

THE CLEVELAND REGIONAL MARKET

- Market Dynamics
- Media Landscape
- Audience Solutions

CLEVELAND AREA MOST ENGAGED READERS SNAPSHOT



POPULATION

- Cleveland DMA: **3,819,062**
- Core Market (Cuyahoga County): **1,233,088**



EDUCATION – COLLEGE DEGREE OR HIGHER

- Core Market: **36%**
- Cleveland.com Core Market audience: **62%**



TOP OCCUPATIONS

- Cleveland.com Core Market audience
 - 30% - Professional-technical**
 - 22% - Clerical-white collar**
 - 16% - Administration-management**



HOUSEHOLD INCOME

- Median Core Market: **\$62,823**
- Cleveland.com Core Market audience
 - More than **44%** earn \$100,000 or more
 - More than **62%** earn \$75,000 or more



HOME VALUES

- Median Core Market: **\$353,000**
- Cleveland.com Core Market audience: **58%** in the top 30% of Local Market Values

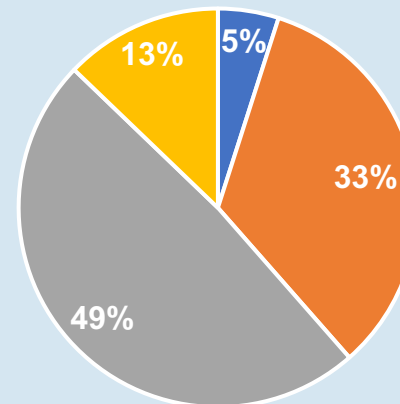


HOUSEHOLDS WITH CHILDREN

- Cleveland.com Core Market audience: **41%**



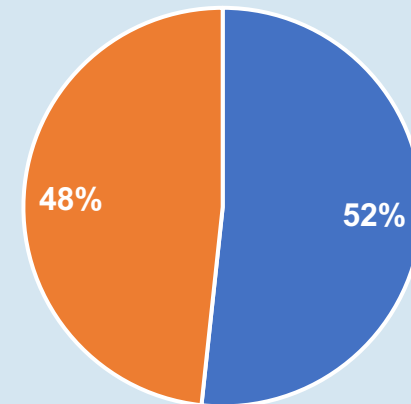
AGE



■ 20-39 ■ 40-59 ■ 60-79 ■ 80 and up



GENDER



■ Female ■ Male

FACTS:

- ✓ Cleveland.com is the region's largest media and marketing partner, averaging an area best **5.5M total users, including nearly 1M** in the Cleveland DMA monthly.
- ✓ Our sizable social media footprint includes **more than 1.7M followers** on Facebook, X/Twitter, Instagram, TikTok and YouTube, including **more than 321,000** to sport-centric accounts.
- ✓ More than 62% of cleveland.com's core audience earns \$75,000 or more – which is **over \$12,000** higher than the market.
- ✓ The cleveland.com audience is highly engaged by signing up with **more than 424,000** newsletters and breaking news alerts.
- ✓ Our engaged audiences can be segmented to pinpoint your best customers, and **we have solutions** for any marketing need.

