

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.

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

Read every weekday

286,500

Read every Sunday

371,700

Read at least once a week

554,100

Cleveland DMA Adults

\$3 SATURDAY, JULY 3, 2021 THE PLAIN DEALER CLEVELAND.COM MS



THOSE ANIMALS!

CLEVELAND METROPARKS ZOO FILES TRADEMARK INFRINGEMENT LAWSUIT TO STOP PITTSBURGH ZOO FROM USING ASIAN LANTERN FESTIVAL NAME FOR ITS EVENT. AB



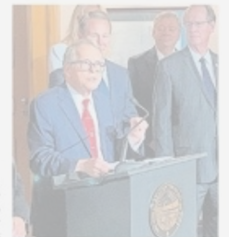
Named #1 Top Workplaces in Northeast Ohio for 2021



STATE LEGISLATION

So, why did DeWine veto transparency provision?

An item in the state budget bill would have created a new process for the public to challenge any illegally made government decision.



Andrew J. Tobias atobias@cleveland.com

State lawmakers passed a budget bill this week that would have created a new process for members of the public to challenge local governments for illegally making decisions behind closed doors instead of in open meetings.

But Gov. Mike DeWine vetoed the provision while signing the bill Thursday, deeming it unnecessary.

The move blindsided Monica Nieporte, president and executive director of the Ohio News Media Association, which worked with Republican State Auditor Keith Fisher on the provision. The ONMA

Gov. Mike DeWine, here discussing details of the state's budget Thursday, vetoed a government transparency provision he deemed unnecessary. Andrew Walsh-Higgins, Associated Press

new mediation process for violations of the Open Meetings Act, a state law that requires local government officials to make decisions during advertised public meetings. Someone alleging a violation could file a complaint with the Court of Claims, a branch of the Ohio Supreme Court, which then could assign a mediator to decide whether the local government broke the law.

Setting up the new process would cost \$700,000 a year, according to an analysis from legislative staff.

"The proposal would have created a

SEE VETO, A3

It settles with the Justice Dept. over false claims involving Medicare between August 2010 and March 2016.

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Akron General Health System will pay \$21.25 million in a settlement with the Justice Department.

and Ethical Solutions LLC. The details of that case have not been made public. A 2015 lawsuit filed in U.S. District Court in Akron is sealed, according to records.

The Cleveland Clinic acquired the health system in 2015. The system included Akron General Medical Center, Lodi Community Hospital and the Edwin Shaw Rehabilitation Institute.

The timing of the takeover appears significant. The Justice Department said federal law bans hospitals from filing claims to Medicare if the facilities have obtained patients through improper relationships with physicians. That includes doctors who are paid well above the fair market value of the services.

The Justice Department said the Clinic "voluntarily disclosed to the government its concerns with these compensation arrangements, which were put in place by Akron General Health System's

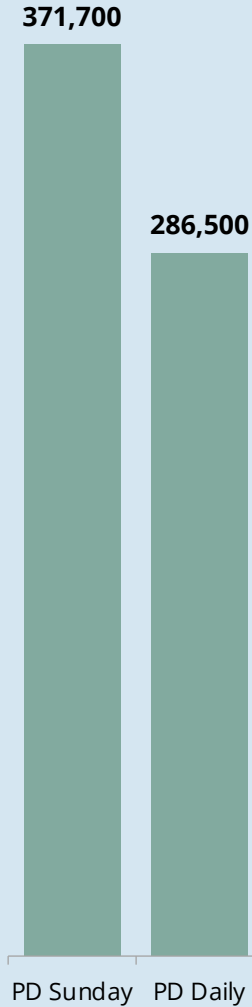
OHIO

Federal judge blocks feds from enforcing ARP tax cut ban

Permanent injunction blocks Treasury Department from imposing ban in Ohio

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"The Biden administration reached too far, seized too much and got its hand slapped."



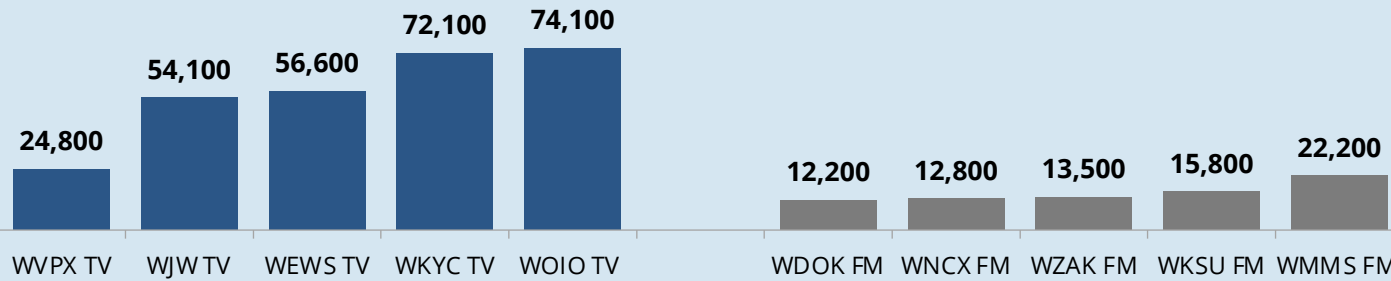
THE PLAIN DEALER vs. TV and RADIO

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.

