

**HEARST**  
B A Y A R E A

**MEDIA KIT**  
**2020**

# MISSION

Hearst Bay Area, Northern California's largest news media and services group, connects businesses large and small with their target audience, through a comprehensive suite of multi-touch solutions unmatched by local competitors.

# MARKET OVERVIEW

As one of the most sought-after markets in the nation, the San Francisco Bay Area and its population are consistent leaders in key demographics that matter most.



## AFFLUENT CONSUMERS

Collectively have more than **\$371 billion** in effective buying income. Among all 210 U.S. DMAs, San Francisco is:

- # **1** In the number of owner-occupied households valued at \$1 million or more
- # **1** In the percentage of households with incomes of \$500,000 or more



## TALENTED & GROWING WORK-FORCE

Employment **grew by 66,800 jobs**, ranking San Francisco fifth behind Dallas, New York, Los Angeles and Houston. SF grew more jobs than 43 individual states. (Oct 2018-Oct 2019)

- # **1** Percentage of persons employed in computer or mathematical occupations
- # **4** Percentage of persons employed in arts, entertainment and sports occupations.
- # **2** Percentage of persons employed in business financial and operations occupations
- # **3** Percentage of persons employed in management occupations

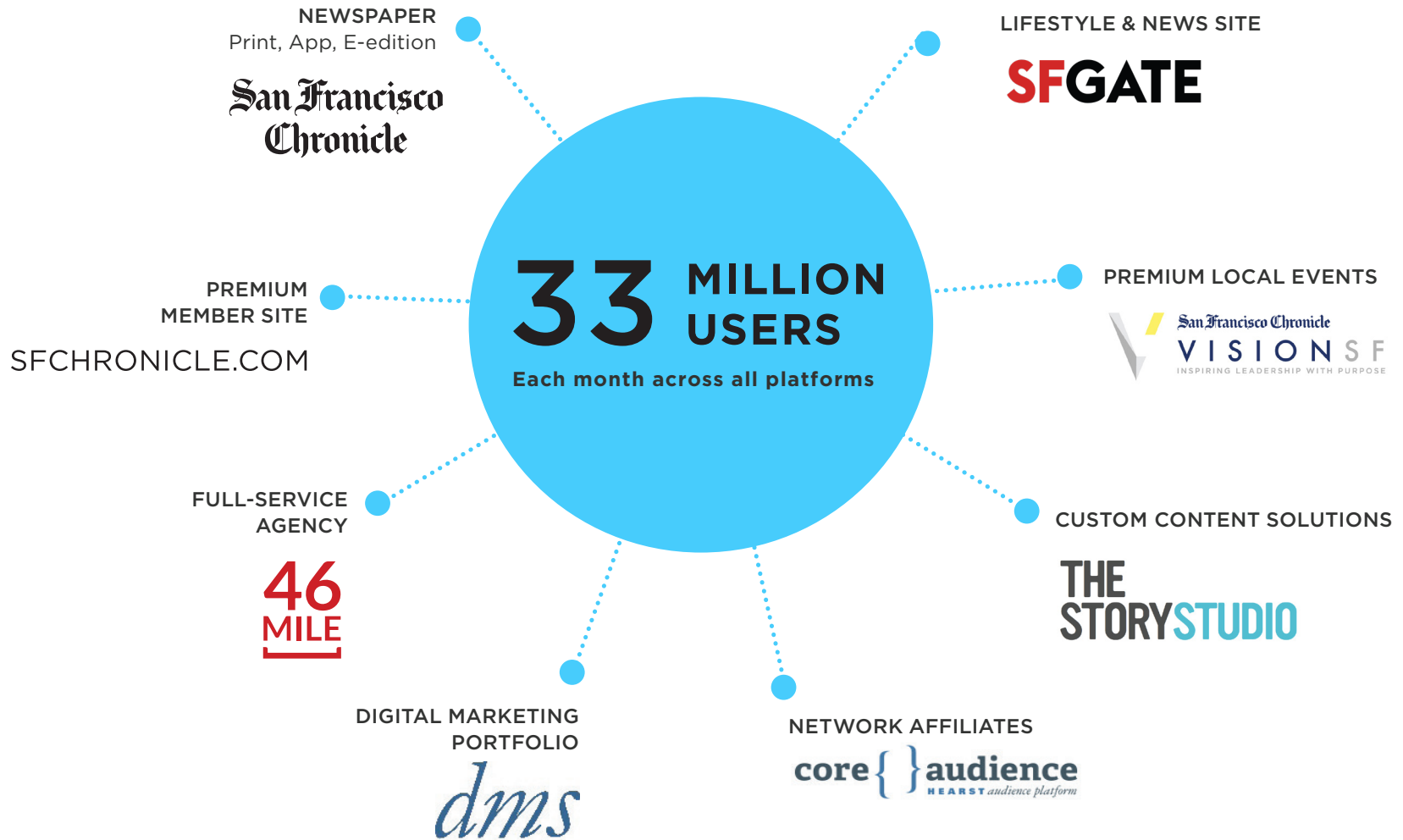


## CUTTING-EDGE ECONOMY

In 2018, \$132 billion in venture capital was invested in the U.S., with 49.2% going to the Bay Area. The Bay Area saw more activity than New York, Boston, and Seattle combined.