ADVANCE OHIO

CLEVELAND'S
MEDIA LEADER

cleveland.com

THE PLAIN DEALER

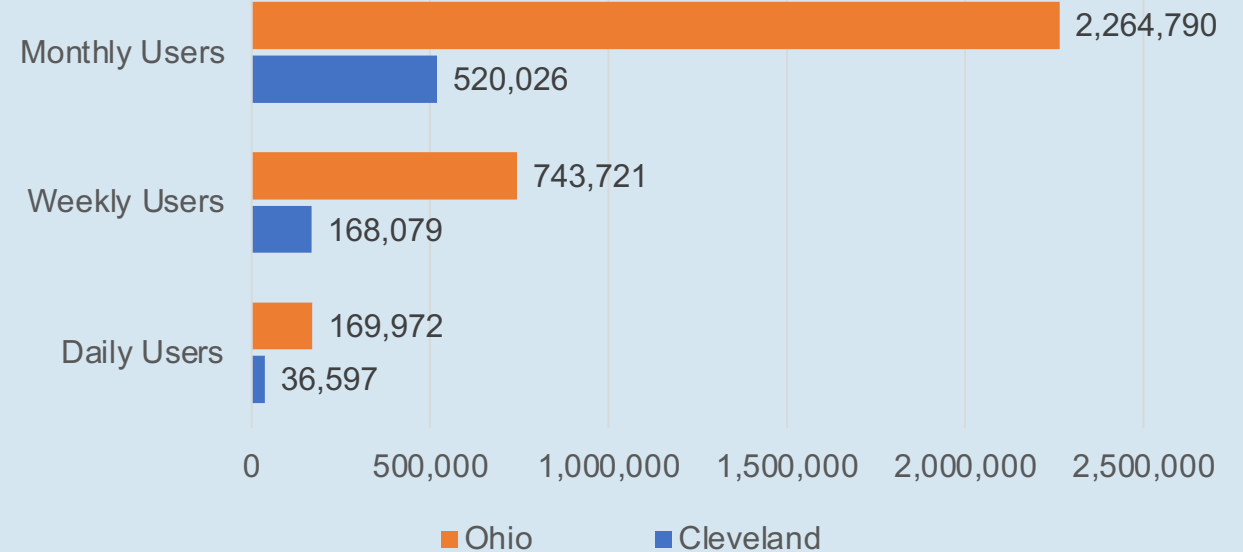
SUN NEWS



CLEVELAND.COM AND LOCAL DIGITAL AUDIENCE

LARGE OHIO AUDIENCE

Nearly **170,000 users** in Ohio access cleveland.com daily, including nearly 36,000 from Cleveland. Those numbers increase to more than 730,000 and 100,000 weekly and 2.2M and 520,000 at least once per month.

