

The logo consists of a red diamond shape containing the words "NOB" and "HILL" stacked vertically in white, sans-serif, uppercase letters.

Gazette

2021 MEDIA KIT

**NOB
HILL**

OUR FORMULA

Know your audience. Not just as a demographic. Not just their zip codes. Not as a faceless archetype. Know the people. Understand them and the ecosystem they inhabit. Build decades of credibility. Stay fresh. Stay relevant. Surprise and delight your readers.

This formula is what makes the Nob Hill Gazette different. We're more than San Francisco's most important luxury lifestyle magazine; we are the publication-of-record for the region's social, cultural and philanthropic activity—for 42 years and counting.

OBSESSED FOR OVER 42 YEARS

The Nob Hill Gazette is more than a magazine — it's **an object of fascination** for the Bay Area's most exclusive audience. **Locally owned, produced** and read by the region's most affluent and educated residents, the Gazette is both a San Francisco institution and an aspirational icon. Our **hyperlocal insight** on culture, philanthropy and achievement produces a tightly curated audience navigating a **brilliantly designed, oversized canvas** unlike any other regional publication in the SF Bay Area market. Our digital platform provides an **attractive, brand-safe, and hyper-focused environment** for clients seeking valuable mindshare. Display opportunities including **100% share-of-voice options** run alongside the Gazette's trademark mix of insider knowledge, cheeky charm and **eyepopping visuals**.

MOST POPULAR TOPICS

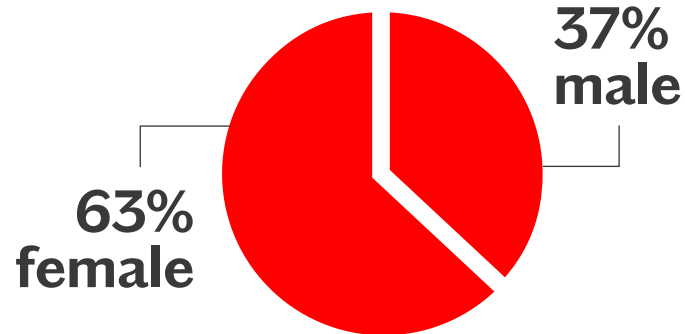
- Personalities
- Food+Wine
- Home/Design
- Real Estate
- Beauty/Fashion
- Travel
- Art/Music
- Social Events
- Philanthropy
- Wellness



OUR READERS

The *Gazette's* circulation provides national marketers and local business owners direct and unparalleled access to the exact Bay Area consumers they most want to reach: the owners of the highest valued homes in our target area, and those with the highest purchasing power.

GENDER BREAKDOWN



AGE

47.5

AVERAGE HOUSEHOLD INCOME

\$559,000

CULTURALLY & SOCIALLY ATTUNED

75% of NHC readers indicate interest in attending NHC events.

77% of survey respondents "always" or "usually" read the Nob Hill Gazette.

53% have visited an art museum or a paid music event in the past 12 months

80% have donated to cultural, social, educational or healthcare nonprofits in the past 12 months.

