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.
SAN FRANCISCO BAY AREA

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 $323 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
2. In the percentage of households with incomes of $500,000 or more

**TALENTED & GROWING WORK-FORCE**

Employment grew by 85,600 jobs, ranking San Francisco fourth behind New York, Dallas, and Los Angeles. SF grew more jobs than 44 individual states. (Feb 2017-Feb 2018)

- #1 Percentage of persons working in the information industry
- #1 Percentage of persons employed in computer or mathematical occupations
- #2 Percentage of persons working in the professional, scientific, and technical services industry.
- #2 Percentage of persons employed in business, financial, and operations occupations

**CUTTING-EDGE ECONOMY**

In 2017, $67 billion in venture capital was invested in the U.S., with 39.7% going to the Bay Area. The Bay Area saw more activity than New York, Los Angeles, and Boston combined.

$67 BILLION

in capital invested

(39% of total U.S.vc)
HEARST BAY AREA
OUR ECOSYSTEM OF SOLUTIONS

33 MILLION USERS
Each month across all platforms
AUDIENCE OVERVIEW

UNMATCHED REACH

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

WEEKLY AUDIENCE

1.7 MILLION unduplicated audience SF DMA

1.05 MILLION SF Chronicle in print
- Daily: 163,038 circulation, 483,030 readership
- Sunday: 222,322 circulation, 641,957 readership

838,800 SFGATE.com

345,400 sfchronicle.com

MEDIAN HOUSEHOLD INCOME

$101,059

- Peak Earners & Buyers: 54%
- Employed White Collar Professionals: 56%
- Home Owners: 52%
- College Degree+: 55%

Sources: Scarborough Research, R2 2018; Q2 2018 Circulation Report, Alliance for Audited Media
SCALE OVERVIEW

BEYOND THE BAY REACH

The Chronicle and SFGATE reach a national and global audience.

PRINT

860,400
Readers / Month
unduplicated with websites

DIGITAL

67% Mobile / 33% Desktop

SFGATE - SFDMA
55.2 Million Pageviews
3.2 Million Unique Visitors

SFGATE - GLOBAL
132.8 Million Pageviews
30.3 Million Unique Visitors

SFCHRONICLE - SFDMA
5.7 Million Pageviews
1.4 Million Unique Visitors

SFCHRONICLE - GLOBAL
13.4 Million Pageviews
4.8 Million Unique Visitors

SOCIAL

SFGATE
468,600 Twitter Followers
599,500 Facebook Fans
82,300 Instagram Fans

SFCHRONICLE
163,500 Twitter Followers
212,400 Facebook Fans
77,300 Instagram Fans

33 MILLION / MONTH
combined global audience

EVENTS & PARTNERSHIPS

Thousands of thought leaders and consumers

Sources: Print Audience: Scarborough Research, R2 2018; Social Audience: Twitter, Facebook and Instagram, November 2018; Digital Audience: Google Analytics, Q3 2018
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

6 Pulitzer Prizes for Journalistic Excellence
SAN FRANCISCO CHRONICLE

PRODUCT

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

CORE SECTIONS
+ Main News
+ Bay Area
+ Business Report
+ Sporting Green
+ Datebook

WEEKDAY SECTIONS
+ Datebook, Weekend (Thurs)
+ Cars (Friday)
+ New Homes (Friday)

MONTHLY SECTIONS
+ SFiS Homes

SUNDAY SECTIONS
+ Main News
+ Bay Area
+ Business
+ Sporting Green
+ Datebook (T)
+ Food & Home
+ Real Estate (T)
+ Open Homes (T)
+ Style
+ 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

Source: Online Audience: Comscore: Oct ’16-Mar ’17
**AUDIENCE**

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

### Gender

<table>
<thead>
<tr>
<th></th>
<th>M</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>4%</td>
</tr>
<tr>
<td>25-44</td>
<td>29%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
</tr>
<tr>
<td>55+</td>
<td>52%</td>
</tr>
</tbody>
</table>

Median Age: 56

### Dwelling

- Single family home: 55%
- Median Home Value: $977,748

### Employment

- Employed: 63%
- Whitecollar: 75%

### Home Ownership

- Home Owner: 57%
- Renter: 41%
- Median HHI: $92,445

### Family Structure

- Married: 51%
- No Children: 80%

### Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>22%</td>
</tr>
<tr>
<td>Some college</td>
<td>28%</td>
</tr>
<tr>
<td>College graduate</td>
<td>25%</td>
</tr>
<tr>
<td>Post graduate</td>
<td>25%</td>
</tr>
<tr>
<td>College Grad+</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Household Income

- $50,000 or Less: 28%
- $50,000- $75,000: 10%
- $76,000- $99,000: 17%
- $100,000+: 45%

Source: Scarborough Research, R2 2018, Weekly Audience (in print)
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
SFGATE

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 in the Bay Area or connected to the Bay Area.

132.8 MILLION PAGEVIEWS PER MONTH
Average page depth: 3.03

139.1 MILLION MINUTES SPENT ON THE SITE PER MONTH
Average time spent: 2.9 MINS

SECTIONS
MAIN CHANNELS
+ Home Page
+ News
+ Business
+ Entertainment
+ Food
+ Sports
+ Classifieds
+ Real Estate
+ Living
+ Travel

POPULAR CONTENT
BY ENGAGEMENT
+ Real Estate/Cost of Living
+ Groceries/Eating
+ Weather/Science
+ Local Celebrities
+ Bay Area Icons - From Bridges to Burger Joints
+ Getting Around - Air Travel, Bart, and More

SOURCE: Google Analytics, Q3 2018
SFGATE

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

M 56%  F 44%

AGE

18-24  5%
25-44  50%
45-54  19%
55+   26%

Median Age
43.2

EDUCATION

High school or less 13%
Some college 21%
College graduate 36%
Post graduate 30%
College Grad+ 66%

EMPLOYMENT

Employed 81%
White collar 87%

HOME OWNERSHIP

Home Owner 51%
Renter 49%
Second Home Owner 5%
Investment Property 12%

Median Home Value
$958,633

FAMILY STRUCTURE

Married 56%
No Children 65%

EDUCATION

HIGH SCHOOL OR LESS 13%
SOME COLLEGE 21%
COLLEGE GRADUATE 36%
POST GRADUATE 30%
COLLEGE GRAD+ 66%

EMPLOYMENT

EMPLOYED 81%
WHITE COLLAR 87%

HOME OWNERSHIP

HOME OWNER 51%
RENTER 49%
SECOND HOME OWNER 5%
INVESTMENT PROPERTY 12%

MEDIAN HOME VALUE
$958,633

Source: Scarborough Research, R2 2018, Weekly Audience
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 CAPABILITIES

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 every day 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 CAPABILITIES

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

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).
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.
THE STORY STUDIO
Content and marketing solutions for our brand partners to connect on a personal level with their target audience.

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:
Ali Pfaff, alison@hearststorystudio.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.
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.

WHO WE ARE:
We are unlike other regional advertising services.

+ Leadership team with extensive expertise in entrepreneurship, global marketing, and agency methodology.
+ Develop sophisticated 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.

SAMPLE CLIENTELE:
Alain Pinel Realtors | Creative Energy | Meritage Medical Network | EQ3 | Sinegal Estate Winery

CONTACT:
Chris Raniere, chris@46mile.com
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.

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