**\$64 BILLION** in capital invested (39% of total U.S.vc)

# OUR ECOSYSTEM OF SOLUTIONS



## AUDIENCE OVERVIEW

# UNMATCHED REACH

The Chronicle and SFGATE reach the Bay Area's most desirable prospects.

### WEEKLY AUDIENCE

**1.8** MILLION  
unduplicated  
audience SF DMA

**1.06 MILLION**  
SF Chronicle in print

Daily

173,514 circulation

460,529 readership

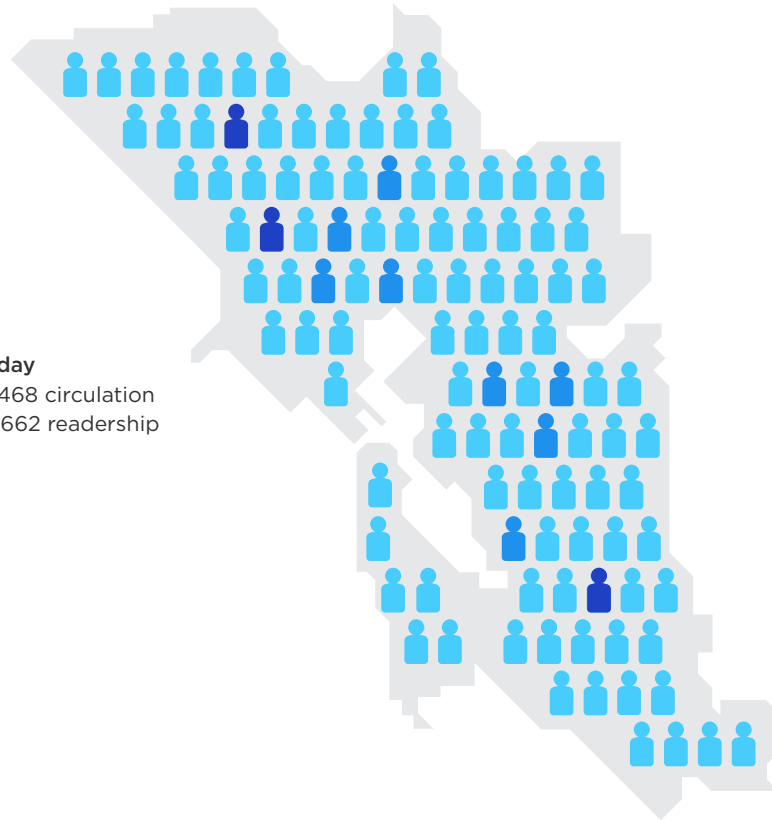
Sunday

210,468 circulation

607,662 readership

**983,798**  
SFGATE.com

**306,535**  
sfchronicle.com



### MEDIAN HOUSEHOLD INCOME

**\$120,468**

Peak  
Earners  
& Buyers  
**56%**

Employed  
White Collar  
Professionals  
**62%**

Home  
Owners  
**48%**

College  
Degree+  
**54%**

## SCALE OVERVIEW

# BEYOND THE BAY REACH

The Chronicle and SFGATE reach a national and global audience.



