

market at a glance

CLEVELAND

Print Circulation: 11,000
Print Readership: 40,700

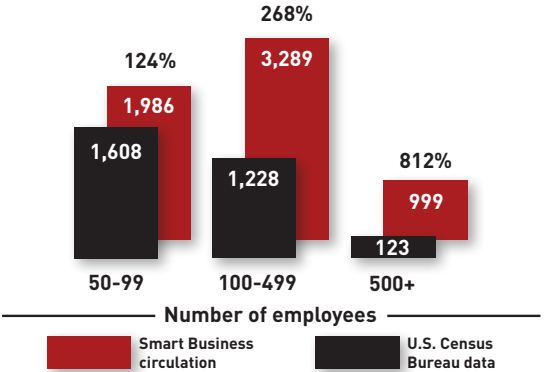
Counties covered: Cuyahoga, Geauga, Lake, Lorain

Digital Circulation: 8,000

Total Impressions per Month: 48,700

Decision-maker audience

Smart Business Cleveland saturates senior management of organizations with 50 to 500 or more employees. These businesses account for 85% of all buying power in the local market.

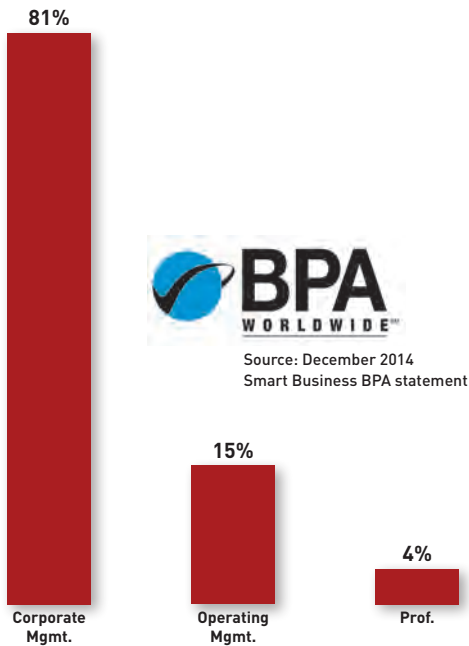


Market saturation: Reaching the RIGHT COMPANIES

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 81% of our audience. This gives *Smart Business Cleveland* the highest penetration of qualified decision-makers in the market. The quality of our controlled-circulation audience is validated by BPA Worldwide, the leading auditing organization for business publications.



Past Cleveland Cover Story Subjects

ALSO



The Cleveland Clinic

How Toby Cosgrove engages employees to expand The Cleveland Clinic while keeping patients first



Parker Hannifin

How Donald E. Washkewicz put Parker Hannifin in position to realize its full potential



Women Who Excel

How four executives are upping their leadership strategies



Moen

How David Lingafelter keeps Moen flowing strong through focused strategic planning



Cliffs Natural Resources

How Joe Carrabba keeps Cliffs Natural Resources moving through good times and bad



PolyOne

How Stephen Newlin prepared PolyOne for growth by transforming the culture



PNC

How Paul Clark built the right environment to lead National City through its transition to PNC



EOY

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Steven Gerard, CEO

Nordson Corp.

Ed Campbell, CEO

The Brewer-Garrett Co.

Lou Joseph, CEO

Shiloh Industries

Ted Zampetis, CEO

Keithley Instruments

Joseph Keithley, CEO

Pierre's French Ice Cream Co.

Shelley Roth, President

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David Hein, CEO

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