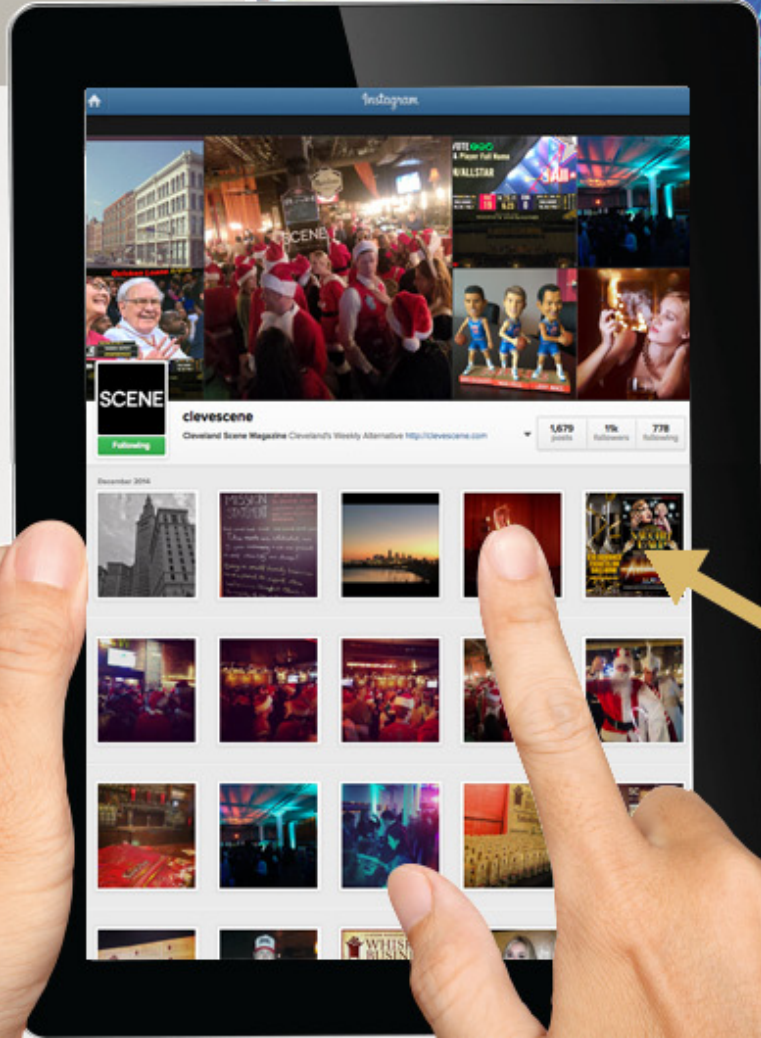
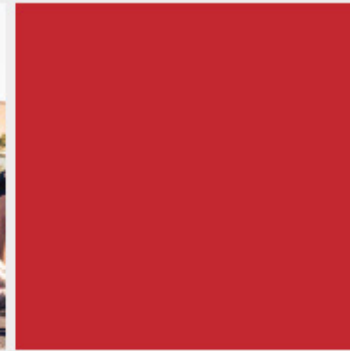
SANTACON - Dec. 19 - City Wide

This year's SantaCon allows you to choose which neighborhood you want to bring your inner-Santa to. Dress as Santa. Drink with friends. Be Jolly!

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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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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.





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 45 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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