### PRINT

**739,500**  
**Readers / Month**  
unduplicated with websites



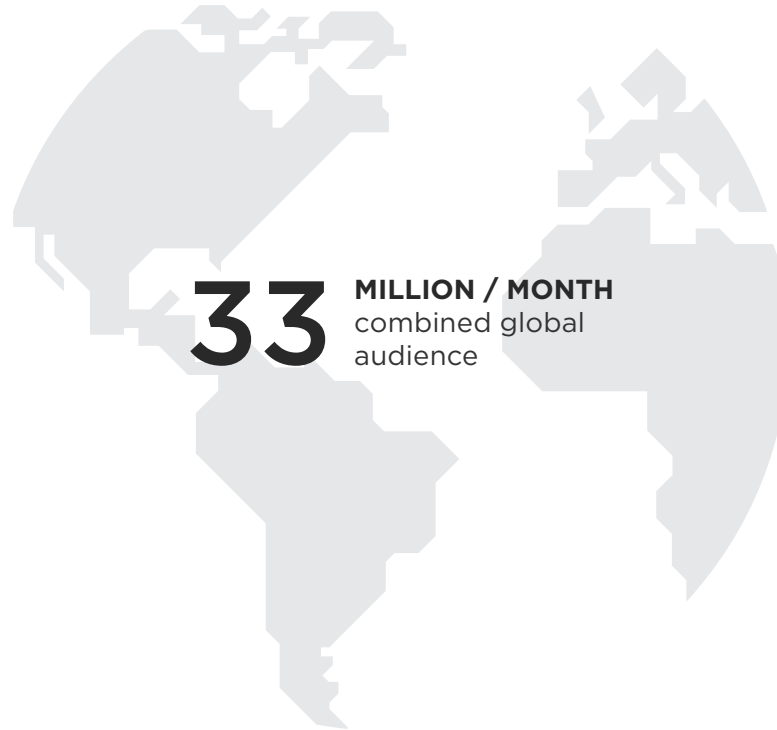
### SOCIAL

#### SFGATE

477,900 Twitter Followers  
600,100 Facebook Fans  
110,000 Instagram Fans

#### SFCHRONICLE

188,900 Twitter Followers  
222,400 Facebook Fans  
94,000 Instagram Fans



### DIGITAL



71% Mobile / 29% Desktop

#### SFGATE - SFDMA

**59.6 Million Pageviews**  
**3.0 Million Unique Visitors**

#### SFGATE - GLOBAL

136.1 Million Pageviews  
27.2 Million Unique Visitors

#### SFCHRONICLE - SFDMA

**6.5 Million Pageviews**  
**1.6 Million Unique Visitors**

#### SFCHRONICLE - GLOBAL

14.9 Million Pageviews  
5.4 Million Unique Visitors

### EVENTS & PARTNERSHIPS



Thousands of thought  
leaders and consumers

# SAN FRANCISCO CHRONICLE

The Chronicle is world-class journalism, San Francisco style. With name-brand voices and a keen editorial eye, The Chronicle is an authority that still surprises.

**1**  
# San Francisco Bay  
Area Newspaper

**3**  
# San Francisco Bay  
Area Newspaper  
Website

**6** Pulitzer Prizes for  
Journalistic Excellence

# PRINT PRODUCT

The San Francisco Chronicle is read by more people each day than any other news source in Northern California. Available in print, digital e-edition replica and app.

## CORE SECTIONS

- + Main News
- + Bay Area
- + Business Report
- + Sporting Green
- + Datebook

## WEEKDAY SECTIONS

- + Datebook, Weekend (Thurs)
- + New Homes (Friday)

## MONTHLY SECTIONS

- + SFiS Homes

## SUNDAY SECTIONS

- + Main News
- + Bay Area
- + Business
- + Sporting Green
- + Datebook (T)
- + Food & Wine
- + Real Estate (T)
- + Open Homes (T)
- + Culture Desk
- + Travel
- + Comics
- + Insight (+ Books) (T)

## SPECIAL SECTIONS/MAGAZINES

- + Destinations
- + Sports (Playoffs, Super Bowl, etc)
- + Chronicle Wine Competition
- + Chronicle International Auto Show
- + Top 100 Restaurants
- + And More

(T) = Tabloid





# DIGITAL PRODUCT

The San Francisco Chronicle's premium website and digital products are built on a foundation focusing on the most engaging ways to connect our best, enterprise, service-related journalism with our engaged readers.

## COVERAGE

- + Coverage on City Hall, the tech industry, real estate, local sports teams and much more.
- + Interactive expert guides on everything from Bay Area hikes to each election's ballot initiatives.
- + Datebook curated events calendar to help plan nights and weekends.
- + Bookmarkable trackers including the latest car break-ins, earthquakes, fires and more across the Bay Area.
- + Android and iOS apps, with custom push notifications

## POPULAR SECTIONS

BY ENGAGEMENT

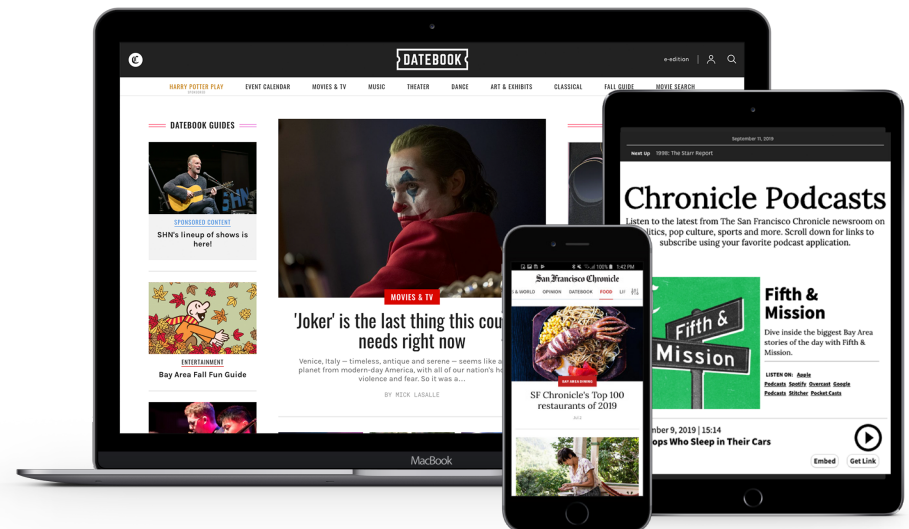
- + News
- + Sports
- + Home Page
- + Food
- + Business
- + Entertainment
- + Opinion
- + Travel
- + Living
- + Chronicle Vault

