

CONNECTING HIGH-QUALITY LOCAL BUSINESSES WITH AFFLUENT, EDUCATED CONSUMERS
MIMIVANDERHAVEN.COM

MEDIA KIT

2024

think local
mimi



Mimi Magazine is

NORTHEAST OHIO'S LARGEST PUBLICATION REACHING OVER 288,000 MAILBOXES

Mimi Vanderhaven believes that the quality of our lives is determined by how we spend our time and money. Do we settle or do we soar? To live better, we need more options, more choices. But we cannot choose what we are unaware of. That's why Mimi's mission is to spotlight quality local businesses.

Since 2003, Mimi has been unconditionally dedicated to growing the number and diversity of high-quality local businesses right here in Northeast Ohio by helping business owners compete more effectively against national chains and big box stores—and by getting the word out to our affluent readers.

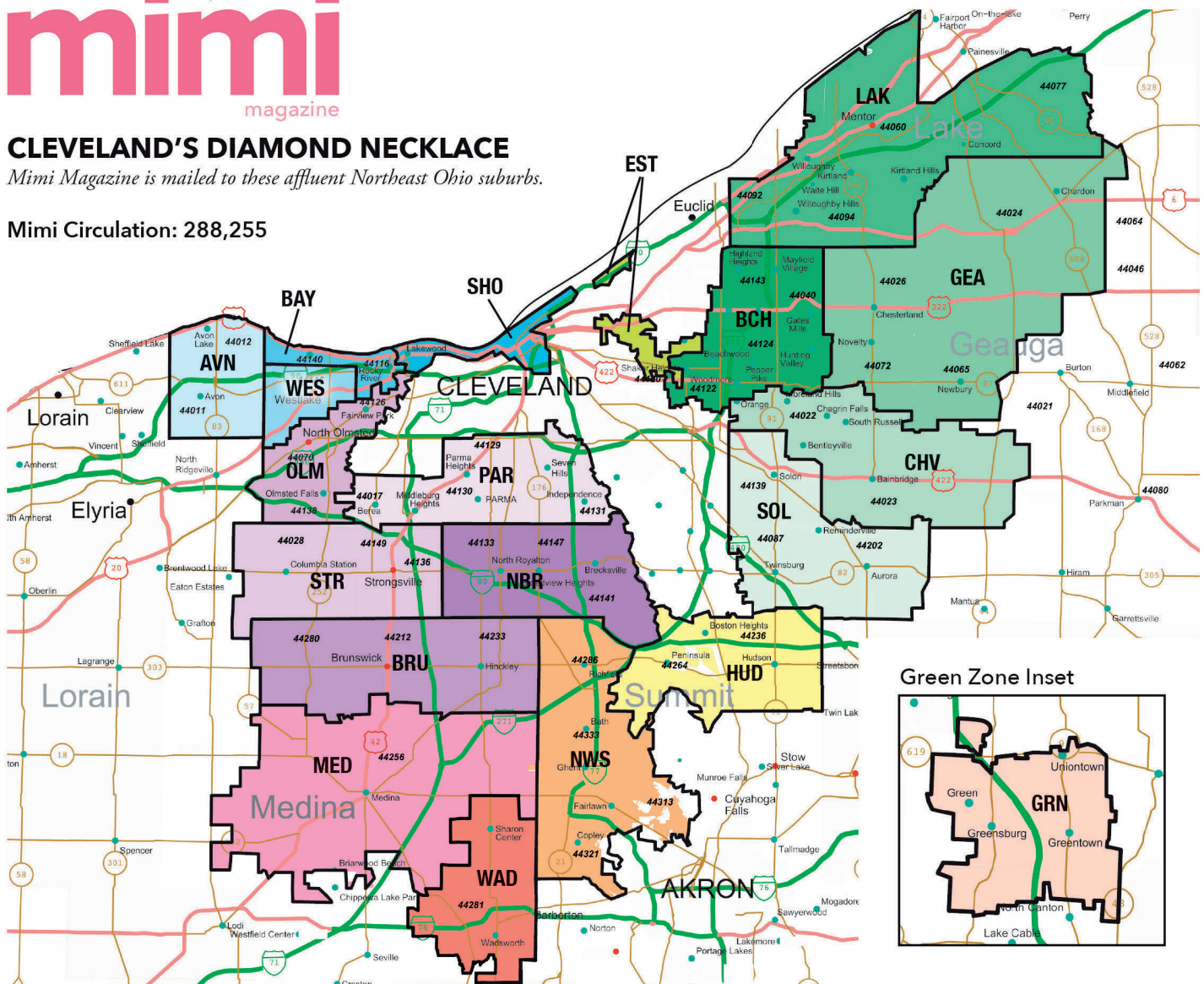
Mimi Magazine is Northeast Ohio's largest publication reaching more than 288,000 mailboxes in greater Cleveland's and Akron's suburbs. Yes, we offer affordable advertising options, but we also tell your unique story with compelling feature editorials that our educated readers trust when making important purchases—including home improvement, health care, beauty, dining, professional services and more.