TOTAL DELIVERY OF THE NOB HILL GAZETTE

75,000

APPROXIMATE READERSHIP

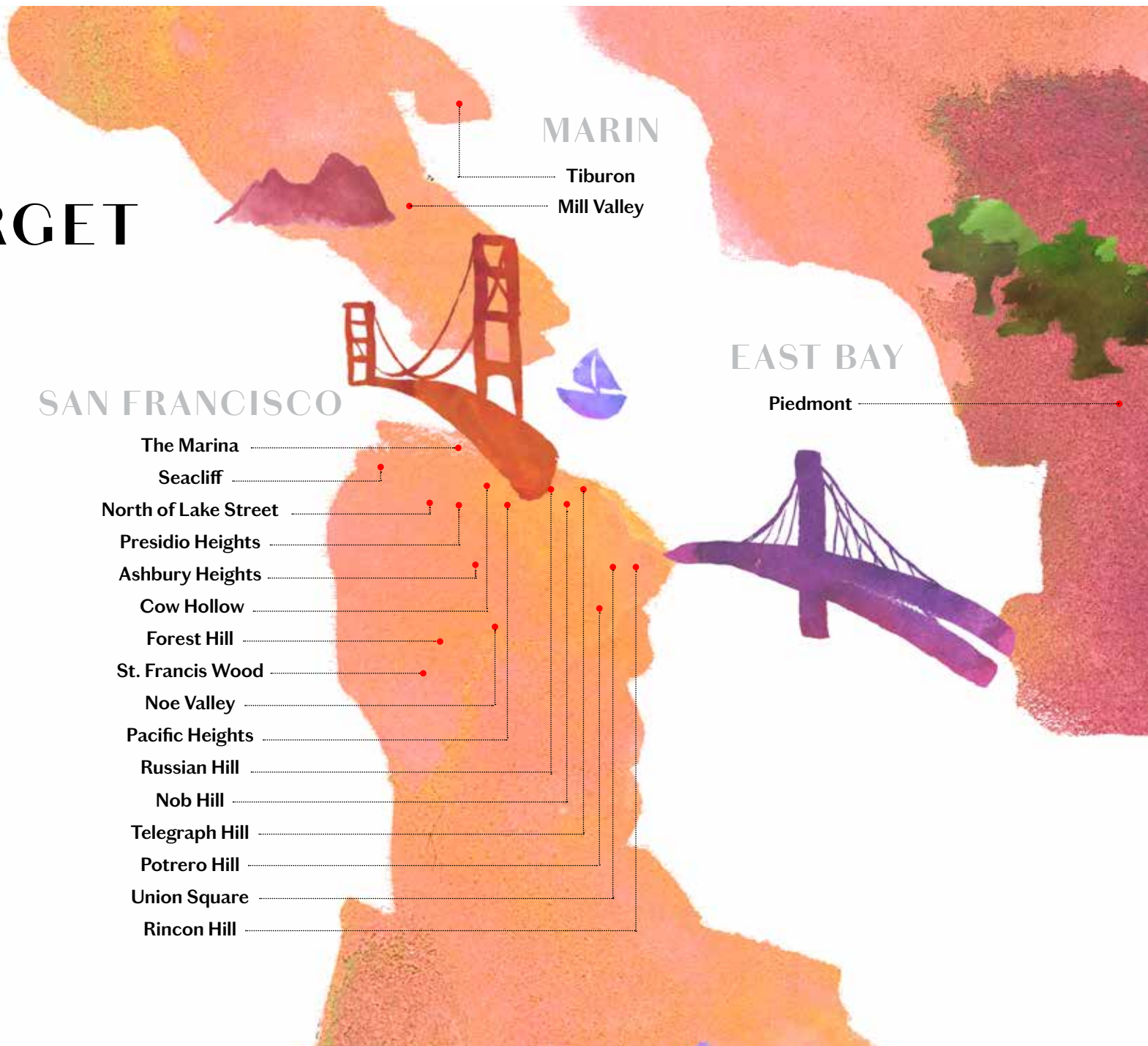
300,000+

UNIQUE MONTHLY VISITS TO NHC.COM

53,000

RIGHT ON TARGET

The San Francisco Bay Area is the most exceptional region in the world. With the highest incomes, worth, and home values in the United States, this region presents the greatest buying power anywhere.



CLIENT & READER TESTIMONIALS

“The *Nob Hill Gazette*—tasteful, authentic, fun and high-end—is perfectly aligned with my brand. More important, it generates a direct response. Web traffic, calls and emails have all spiked.”

—KAREN CALDWELL,
FASHION DESIGNER

“Prada, Kiton, Dolce & Gabbana, Valentino, Ferragamo and just about every other high-end clothing line were represented on the 300 swells who showed up.”

—WILLIE BROWN, FORMER MAYOR OF
SAN FRANCISCO, ON THE NOB HILL
GAZETTE'S PARTY FOR LOIS LEHRMAN

“The magazine is integral to our community, having captured San Francisco's history and people for the past 40 years. If a picture is worth a thousand words, the Gazette is worth a million -- its pages are filled with incredible photos that capture the verve of the City.”

—DIANNE FEINSTEIN,
U.S. SENATOR AND FORMER
SAN FRANCISCO MAYOR

“My favorite story is when I was traveling across country, I took my Nob Hill Gazette on the plane to read and as I sat down in my seat, the woman sitting next to me pulled out her Gazette at exactly the same time. We exchanged smiles and started reading.”

—BRIAN BOITANO,
OLYMPIC GOLD MEDALIST
AND SAN FRANCISCO RESIDENT

“The most important thing to understand about the Nob Hill Gazette is that it knows San Francisco because it is San Francisco. No other publication has a more intimate understanding of its audience and what moves it. As an advertiser, that's important to me.”

—JOEL GOODRICH, REAL ESTATE AGENT

2021 EDITORIAL & SPECIAL SECTIONS

	<i>Editorial Highlights</i>	<i>Special Sections</i>
JANUARY	Health + Wellness Destination: Hawaii	Be Well - Healthy Heart
FEBRUARY	The A-list	Wealth Management
MARCH	Spring Style	Premier Properties - Real Estate
APRIL	Most Eligibles	Be Well - Guide to Cosmetic Surgery
MAY	The Art Issue	Destination: Wine Country
JUNE	Architecture + Design	Premier Properties - Real Estate

Editorial calendar subject to change.