## NEWSLETTERS (15+)

- + Bay Briefing
- + Morning Fix
- + Drinking with Esther
- + Bite Curious
- + Political Punch
- + And More

## PODCASTS (11+)

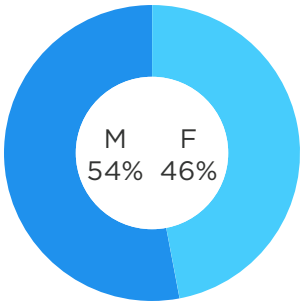
- + 5th & Mission
- + Not Your Century
- + The Big Event
- + San Francisco City Insider
- + Warriors Off Court
- + And More



# AUDIENCE

The go-to resource for news and lifestyle content in the Bay Area and beyond delivering an affluent, educated audience.

## GENDER



## AGE

18-24	9%
25-44	30%
45-54	15%
55+	47%

Median Age  
**53**

## DWELLING



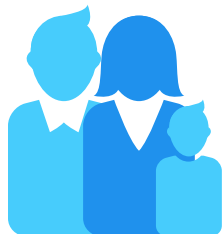
Single family home  
**55%**

## HOME OWNERSHIP

Home Owner	52%
Renter	48%
Second Home Owner	14%

Median Home Value  
**\$1,049,224**

## FAMILY STRUCTURE



Married  
**47%**

No Children  
**79%**

## EDUCATION

High school or less	20%
Some college	30%
College graduate	25%
Post graduate	25%

College Grad+  
**50%**

## EMPLOYMENT



Employed  
**6%**

Whitecollar  
**81%**

## HOUSEHOLD INCOME

\$50,000 or Less	22%
\$50,000- \$75,000	13%
\$76,000- \$99,000	14%
\$100,000+	51%

Median HHI  
**\$103,622**

# SFGATE

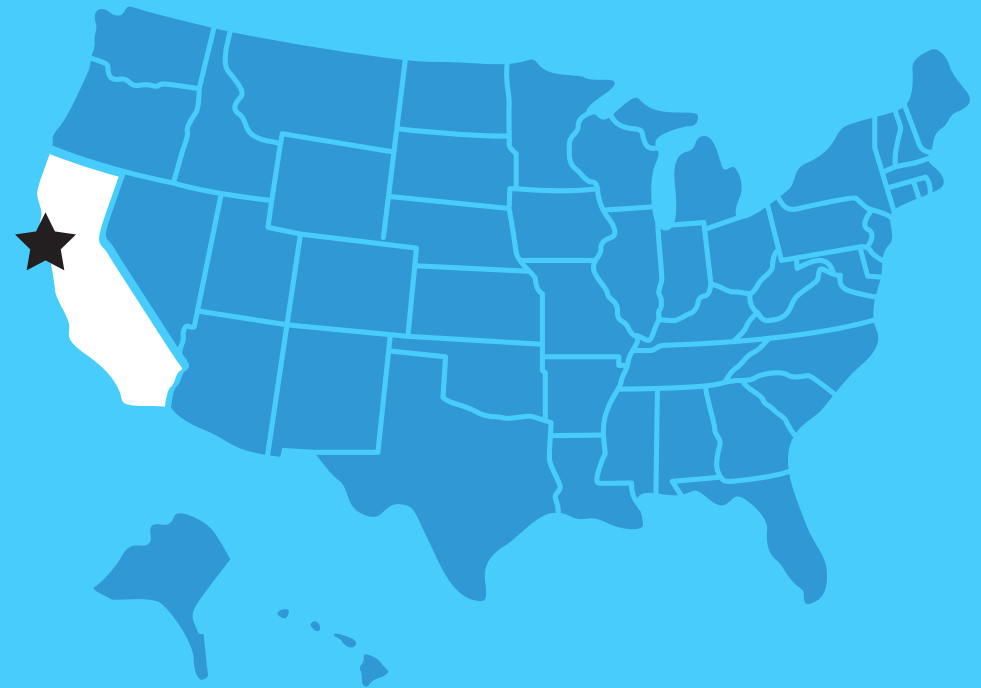
SFGATE provides a 360° view of San Francisco, wildly reflective of right now. Provocative, energetic, unapologetic, the GATE is in constant conversation with the world's most eclectic city.