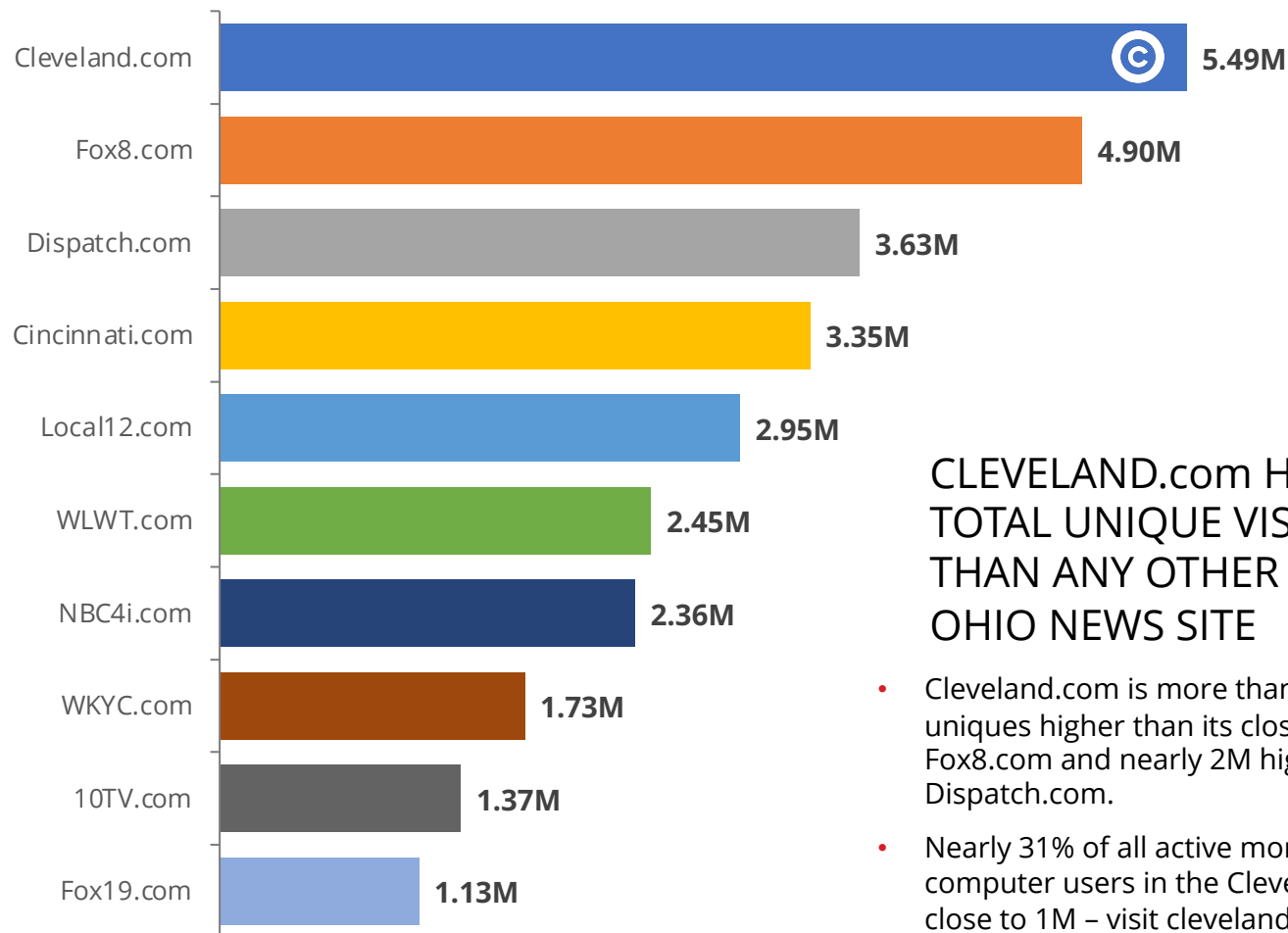


Note: Individuals may be counted multiple times as users based on unique browsers they open.

#1



IS THE LARGEST LOCAL NEWS WEBSITE



Unique Visitors (M=millions)

CLEVELAND.com HAS MORE
TOTAL UNIQUE VISITORS
THAN ANY OTHER NOTABLE
OHIO NEWS SITE

- Cleveland.com is more than 1.5M uniques higher than its closest rival, Fox8.com and nearly 2M higher than Dispatch.com.
- Nearly 31% of all active monthly computer users in the Cleveland DMA – close to 1M – visit cleveland.com. That's second-highest of any local news website.

DEEP LOCAL REACH: NEWSLETTERS, BREAKING NEWS ALERTS AND APPS



NEWSLETTERS, APPS OFFER BROAD SUBJECTS FROM NEWS TO SPORTS

- More than **424,000** have signed up for statewide newsletters and nearly **50,000** have signed up for sport-centric ones. Open rates often are higher than **50%** – considered strong within the industry.
- News and sports apps, including teams like Cleveland Browns and Ohio State Buckeyes, reach more than **78K users** per month, who on average consume than **4.1M** views.

Top Newsletters	Cadence	List Size	Open Rate
Letter from the Editor	Saturday	156,922	52.0%
The Wake Up	Weekdays	111,088	47.8%
Breaking News	Varies as News Breaks	27,162	62.2%
In the Cle	Weekly, Fri	13,000	61.0%
Police Blotter	Weekdays	12,229	52.4%

Top Sports Newsletters	Cadence	List Size	Open Rate
Browns Update	Weekly, Fri	10,272	53.6%
Guardians Update	Mondays and Fridays	7,778	51.6%
High School Sports	Thursdays and Saturdays	6,936	53.3%
Sports update	Weekdays	6,007	38.5%
Cavaliers Update	Weekdays	5,528	44.4%
Terry's Talkin (Subscriber-Only)	Weekly, Wed	4,994	74.2%

