THE CLEVELAND REGIONAL MARKET

- Market Dynamics
- Media Landscape
- Audience Solutions
CLEVELAND DMA MARKET SNAPSHOT

ADULT POPULATION: 3,022,994
- 19th-largest DMA market
- If the Cleveland area was a single city, we would rank #3 between Los Angeles and Chicago.

ADULT MEDIAN AGE: 51.4
- U.S. adult median age: 48.1
- Our audience adult median age: 54.8

LOCAL ADVERTISING MARKETPLACE
- Over 226,000 business locations
- Over $2 billion spent on annual local advertising

MEDIAN HOUSEHOLD INCOME: $67,429
- U.S. median household income: $71,705
- Our Cleveland audience median household income: $71,549
- Low Cost of Living Index (72.3) means Cleveland median household income is over $93,000 in "real" dollars.

Sources: 2022 Nielsen-Scarborough, US Census Bureau, BIA Advisory Services, Sperling’s
THE PLAIN DEALER PRINT AUDIENCE

HUGE PRINT AUDIENCE
• Over 550,000 Cleveland adults read the printed Plain Dealer at least once a week.

IT’S A SEPARATE AUDIENCE
• No other local daily newspaper reaches more than 6% of the Plain Dealer audience.
• 68% of Plain Dealer print readers are “print exclusive” – they’re not regular Cleveland.com visitors.

REACH EVEN MORE
• More than 133,000 Cleveland adults read the Sun News.
• 70% of Cleveland Magazine readers are already reached by The Plain Dealer or Cleveland.com.

Source: 2022 Nielsen-Scarborough
THE PLAIN DEALER vs. TV and RADIO

ONE SPOT vs. ONE AD
- The printed Plain Dealer dominates head-to-head against the best Radio and TV dayparts.

TV & RADIO FRAGMENTATION
- With over 40 radio stations and 90+ broadcast and cable TV channels, effective TV and Radio marketing requires multiple stations and lots of frequency.

Source: 2022 Nielsen-Scarborough
CLEVELAND.com is CLEVELAND’S LEADING LOCAL NEWS and INFORMATION WEBSITE

- Cleveland.com averages nearly 8 million total Monthly Unique Visitors.

BROAD, QUALITY AUDIENCE

- In the Cleveland DMA, Cleveland.com over-delivers among Younger Adults as well as Older Adults, Upper Income AND Average Income, Some College AND College Grads, and Management/Business as well as those in Service Industries.
Over a third of all active computer users in the Cleveland DMA visit Cleveland.com.

Cleveland.com maintains a growing lead over Fox8.com and WKYC.com.

After Fox8.com and WKYC.com, Cleveland.com has more than double the traffic of the next closest competitors.
OUR TOTAL BRAND AUDIENCE: REACH MORE of CLEVELAND

WE REACH NEARLY HALF of ALL CLEVELAND REGION ADULTS

- Advance Ohio core brands reach over 1.4 million different local consumers.
- All TV stations combined at Prime Time (AHH) reach 822,100.
- All Radio stations combined during Drive Time (AQH) reach 272,200.

Source: 2022 Nielsen-Scarborough, 2022 comScore
YOU NEED CUSTOMERS.
WE HAVE SOLUTIONS.

PRINT SOLUTIONS

- In-Paper Advertising
- Inserts – Preprints
- Inserts – Print & Deliver
- Inserts – Sunday PD Wrap Up-NonSubs
- Front Page Notes
- Newspaper Delivery Ad Bags
- High Impact Ad Units
- Special Interest Sections

DIGITAL SOLUTIONS

- Geo Targeting
- Contextual Targeting
- Behavioral Targeting
- Re-Messaging
- SEM / SEO
- Content Marketing
- Video
- E-mail
- Social Media
- Mobile
If the Cleveland DMA were a single city, we would rank #3 between Los Angeles and Chicago.

The combined Plain Dealer/Cleveland.com audience has median Household Income $4,000 higher than the market.

226,000 Cleveland business locations spend over $2 billion a year on advertising. We can help you rise above the clutter.

Advance Ohio is the region’s dominant media and marketing partner. Our core brands reach over 1.4 million local consumers.

Our engaged audiences can be segmented to pinpoint your best customers, and we have solutions for any marketing need.
Thank you

We're your single-source local marketing partner, delivering you the region's most active shopping audiences through our comprehensive platforms of Print, Online, Mobile and Social Media.

We want to show you how our portfolio of marketing solutions and services can make your business more successful.

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