

MARKET AT A GLANCE

PRINT CIRCULATION: 3,500

Counties covered: Medina, Portage, Stark,
Summit, Tuscarawas, Wayne

www.sbsonline.com

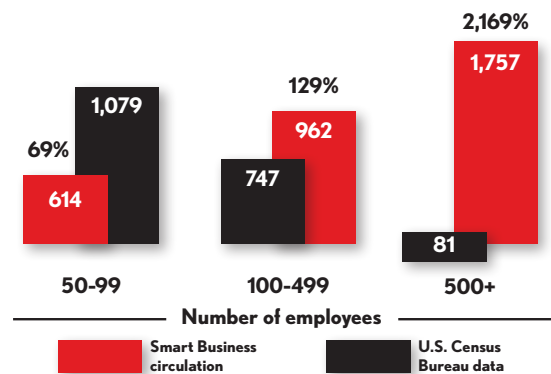
Average page views per month: **220,000**

www.smartbusinessemag.com

Average page views per month: **44,000**

DECISION-MAKER AUDIENCE

Smart Business Akron/Canton saturates senior management of organizations with 50 to 500 or more employees.



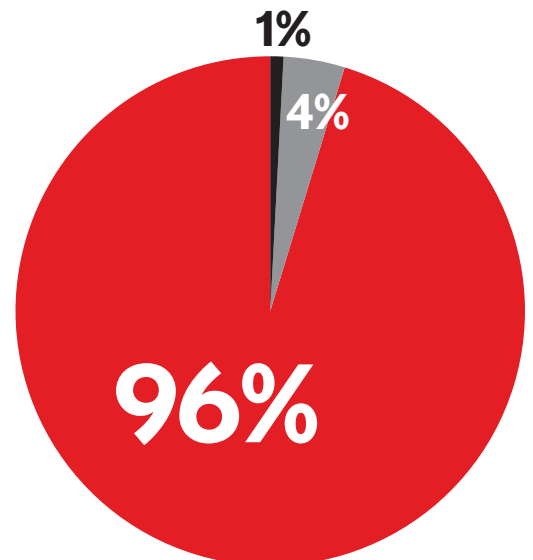
MARKET SATURATION: Reaching the RIGHT COMPANIES

Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations.

TARGETING SENIOR DECISION-MAKERS: Reaching the RIGHT PEOPLE

Corporate and financial managers make up 96% of our audience. This gives *Smart Business Akron/Canton* the highest penetration of qualified decision-makers in the market.

Source: From *Smart Business* circulation database. Google Analytics and the 2014 census. Updated 08/15/17



- CORPORATE MANAGEMENT:** President, Owner, CEO, COO, CFO, Chairman, Partner, Vice President, Other Corporate Titles
- PROFESSIONAL/TECHNICAL:** Doctor, Dentist, Attorney, CPA, Consultant, Engineer, Architect, Other Technical and Professional Titles
- OPERATING MANAGEMENT:** Operations Manager, Department Manager, Other Operating Titles

PAST AKRON/CANTON COVER STORY SUBJECTS

ALSO



LeBron Inc.

How LeBron James uses his star power to do well in the community as he builds a legacy



Kent State University

Beverly Warren talks change leadership as she drives to draw the best and brightest to Northeast Ohio

Seaman Corp.

John Crum, President and COO

Shearer's Foods

Bob Shearer, CEO

Westfield Bank

Jon Park, Chairman and CEO

RPM

Frank Sullivan, Chairman and CEO



LeafFilter North Inc.

Matt Kaulig develops leaders to help the company continue its strong growth



Davey Tree

Pat Covey and Davey Tree learn and grow through strategic acquisitions

Stark State College

Para M. Jones, President

FirstEnergy Corp.

Tony Alexander, President and CEO



EY

How Julie Boland and Ed Eliopoulos protect, preserve and proliferate EY in Northeast Ohio



Akron Children's Hospital

How William Considine helped save millions on construction and improve outcomes with Lean principles

Sandridge Food Corp.

Bill Frantz, President and Mark Sandridge, CEO

The Ruhlin Co.

Jim Ruhlin, President and CEO

Pizzafire

Sean Brauser, Founder and CEO and Ryan Rose, President and CEO



Step2 Co.

How Christopher Quinn restored trust and unleashed creativity to drive record sales



Business Growth Awards

Annual coverage of Cascade Capital Corp.'s awards for sales and employee growth in the region

Montrose Auto Group

Mike Thompson, President and CEO

Performance Health

Marshall Dahneke, CEO

Associated Materials LLC

Jerry Burris, President and CEO