CLEVELAND.COM's STRONG SOCIAL MEDIA ECOSYSTEM

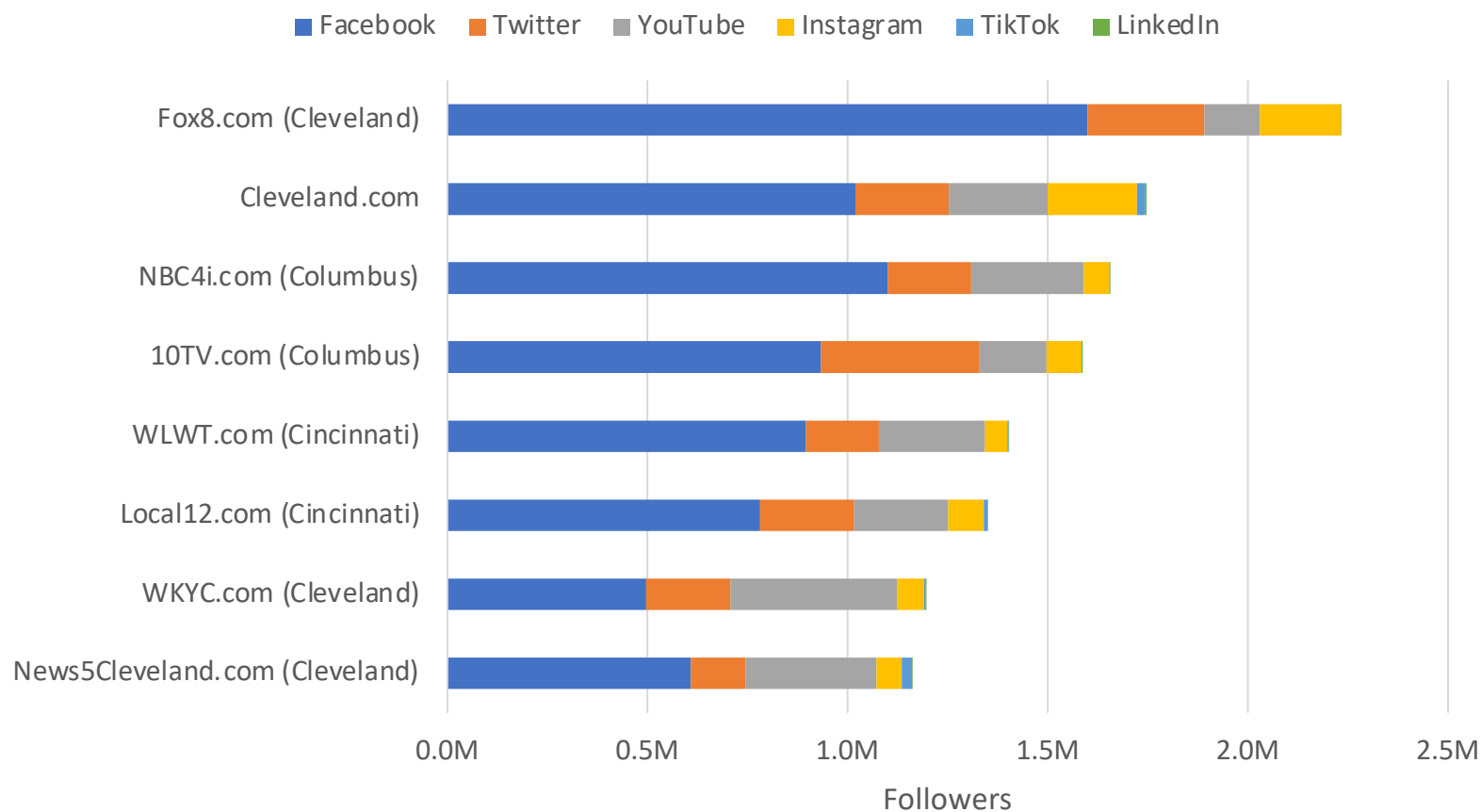
IT'S THE AMONG THE LARGEST OF OHIO MEDIA COMPANIES

With more than **1.7M** followers to key social media platforms – ranging from Facebook to TikTok – Cleveland.com features both statewide and local accounts, including more than **321K** followers to sports from high school to pro and college.



- **1.7M Total followers**
- **321K sports followers to pages focused on the Browns, Buckeyes, Guardians and Cavaliers**

Ohio Social Media Footprints



THANK YOU

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

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

