

MARKET AT A GLANCE

PRINT CIRCULATION: 9,076

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

www.sbnonline.com

Average page views per month: 84,000

www.smartbusinessmag.com

Average page views per month: 27,000

Email Reach

Northeast Ohio subscribers: 8,000+

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Total social media reach: 20,000

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:

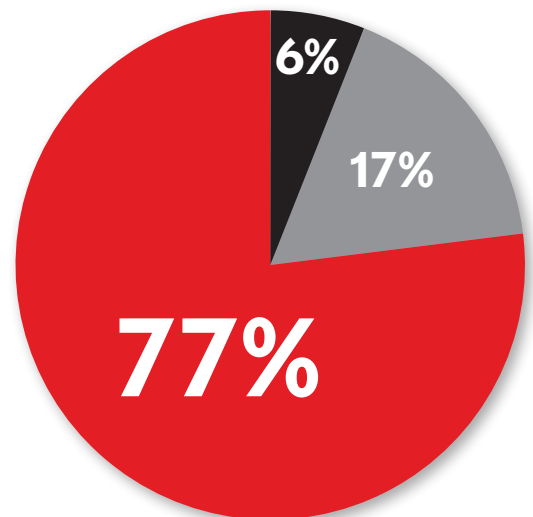
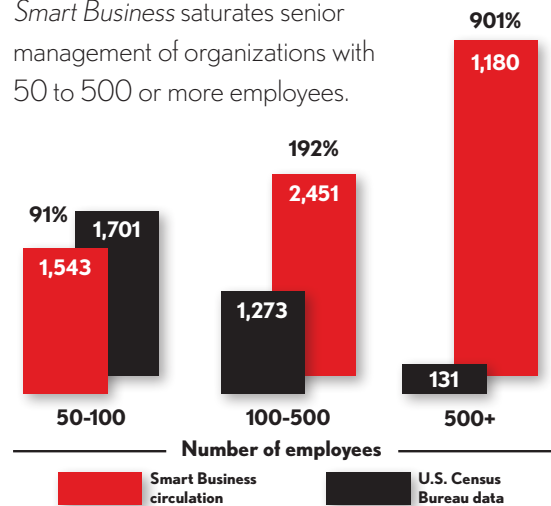
Reaching the RIGHT PEOPLE

Corporate and operating management make up 83% 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 09.25.20

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

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