

# MARKET AT A GLANCE

**PRINT CIRCULATION: 8,000**

Counties covered: Cuyahoga, Geauga, Lake, Lorain

[www.sbsonline.com](http://www.sbsonline.com)

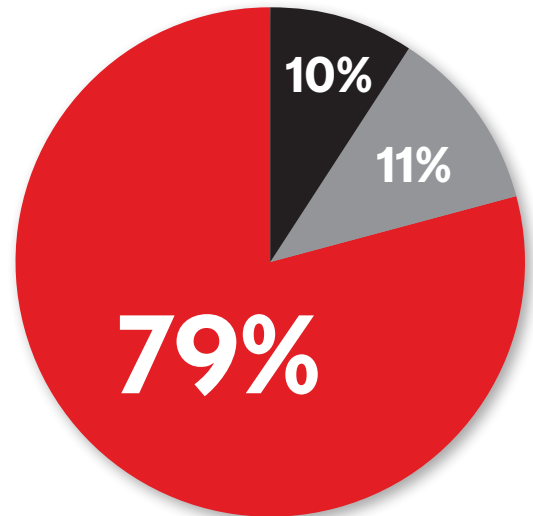
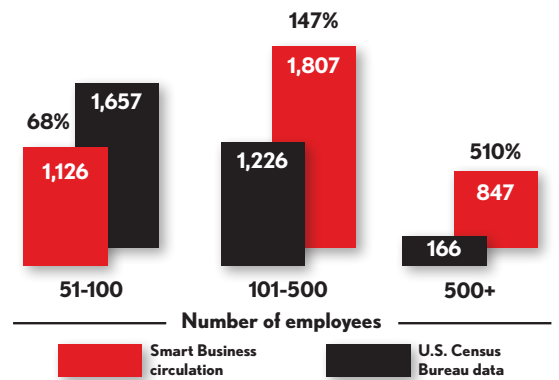
**Average page views per month: 177,500**

[www.smartbusinesssemag.com](http://www.smartbusinesssemag.com)

**Average page views per month: 28,000**

## 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 79% 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 02.01.18

**PAST CLEVELAND COVER STORY SUBJECTS**

**ALSO**



**LeBron Inc.**

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



**KeyCorp**

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

**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

**Mayor Frank Jackson**  
Frank G. Jackson, Mayor,  
City of Cleveland

**Howard Hanna Real Estate Services**  
'Hobby' 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



**Hyland**

How Bill Priemer makes the tough choices that keep Hyland growing



**ASPIRE**

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



**Pillar Award for Community Service**

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



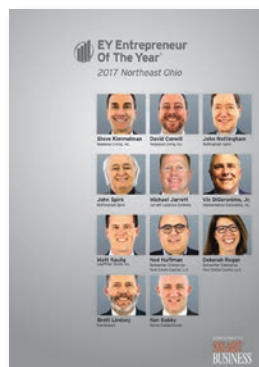
**The Fedeli Group**

Umberto P. Fedeli finds value in every relationship



**Vitamix**

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



**EOY**

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