CLEVELAND'S DIAMOND NECKLACE

Mimi Magazine is mailed to these affluent Northeast Ohio suburbs.

Mimi Circulation: 288,255



Monthly Zones (Mimi Geo Code)

Total Monthly Circulation: 288,255

Mimi - Avon / Avon Lake (AVN)	13,226
Mimi - Westlake (WES)	10,904
Mimi - Bay Village / Rocky River (BAY)	11,049
Mimi (Shoreline) - Lakewood / Gold Coast / Edgewater / Ohio City / Tremont / Downtown (SHO) NEW	11,242
Mimi - Middleburg Hts. / Berea / Parma / Parma Hts. / Independence / Seven Hills (PAR)	17,300
Mimi - Strongsville / Columbia Station (STR)	20,128
Mimi - Olmsted Falls / Olmsted Twp. / North Olmsted / Fairview Park (OLM)	9,461
Mimi - Brunswick / Hinckley / Valley City (BRU)	17,896
Mimi - North Royalton / Broadview Hts. / Brecksville (NBR)	18,063
Mimi - Medina (MED)	18,687
Mimi - Wadsworth / Sharon Center (WAD)	8,302
Mimi - West Akron / Copley / Fairlawn / Bath / Richfield (NWS)	15,342
Mimi - Green / Uniontown / Jackson / Lake / Plain (GRN)	15,788
Mimi - Hudson / Peninsula / Boston Heights (HUD)	9,845
Mimi - Solon / Twinsburg / Aurora (SOL)	17,655
Mimi - Chagrin Falls / Orange / Moreland Hills / South Russell / Bentleyville / Bainbridge (CHV)	13,049
Mimi - Shaker Hts. / University Hts. / University Circle / Little Italy / Bratenahl (EST)	9,190
Mimi - Chesterland / Chardon / Novelty / Newbury (GEA)	15,286
Mimi - Willoughby / Willoughby Hills / Waite Hill / Kirtland / Mentor / Concord / Kirtland Hills / Painesville Twp. (LAK)	21,361
Mimi - Beachwood / Pepper Pike / Hunting Valley / Gate Mills / Woodmere / Mayfield Village / Highland Hts. (BCH)	14,481

HOW IS MIMI DIFFERENT?

LARGE CIRCULATION

Mimi reaches a massive audience of more than 288,000 affluent suburban households in Northeast Ohio's "Diamond Necklace."

U.S. MAIL DELIVERY

Virtually all of *Mimi's* circulation (99.9%) is delivered through the U.S. Postal Service.

AN EDUCATED AUDIENCE

Mimi readers live exclusively in Northeast Ohio's most affluent suburbs—and they're smart. Almost 70% of *Mimi* readers attended college while 19% went to graduate school.

EDITORIAL FEATURE STORIES

Our advertising strategies include professional editorial feature stories that explain your business's most complex advantages to our educated readers.

MONTHLY EXPERT COLUMNS

A Monthly Expert Column in *Mimi Magazine* will help educate the marketplace and position you as an expert in your field.