# 1

San Francisco Bay Area Newspaper website

# 7

U.S.-based Newspaper Website



# PRODUCT

SFGATE is the most-read local news site, covering the conversation in the Bay Area and curating relevant national news, with an informal and approachable voice that creates a must-read experience for anyone connected to the Bay Area.

**136.1** MILLION PAGEVIEWS PER MONTH

Average page depth: **3.16**

**157.4** MILLION MINUTES SPENT ON THE SITE PER MONTH

Average time spent: **3.7 MINS**

## SECTIONS MAIN CHANNELS

- + Home Page
- + News
- + Business
- + Entertainment
- + Food
- + Sports
- + Classifieds
- + Real Estate
- + Living
- + Travel

## POPULAR VERTICAL CONTENT BY ENGAGEMENT

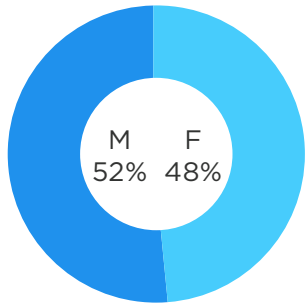
- + Cost of Living
- + Real Estate Porn
- + Subculture
- + Sports + Culture intersection
- + Bay Area Bars, Eating Out and Chefs Take
- + Getting Around - Muni, Roadways, etc.
- + Travel - Deals and Experiences



# AUDIENCE

The top ranked site for in-the-moment and in-demand news throughout the Bay Area for an affluent, intelligent and engaged audience.

## GENDER



## AGE

18-24	9%
25-44	44%
45-54	15%
55+	32%

Median Age  
**40.4**

## DWELLING



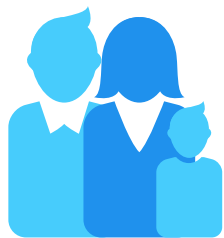
Single family home  
**48%**

## HOME OWNERSHIP

Home Owner	47%
Renter	53%
Second Home or Investment Property	12%

Median Home Value  
**\$1,018,259**

## FAMILY STRUCTURE



Married  
**51%**

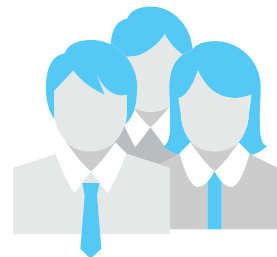
No Children  
**69%**

## EDUCATION

High school or less	15%
Some college	25%
College graduate	31%
Post graduate	28%

College Grad+  
**59%**

## EMPLOYMENT



Employed  
**83%**

White collar  
**89%**

## HOUSEHOLD INCOME

\$50,000 or Less	9%
\$50,000- \$75,000	13%
\$76,000- \$99,000	11%
\$100,000+	68%

Median HHI  
**\$142,438**

**CAPABILITIES**

## PRINT CAPABILITIES

# PRINT PRODUCTS

The Chronicle provides a wide variety of daily and weekly sections and niche products that attract loyal readers throughout the Bay Area. Standard modular ad sizes available in all daily and weekday sections.



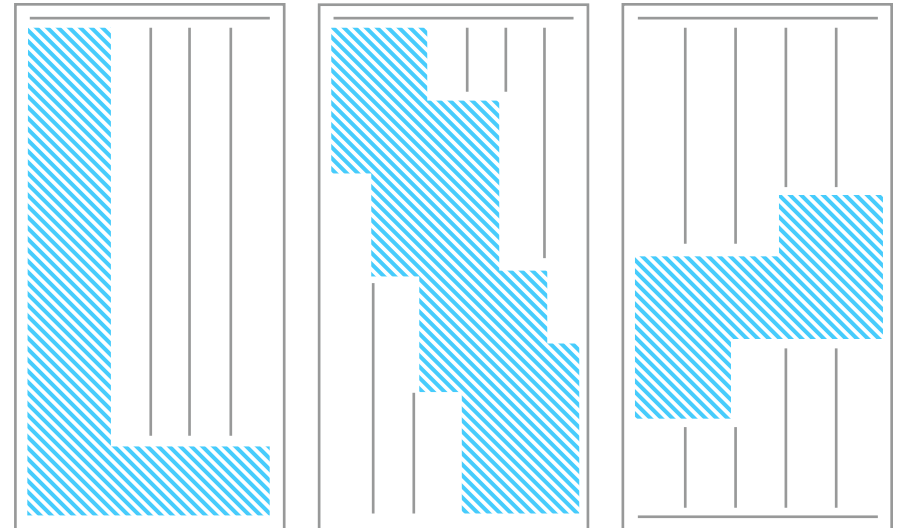
### UNIQUE AD POSITIONS

Grab attention with creative shapes

Think beyond standard modular ROP ad sizes and give your message maximum visibility with a layout that's truly memorable.