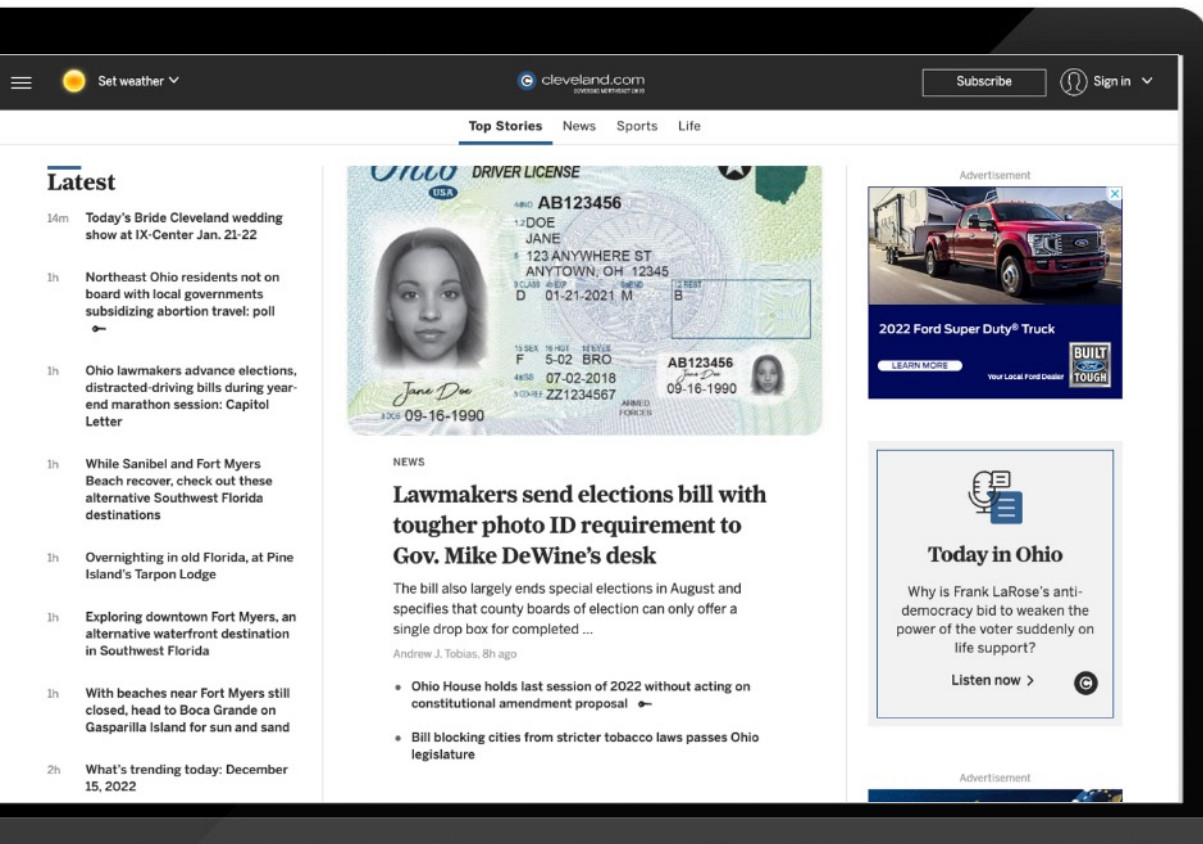


M-S Prime Time
 average 1/2 hour



M-F Drive Time
 average ¼ hour

cleveland.com DIGITAL AUDIENCE

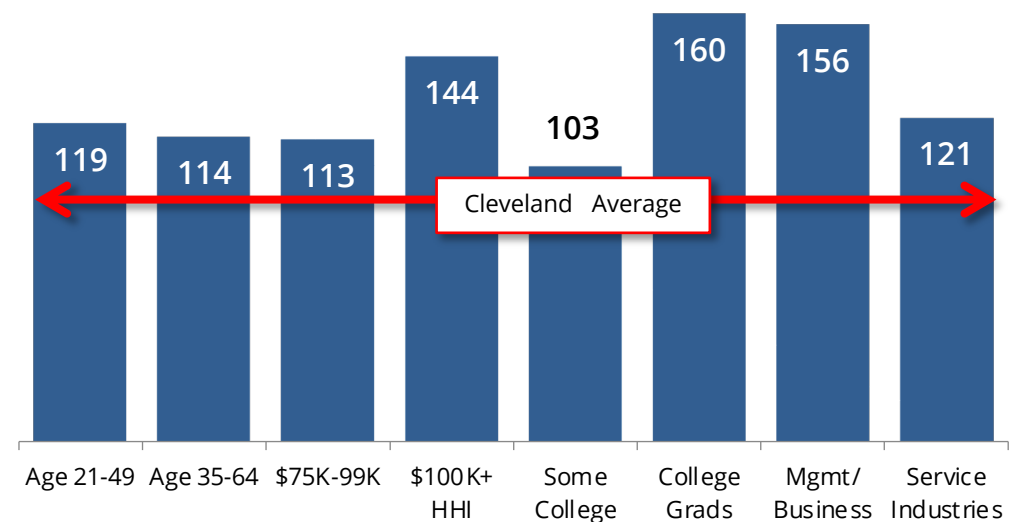


CLEVELAND.com is CLEVELAND'S LEADING LOCAL NEWS and INFORMATION WEBSITE

- 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.



