

MARKET AT A GLANCE

PRINT CIRCULATION: 9,000

Counties covered: Cuyahoga, Geauga, Lake, Lorain

www.sbsonline.com

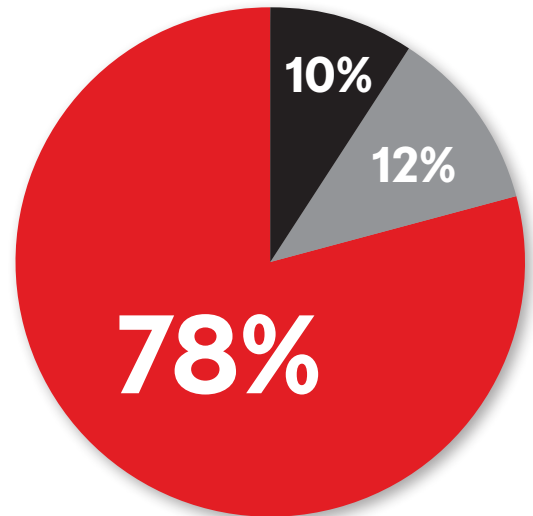
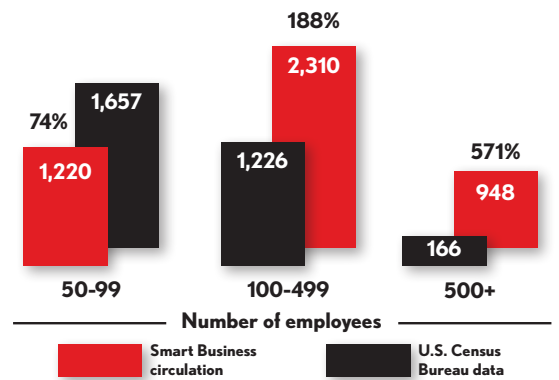
Average page views per month: 220,000

www.smartbusinesssemag.com

Average page views per month: 44,000

DECISION-MAKER AUDIENCE

Smart Business Cleveland saturates senior management of organizations with 50 to 500 or more employees.



- 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

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 78% of our audience. This gives *Smart Business Cleveland* the highest penetration of qualified decision-makers in the market.

Source: From *Smart Business* circulation database. Google Analytics and the 2014 census. Updated 06.13.17

PAST CLEVELAND COVER STORY SUBJECTS



LeBron Inc.

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



Hyland

How Bill Priemer makes the tough choices that keep Hyland growing



Pillar Award for Community Service

Honoring organizations of all types and sizes that make outstanding contributions to their communities



Vitamix

Jodi Berg blends passion, inspiration and the desire to make a difference into a winning recipe at Vitamix



KeyCorp

To earn the view from KeyCorp CEO Beth Mooney's office, you need leadership and followers



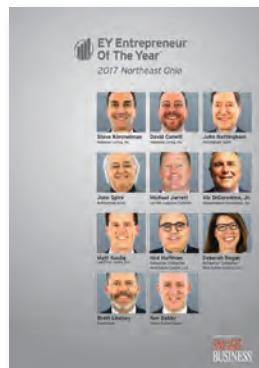
ASPIRE

Top advice from the region's entrepreneurial, dealmaking and investor communities



Mayor Frank Jackson

How Mayor Frank G. Jackson is leveraging Cleveland's economic development boom to strengthen its future



EOY

Smart Business is the exclusive print media sponsor for the regional EY Entrepreneur Of The Year® awards program

ALSO

Cleveland Clinic

Toby Cosgrove, President & CEO

Ridge Tool Co.

Fred Pond, President

EY Cleveland

Julie Boland, Managing Partner

Nottingham Spirk

John Spirk and John Nottingham, Co-founders & Co-presidents

University Hospitals

Thomas F. Zenty III, CEO

Howard Hanna Real Estate Services

'Hoby' Hanna, President

Third Federal Savings & Loan

Marc Stefanski, Chairman & CEO

ShurTech Brands

John Kahl, CEO

Aladdin's Eatery

Fady Chamoun, Owner

Heinen's

Tom and Jeff Heinen, co-Presidents

Pierre's Ice Cream

Shelley Roth, President & CEO

Cuyahoga Community College

Alex Johnson, Ph.D., President

Petitti Garden Centers

Angelo Petitti, Founder