### HEAD-TURNING ADSCAPE FORMATS INCLUDE:

- + U-Shape
- + L-Shape
- + Bookends
- + Widget
- + Skybox
- + Shadow
- + Stairstep
- + Checkerboard
- + Upside Down T-Shape
- + And more



# PRINT PRODUCTS



## FRONT PAGE/ SECTION FRONT ADS

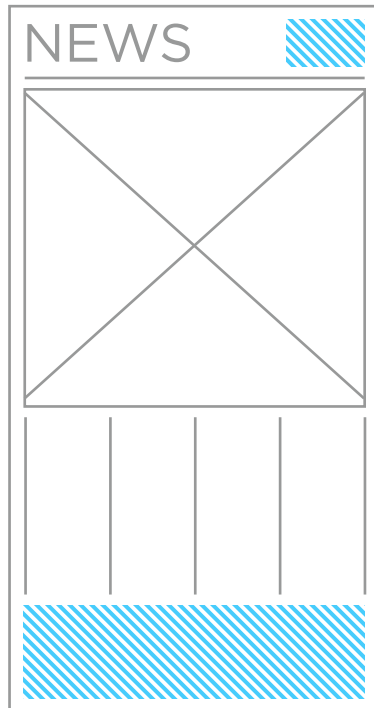
Capture audience attention immediately

Premium placements increase the visibility of your ad and ensure that it's seen by the customers you want everyday of the week.

Main News Front Page Strip:  
9.75" x 2"

All other Broadsheet Fronts:  
9.75" x 2.79"

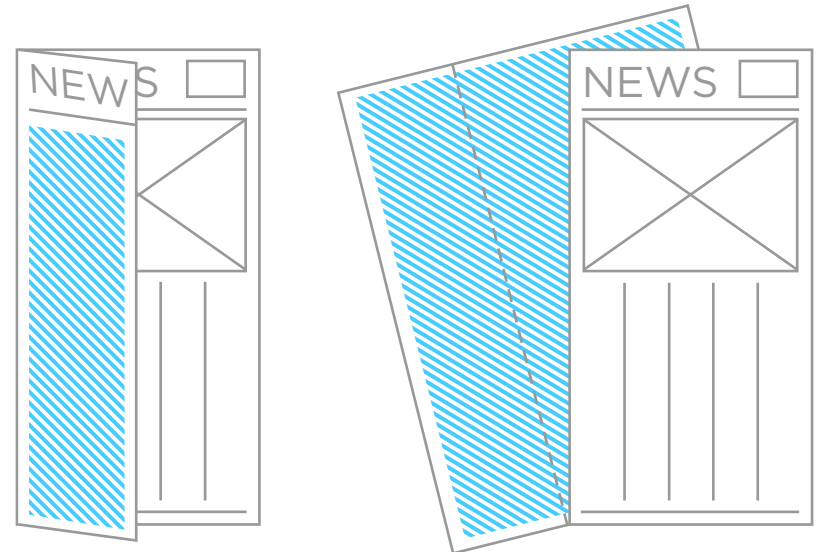
Skybox: 1.486" x 1.25"



## SPADEAS

Gain extra attention in a premium position

Printed on both sides, covering half of a section's front page and all of the back, a full-color, full-size spadea delivers high impact brand messaging allowing for visually.





# PRINT PRODUCTS



## PULL-OUT

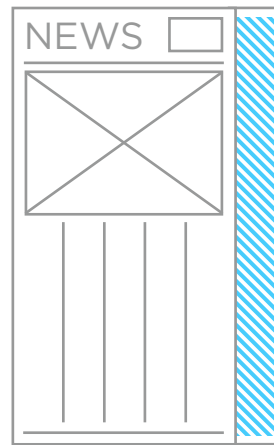
Colorful sections with an extended shelf life

## EXTENDED PULL-OUTS

Even more space to tell your story in four broadsheet pages.

The Overhang: .88" x 20" (non-bleed)

Print area, image size: 11.25" x 20"

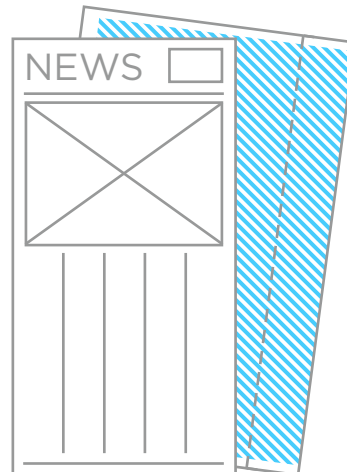


## EXTRA-WIDE ROP PAGE

Stand out from the pack with an oversized broadsheet page.

