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 $295 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 44,100 jobs, ranking San Francisco second, behind Los Angeles. SF grew more jobs than Nevada and Hawaii combined. (Jan 2016 – Jan 2017)

1. Percentage of persons working in the information industry
2. Percentage of persons employed in white collar occupations
3. Percentage of persons employed in computer or mathematical occupations
4. Percentage of persons employed in arts, entertainment or sports

CUTTING-EDGE ECONOMY
In Q1 2017, $16.5 billion in venture capital was invested in the U.S., with 41% going to the Bay Area. The Bay Area saw more activity than New York, Los Angeles, and Chicago combined.

$6.7 BILLION in capital invested (41% of total U.S. vc)

386 DEALS (21% of total U.S. vc deals)

SOURCE: Claritas, 2017; U.S. Department of Labor; National Venture Capital Association, March 2017
HEARST BAY AREA
OUR ECOSYSTEM OF SOLUTIONS

NEWSPAPER
Print, Ipad, E-edition
San Francisco Chronicle

PREMIUM MEMBER SITE
SFCHRONICLE.COM

FULL-SERVICE AGENCY

DIGITAL MARKETING PORTFOLIO
dms

46 MILE

BREAKING NEWS SITE
SFGATE

PREMIUM LOCAL EVENTS
VISIONSF

CUSTOM CONTENT SOLUTIONS
STORYSTUDIO

NETWORK AFFILIATES
core{}audience

34 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

- **1.1 MILLION**
  - **SF Chronicle in print**
    - Daily: 163,307 circulation, 504,388 readership
    - Sunday: 220,280 circulation, 612,891 readership

- **791,200** SFGATE.com

- **326,000** sfchronicle.com

MEDIAN HOUSEHOLD INCOME

$93,472

- Peak Earners & Buyers: 55%
- Home Owners: 56%
- Employed White Collar Professionals: 53%
- College Degree+: 53%

Sources: Scarborough Research, R2 2017; Alliance for Audited Media, Q3 2017 Circulation Report.
BEYOND THE BAY REACH

The Chronicle and SFGATE also have global reach across the country and the world.

PRINT
772,000
Readers / Month
unduplicated with website

DIGITAL
63% Mobile / 37% Desktop

SFGATE - SFDMA
75.1 Million Pageviews
3.9 Million Unique Visitors

SFGATE - GLOBAL
162.2 Million Pageviews
30.7 Million Unique Visitors

SFCHRONICLE - SFDMA
4.7 Million Pageviews
1 Million Unique Visitors

SFCHRONICLE - GLOBAL
9.5 Million Pageviews
3.2 Million Unique Visitors

SOCIAL

SFGATE
438,500 Twitter Followers
577,000 Facebook Fans
57,700 Instagram Fans

SFCHRONICLE
132,700 Twitter Followers
200,900 Facebook Fans
53,700 Instagram Fans

EVENTS & PARTNERSHIPS
Thousands of thought leaders and consumers

Sources: Print Audience: Scarborough Research, R2 2017; Social Audience: Twitter and Facebook, October 2017; Digital Audience: Adobe Analytics (Omniture), Q3 2017 Monthly Average.
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

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.

SFChronicle.com has spurred record growth over the last year with 66% total audience growth over the last 6 months. Digital subscriptions are up 30% year-over-year.

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

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

MONTHLY SECTIONS
+ Home Design Magazines (2x/yr)
+ 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
+ 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
SAN FRANCISCO CHRONICLE

AUDIENCE

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

GENDER

- M (Male): 53%
- F (Female): 47%

AGE

- 18-24: 8%
- 25-44: 28%
- 45-54: 19%
- 55+: 45%

Median Age: 52.6

DWELLING

- Single family home: 59%

HOME OWNERSHIP

- Home Owner: 55%
- Renter: 45%
- Second Home Owner: 8%
- Investment Property: 14%

Median Home Value: $896,946

FAMILY STRUCTURE

- Married: 47%
- No Children: 78%

EDUCATION

- High school or less: 21%
- Some college: 30%
- College graduate: 25%
- Post graduate: 24%
- College Grad+: 49%

EMPLOYMENT

- Employed: 62%
- Whitecollar: 74%

HOUSEHOLD INCOME

- $50,000 or Less: 26%
- $50,000- $75,000: 16%
- $76,000- $99,000: 17%
- $100,000+: 41%

Median HHI: $85,950

Source: Scarborough Research, 2017 R2, 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 News Site

7
National News Site In The Country
SFGATE PRODUCT

SFGATE is the highest trafficked local news site, delivering the most up to the minute stories, in-depth special reports, unbeatable local sports coverage, the best regional listings and cutting edge entertainment coverage.

172.2 MILLION PAGEVIEWS PER MONTH
Average page depth: 3.24

175.4 MILLION MINUTES SPENT ON THE SITE PER MONTH
Average time spent: 10.6 MINS

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

TOP BLOGS
RANKED BY PAGE VIEW
+ On the Block
+ Mommy Files
+ Inside Scoop SF
+ Daily Dish
+ The Stew
+ 49ers
+ Mick LaSalle (Movies)
+ Parenting
+ Get to Work
+ Get Lost

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 57%  F 43%

AGE
18-24  8%
25-44  42%
45-54  21%
55+    28%
Median Age 44.9

FAMILY STRUCTURE
Married  52%
No Children  76%

EDUCATION
High school or less  12%
Some college  26%
College graduate  31%
Post graduate  31%
College Grad+  62%

HOME OWNERSHIP
Home Owner  59%
Renter  41%
Second Home Owner  5%
Investment Property  13%
Median Home Value $881,238

DWELLING
Single family home  55%

MEDIAN HOME VALUE

MEDIAN HHI

EMPLOYMENT
Employed  78%
Whitecollar  89%

HOUSEHOLD INCOME
$50,000 or Less  16%
$50,000- $75,000  7%
$76,000- $99,000  17%
$100,000+  60%
Median HHI $123,423

Source: Scarborough Research, 2017 R1, 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.

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**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 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 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
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 SFGATE audience accesses our mobile responsive website 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 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 location (specific zones, cities or neighborhoods).
DIGITAL CAPABILITIES

DIGITAL PRODUCTS

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

SWEEPSTAKES
Turn your customers into winners. Let Hearst Bay Area develop a turnkey, brand-building sweepstakes that generate marketplace buzz for your business without a big-time commitment.

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, apfaff@sfchronicle.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.
46 MILE

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 Realators  |  Creative Energy  |  Meritage Medical Network  |  EQ3  | Sinegal Estate Winery

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THANK YOU

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

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