

## MARKET AT A GLANCE

**PRINT CIRCULATION: 9,900**

Counties covered: Cuyahoga, Geauga, Lake, Lorain,  
Medina, Portage, Stark, Summit, Wayne

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

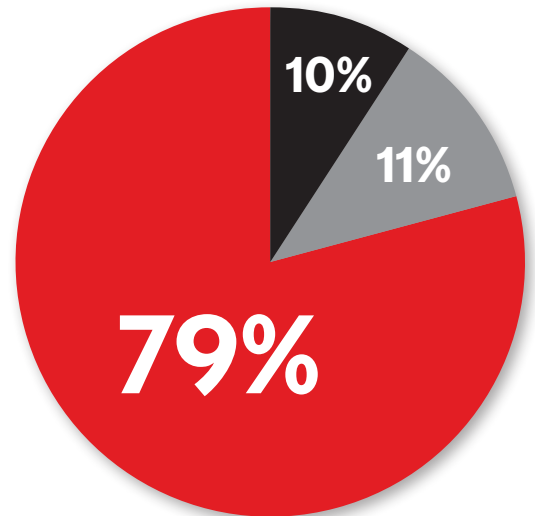
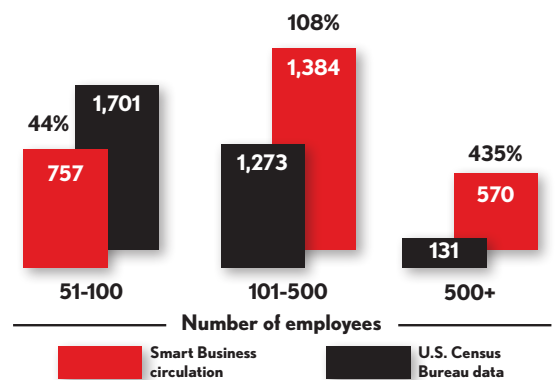
**Average page views per month: 177,500**

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

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

### DECISION-MAKER AUDIENCE

*Smart Business* 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* the highest penetration of qualified decision-makers in the market.

Source: From *Smart Business* circulation database. Google Analytics and the 2011 census. Updated 12/10/19

**PAST NORTHEAST OHIO 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**

Tomislav Mihaljevic, President & CEO

**Nottingham Spirk**

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

**University Hospitals**

Thomas F. Zenty III, CEO



**Hyland**

How Bill Priemer makes the tough choices that keep Hyland growing



**Davey Tree**

Pat Covey and Davey Tree learn and grow through strategic acquisitions

**Westfield Bank**

Jon Park, Chairman and CEO

**RPM**

Frank Sullivan, Chairman and CEO



**EY**

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



**The Fedeli Group**

Umberto P. Fedeli finds value in every relationship

**ShurTech Brands**

John Kahl, CEO

**Aladdin's Eatery**

Fady Chamoun, Owner

**Cuyahoga**

**Community College**

Alex Johnson, Ph.D., President



**Vitamix**

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



**LeafFilter North Inc.**

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

**Sandridge Food Corp.**

Bill Frantz, President and Mark Sandridge, CEO

**The Ruhlin Co.**

Jim Ruhlin, President and CEO

**Petitti Garden Centers**

Angelo Petitti, Founder