DISPLAY ADVERTISING

Full-color display advertising for any quality business at affordable rates that reward our clients for frequency. Design services for display ads are at no extra charge.

\$300,000+ Median Home Value

The median home value of *Mimi's* affluent audience is more than \$300,000, including complete saturation of zip codes with Northeast Ohio's highest-value homes.

\$200,000 Minimum Home Value

With few exceptions, *Mimi* mails to USPS carrier routes with a minimum median home value of \$200,000 all the way up to multi-million-dollar homes.

\$100,000 Median Household Income

Mimi readers have a six-figure median household income—with disposable income for purchases related to home, health, beauty, dining, professional services, travel, and more.

68%

ATTENDED COLLEGE

Mimi readers are smart. They value knowledge and education...and they read.

19%

ATTENDED
GRADUATE
SCHOOL

Almost one in five *Mimi* readers continued their education beyond a four-year college degree.



Demographics that
DEFINE OUR CUSTOMERS

SPACE/COPY DEADLINE	RELEASE DEADLINE	PUBLICATION DATE
January 4	January 10	JANUARY 19
February 1	February 7	FEBRUARY 16
February 29	March 6	MARCH 15
March 28	April 3	APRIL 12
April 25	May 1	MAY 10
May 30	June 5	JUNE 14
July 5	July 10	JULY 19
August 1	August 7	AUGUST 16
August 29	September 4	SEPTEMBER 13
September 26	October 2	OCTOBER 11
October 24	October 30	NOVEMBER 8
November 27	December 4	DECEMBER 13

AD SIZES

- 3025 EIGHTH PAGE 4.946" X 2.57"
- 3052 QUARTER PAGE 4.946" X 5.26"
- 3106 HALF PAGE VERTICAL 4.946" X 10.63"
- 6052 HALF PAGE HORIZONTAL 10.028" X 5.26"
- 6106 FULL PAGE 10.028" X 10.63"
- 8106 FACING PAGE 20.778" X 10.63"

ACCEPTABLE FILE FORMATS:
Preferred, PDF file exported as PDFX-1a;
Photoshop TIFF or JPEG (200 dpi minimum);
Illustrator CC 2019 or below with fonts
converted to outlines. No Microsoft
Publisher, PowerPoint or Word files will be
accepted.

All ads must be submitted with 1-color, 100%
black (also called flat or standard black). Rich
black (also called 4-color or true black) is not
acceptable for printing.

LET'S GET STARTED

Mimi is dedicated to preserving business diversity in Northeast Ohio by highlighting colorful, locally owned -businesses offering quality, value and character.

Ask about Mimi's digital marketing services, including affordable website development, local search marketing and review marketing.

Mimi Magazine's World Headquarters is located at 50 Pearl Road, Suite 115, Brunswick, Ohio 44212.

For more information or to schedule a no-obligation consultation with a Mimi Marketing Strategist, please call our offices at 330-220-8610, email mimi@mimivanderhaven.com or visit MimiVanderhaven.com.

View recent issues of Mimi Magazine at <https://mimivanderhaven.com/mimi-print-digital-edition>.



"OUR CLIENTS LIKE US, THEY REALLY LIKE US..."

"The Mimi magazine is just fabulous! I have worked with them a few times over the last few years, each never disappointing. They are so very kind, cooperative and have helped advertising the business successfully every session! Keep up the great work Mimi and staff!! Our local hometown favorite!"
ALISON SCHILLERO

"We have been advertising with Mimi for the past two years. They are professional to work with and always go the extra mile in creativity even under print deadlines. Though other institutional print has declined effectiveness, this publication is highly read and we have found it as a valuable asset in advertising methods available."
MARK ZERVOS

"I really enjoy receiving these magazines in the mail as well as working with Mimi's from a business perspective. They are great at what they do, listen to your goals, and turn out great pieces for local businesses! I recommend working with them to see if there is a fit for your business."
ERICA PHILLIPS

"As a young business we need to make sure every dollar we spend counts. Mimi delivers. The staff is caring, detailed oriented and understands the issues small businesses face today. Thank you Mimi."
JENNIFER HOUGHTON