MISSION STATEMENT
CONNECTING HIGH-QUALITY LOCAL BUSINESSES WITH AFFLUENT, EDUCATED CONSUMERS
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 270,000 mailboxes in greater Cleveland and Akron’s affluent 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.

But Mimi is more than print. We’re a digital marketing and advertising agency that can help you look good and get found online. We supercharge your Local Search Marketing by making sure your business has accurate, professional, and strategic content on your essential Google Business Profile, as well as on more than 60 other websites and directories. Plus, we alert you when someone leaves an online review about your business—positive or negative—and give you tips on how to respond.

We also offer Review Generation, where we invite your customers to leave a review, funnel those responses to the appropriate review site, and help you share your positive reviews automatically. We can even respond to reviews on your behalf. In addition, we build Snap Sites—professional websites that are simple, fast and easy with no upfront design fees.
HOW IS MIMI DIFFERENT?

LARGE CIRCULATION
Every month, Mimi reaches a massive audience of more than 250,000 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.

TRADITIONAL DISPLAY ADVERTISING
Mimi also offers traditional, 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.

DEMOGRAPHICS THAT DEFINE OUR CUSTOMERS

$250,000+ MEDIAN HOME VALUE
The median home value of Mimi’s affluent audience is more than $250,000, including complete saturation of zip codes with Northeast Ohio’s highest-value homes.

$180,000 MINIMUM HOME VALUE
Mimi mails to USPS carrier routes with a minimum median home value of at least $180,000, 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.
CLEVELAND'S DIAMOND NECKLACE

Mimi Magazine is mailed to these affluent Northeast Ohio suburbs.

Mimi Circulation: 277,013

MIMI REACHES AFFLUENT SUBURBAN ZIP CODES
AD SIZES

3025 EIGHTH PAGE 4.94" X 2.57"
3052 QUARTER PAGE 4.94" 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.

PUBLICATION DATES & DEADLINES

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MIMI MAGAZINE - MIMIVANDERHAVEN.COM - 330-220-8610
DIGITAL OPPORTUNITIES
LOOK GOOD. GET FOUND.

SERVICE

LOCAL SEARCH & REVIEW MONITORING

We’ll make sure your business listing is accurate and professional on over 60+ of the most popular websites and business directories, including your all-important Google Business Profile. We’ll also alert you whenever anyone leaves a review about your business on any of these sites.

REVIEW GENERATION

Via email or text message, we’ll encourage your customers to leave a review about your business and funnel them to the appropriate review site, depending on their initial feedback. We’ll also help you share your positive reviews professionally and automatically. We can even respond to reviews on your behalf.

SNAP SITE WEBSITES

With Mimi’s exclusive Snap Site program, we can build you a simple, professional website fast and with no upfront design fees. We’ll even give your site a fresh redesign every two years—at no additional charge.

GET STARTED WITH MIMI

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

*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.