Cleveland.com Index

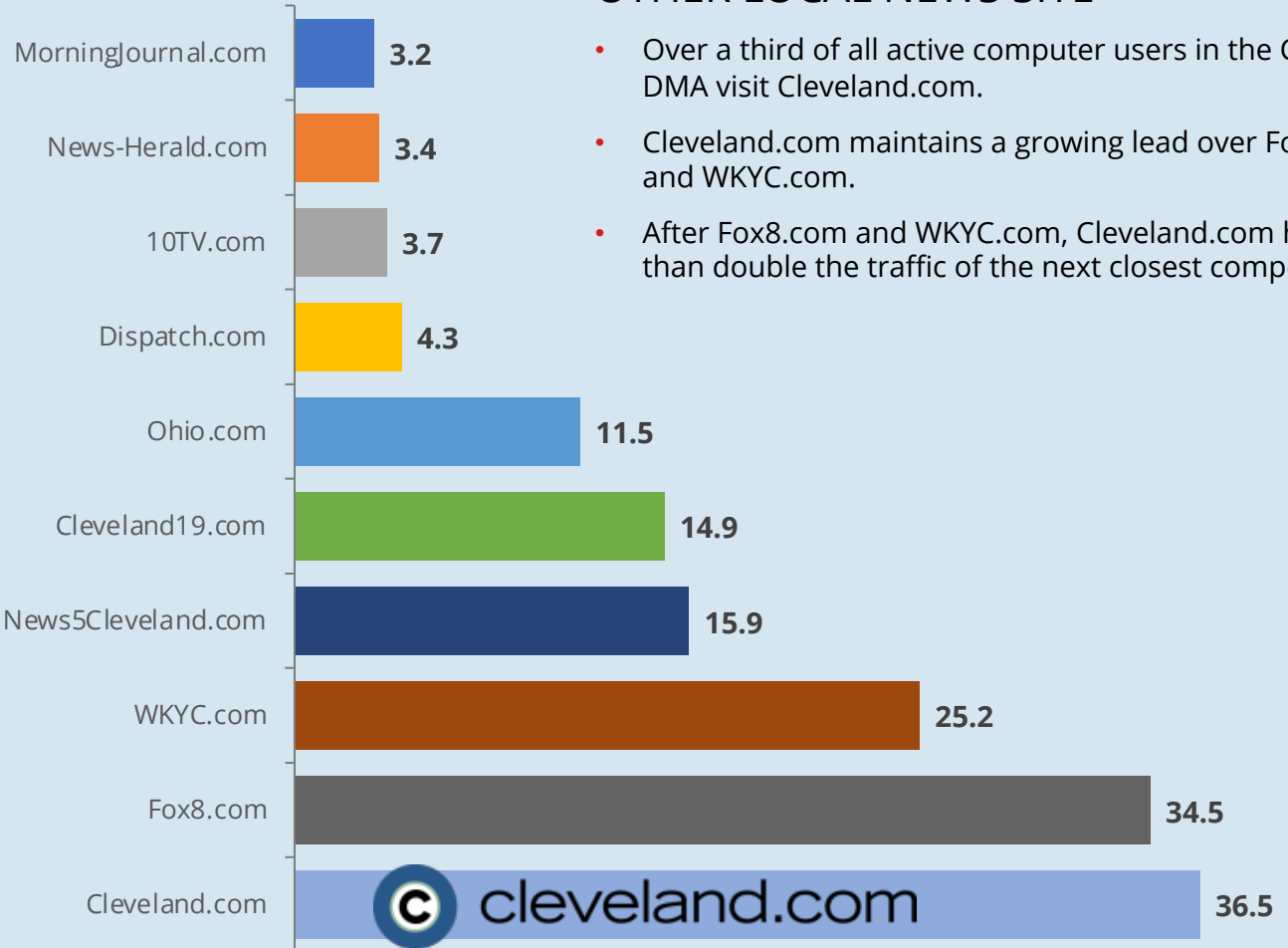


IS THE LARGEST LOCAL NEWS WEBSITE

#1 NEWS SITE
IN GREATER CLEVELAND*

© cleveland.com

*based on unique visitors as determined by Comscore



CLEVELAND.com HAS MORE LOCAL MONTHLY UNIQUE VISITORS THAN ANY OTHER LOCAL NEWS SITE

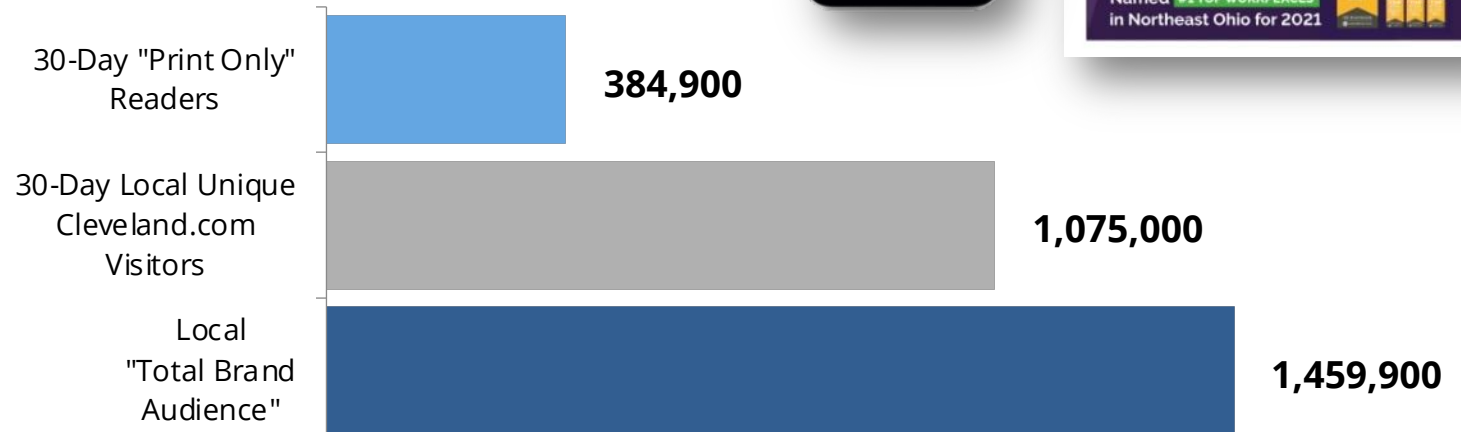
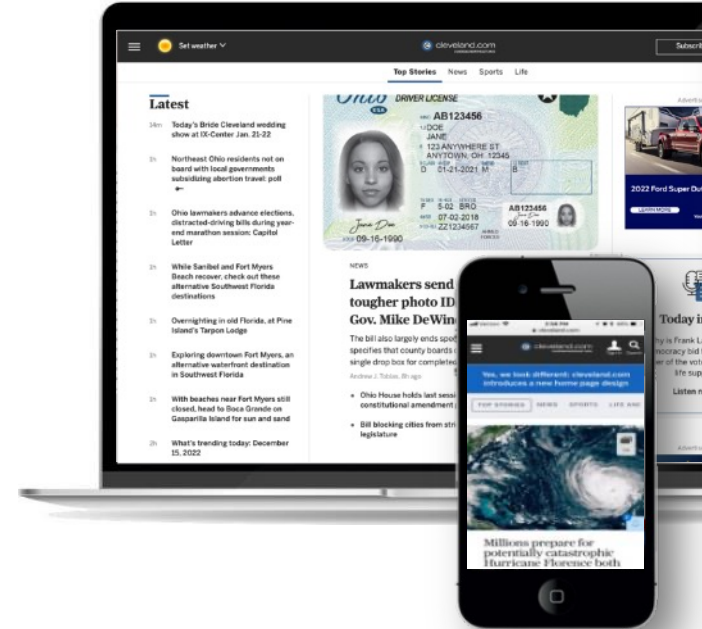
- Over a third of all active computer users in the Cleveland DMA visit Cleveland.com.
- Cleveland.com maintains a growing lead over Fox8.com and WKYC.com.
- After Fox8.com and WKYC.com, Cleveland.com has more than double the traffic of the next closest competitors.

% of Monthly Cleveland Local Active Computer Users

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.



Cleveland Local Consumers

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

FACTS:

- ✓ 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.

**CLEVELAND'S
MEDIA LEADER**

© cleveland.com

THE PLAIN DEALER

ADVANCE OHIO

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.



Steve Taylor | Senior Manager, Business Development
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