



THE OHIO EXPERIENCE **DIGITAL CONTENT** **MARKETING**



Digital Products: E-Newsletter, Website, Social Engagement

- *The Ohio Experience* e-newsletter produces and distributes to over 48,000 business and influencer subscribers across the state.
- *The Ohio Experience* website archives your stories and supports SEO/SEM. Tracking is available to you.
- *The Ohio Experience* social posts are created in an authentic voice to inspire, educate and/or entertain. They extend the reach of every article and video.



Distribution and Demographics

The Ohio Experience has an email circulation list reaching decision-makers and opinion leaders across the state of Ohio, targeting all major markets including Cleveland, Columbus, Cincinnati, Toledo and cities across the state. Our website and social media presence allows us to extend our reach and get your message in front of a broader audience.

- Total Ohio distribution: 49,000+
 - ✓ Cleveland: 30% | 14,000+
 - ✓ Columbus: 30% | 14,000+
 - ✓ Cincinnati/Dayton: 30% | 14,000+
 - ✓ Other markets: 10% | 6,000+



- Demographics
 - ✓ 60% male | 40% female
 - ✓ Ages 35-64
 - ✓ Average household income: \$100k+
 - ✓ College educated
- Audience titles include
 - ✓ Owner, CEO, CFO, President, Vice President, Director, Manager



Content Marketing Packages

All *The Ohio Experience* Packages Include

- Articles with an image or video distributed via *The Ohio Experience* e-newsletter, website and social media channels.
- Client chooses issue dates and approves all stories and videos before distribution.
- Clickable hyperlinks are embedded in all articles, directing readers to your website or other areas of interest.
- Reach of more than 48,000 decision-makers throughout Ohio. Clients can add to the distribution list from their database.
- Promotion via *The Ohio Experience* social media channels. Additional paid boosting is available.
- *The Ohio Experience* website archives all articles and videos, continuing to tell your story long after publication.
- All articles and videos produced by *The Ohio Experience* can be used by your organization for marketing purposes.
- Tracking and analytics are available on a quarterly basis.
- Stories and/or videos can be written, edited and/or produced by Stevens Strategic Communications at an additional cost.

Package Summary

	Standard Frequency	Cost per Insertion	Annual Net Investment
Investor	25x	\$ 200	\$ 5,000
Sponsor	12x	\$ 250	\$ 3,000
Basic	6x	\$ 300	\$ 1,800

- Rates include editing costs for supplied copy.
- Videos up to 2 minutes are available for \$300. Travel rates may apply. Price estimates available for videos longer than 2 minutes.
- Industry exclusivity is available.
- Non-profits and foundations receive a 10% discount.



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