## VERTICAL BANNER

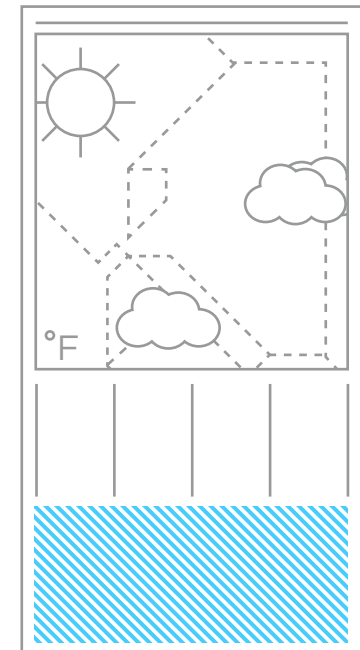
Put your message on the tab that extends from the newspaper and immediately catch the reader's eye.



## WEATHER PAGE

Unique content sponsorship opportunity

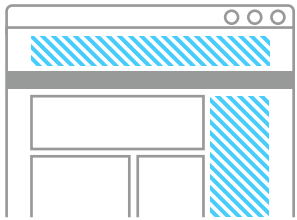
Premium placement and full color increase the visibility of your ad and ensure that it is seen by customers as they check the weather.



## DIGITAL CAPABILITIES

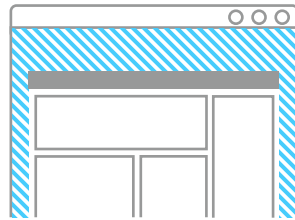
# DIGITAL PRODUCTS

As the number one regional media brand, we are powerful enough to bring you a mass audience while flexible enough to feature unique solutions for targeting your audience.



### DISPLAY ADS

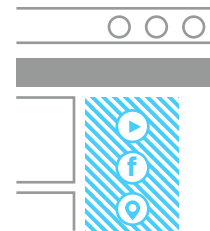
SFChronicle.com and SFGATE offers various IAB standard and rising star units across platforms. Campaigns are automatically optimized in-flight for performance.



### HIGH IMPACT RICH MEDIA

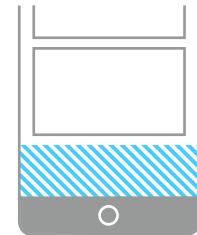
We provide rich media solutions that are effective and efficient in getting readers' attention. Placements include:

- + Wrap/Takeover
- + Roadblock
- + Synched Ad Units
- + Overlay
- + And more



### INTERACTIVE CONTENT MODULE (ICM)

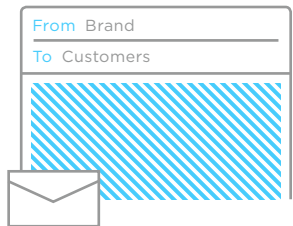
These custom units offer the ability to feature a variety of creative assets, such as Facebook share, video player, slideshow, email sign-up, store locator, and more, encouraging deeper engagement with target audiences.



### MOBILE

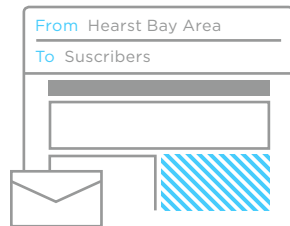
Over 50% of the SFChronicle.com and SFGATE audience accesses our responsive websites via smartphones and tablets. High-impact and fixed units available.

# DIGITAL PRODUCTS



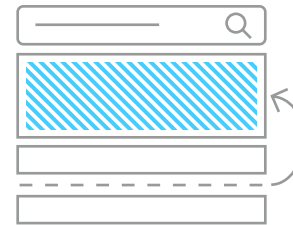
## EMAIL MARKETING

Pick a target audience, or a geographic area, and we will provide a qualified list of email addresses that you can use to market your business. We'll help you send newsletters, notices of new products, special offers, sales, and more to a group of consumers that fit your target market. Impression-based packages available.



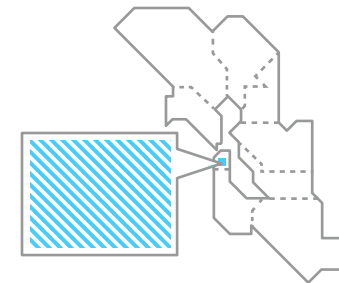
## NEWSLETTER SPONSORSHIP

Own one of The Chronicle's or SFGATE's editorially-driven email newsletters with 100% SOV. Impression-based sponsorships available.



## SEARCH

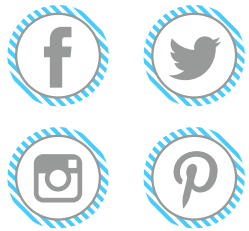
We'll create and implement a strategy to get your business in front of customers where they're searching online, when they're searching. Take advantage of the full spectrum of search-related opportunities like Search Engine Optimization (SEO), Search Engine Marketing (SEM), search-optimized content, and more.



## TARGETING

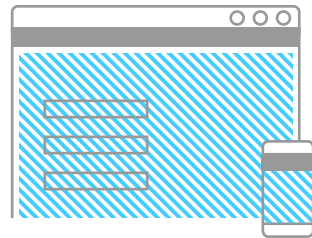
Increase the effectiveness of your campaigns by targeting consumers based on online behavior or by geo-fencing their location (specific zones, cities or neighborhoods).

# DIGITAL PRODUCTS



## SOCIAL MEDIA

We'll create and execute an A-Z strategy garnering the most engagement and new followers for your social media platforms.



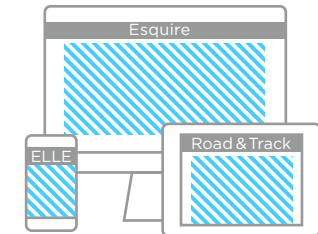
## PROGRAMMATIC

We use individual data elements, such as location, contextual content, keyword search, browsing behavior, and more to create a custom audience for your campaign, optimizing along the way.



## CLASSIFIED ADS

SFGATE offers a number of classified advertising solutions providing the opportunity for you to post traditional classified ads in print and online, generating new leads and more. Real Estate, Recruitment, and Auto opportunities available.



## HEARST PREMIUM NETWORK

Our proprietary Core Audience solution gives your brand the ability to drive efficient reach and results across the most iconic publishing brands in the world.

## CREATIVE CAPABILITIES

# THE STORY STUDIO

Content and marketing solutions for our brand partners to connect on a personal level with their target audience online, in print, through video and/or audio.

# THE STORYSTUDIO

## WHO WE ARE:

### We are content creators

We tell your stories and create content that matters.

### We are data geeks and are lead by research

We use strategic insights to connect with your consumers.

### Turn-Key Content Marketing

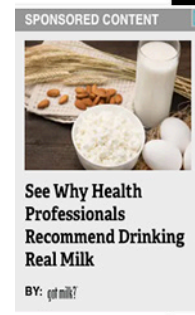
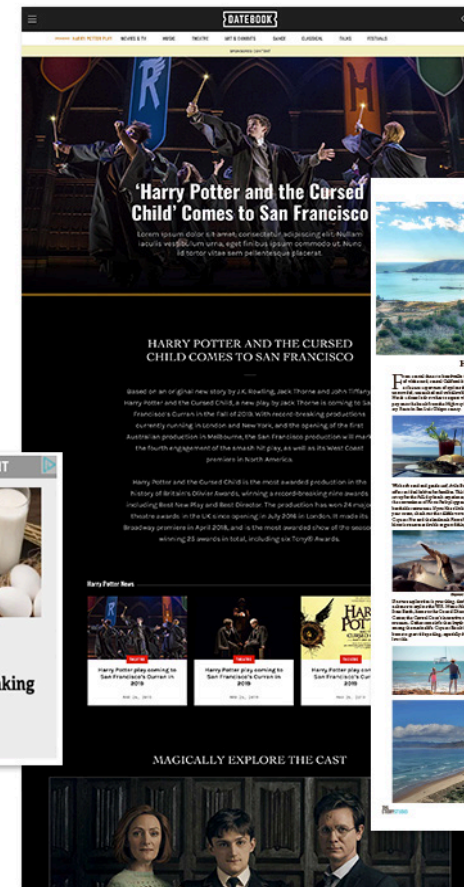
We create, distribute, promote, provide analytics, and optimize.

## SAMPLE CLIENTELE:

AirBnB, CORT Furniture, PG&E, MGM Resorts, Monterey Tourism, Silicon Valley Community Foundation

## CONTACT:

Alison Pfaff  
alison@hearststorystudio.com



## CREATIVE CAPABILITIES

# 46MILE

A full-service integrated marketing and media agency dedicated to bringing Madison Avenue expertise and resources to clients at the regional level. As the number one regional media brand, we are powerful enough to bring you a mass audience and flexible enough to feature unique solutions for niche audiences.

# 46 MILE

### WHO WE ARE:

Data-driven agency helping businesses compete & thrive

- + Team with extensive experience in next-level integrated marketing, media, web development & social media
- + Develop actionable 12-18 month marketing strategies and then execute resulting advertising plans leveraging research, analytics, advertising technology, and other Hearst resources normally reserved for global brands

### CLIENTS:

Leading Age of California,  
Tamber Bey Vineyards,  
The Crossroads Carmel,  
Magnussen Toyota

### CONTACT:

Phil Eaton  
phillip.eaton@46mile.com



CREATIVE CAPABILITIES

# EVENTS & LOCAL PARTNERSHIPS

We offer turnkey programs leveraging our influential audience and editorial prowess. Our editorial franchises generate awareness and leads for our partners. It's through these signature events and strategic local partnerships we bring a 1:1 connection to life.



# THANK YOU

Our Hearst Bay Area account executives are experts at helping you expand your audience reach, build your brand, and increase your ROI. Contact us today.

## **Sean Jacobsen**

SVP/ Chief Revenue Officer  
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