2021 EDITORIAL & SPECIAL SECTIONS

	<i>Editorial Highlights</i>	<i>Special Sections</i>
JULY	Best of The Gazette	Destination: Monterey/Carmel/Big Sur
AUGUST	Health + Wellness	Wealth Management
SEPTEMBER	Fall Fashion Gala Preview	Premier Properties - Real Estate Guide to Private Schools
OCTOBER	Home Design	Destination: Tahoe Be Well - Breast Health
NOVEMBER	Education Philanthropy	Premier Properties - Real Estate Wealth Management
DECEMBER	Holiday Entertaining + Gifts	Be Well - Spas & Salons

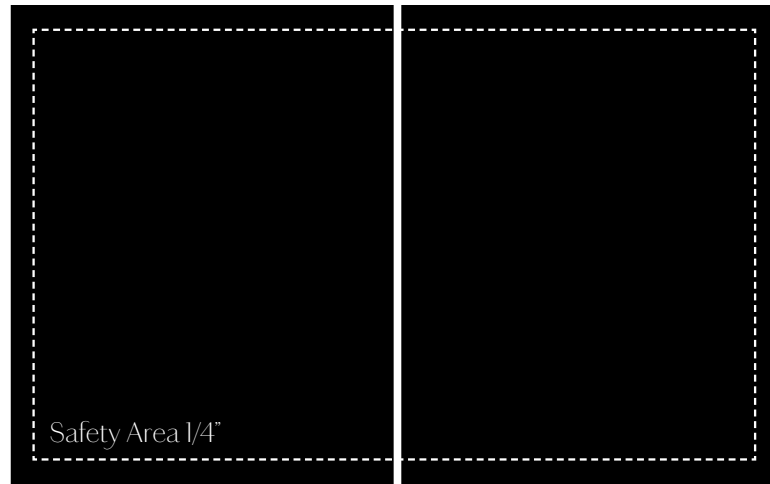
Editorial calendar subject to change.

DISPLAY AD SPECS

Art creation fees vary depending on scope of project.

Safety: All live elements must be kept inside these dimensions on all four sides. Clint Reilly Communications will not be responsible for any live matter placed outside the safety guides. Preferred file format: PDF/X-1a:2001. Native application files not accepted. Minimum resolution of 300 dpi and CMYK color profiles.

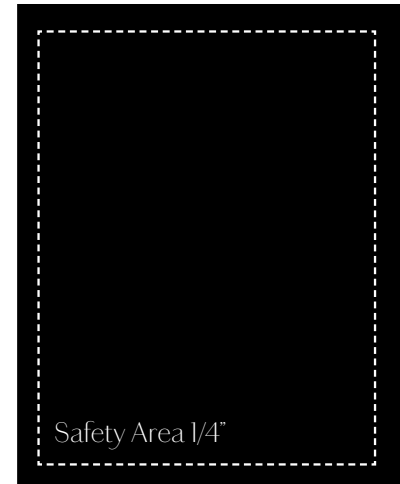
Material Submission: You may email digital files less than 8 MB to Jill Petrowiak at jill@nobhillgazette.com.



Two page spread

Trim: 21" x 15"

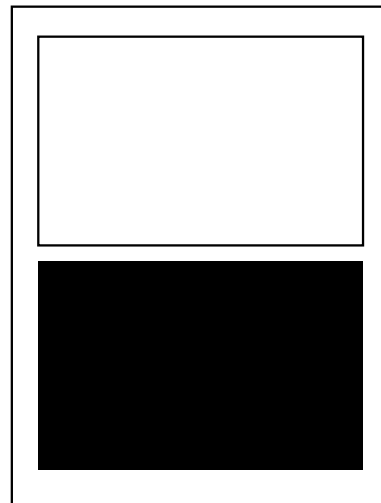
Bleed: 21.25" x 15.25"



Full page

Trim: 10.5" x 15"

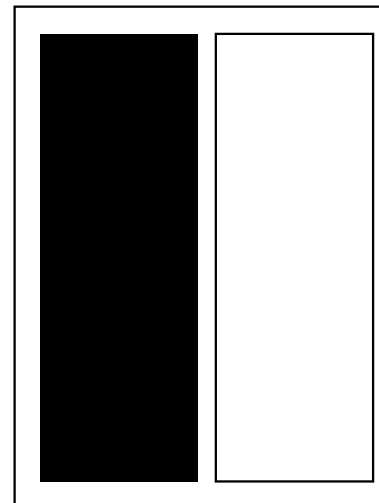
Bleed: 10.75" x 15.25"



Half horizontal

Non-Bleed:

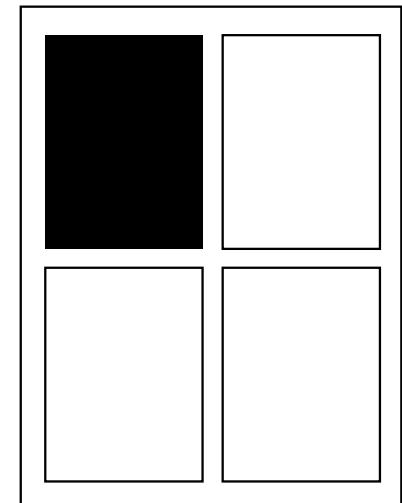
10" x 7.1667"



Half vertical

Non-Bleed:

4.9167" x 14.5"



Quarter

Non-Bleed:

4.9167" x 7.1667"

AD PRODUCTION COSTS

Production costs are not included in space rates.
The following represents a guideline.

COMPLETE AD DESIGN AND PRODUCTION/4 COLOR

Full page: \$395

1/2 page: \$295

1/4 page: \$195

PRESS-QUALITY COLOR PROOFS

\$50 each

ADDITIONAL CREATIVE SERVICES

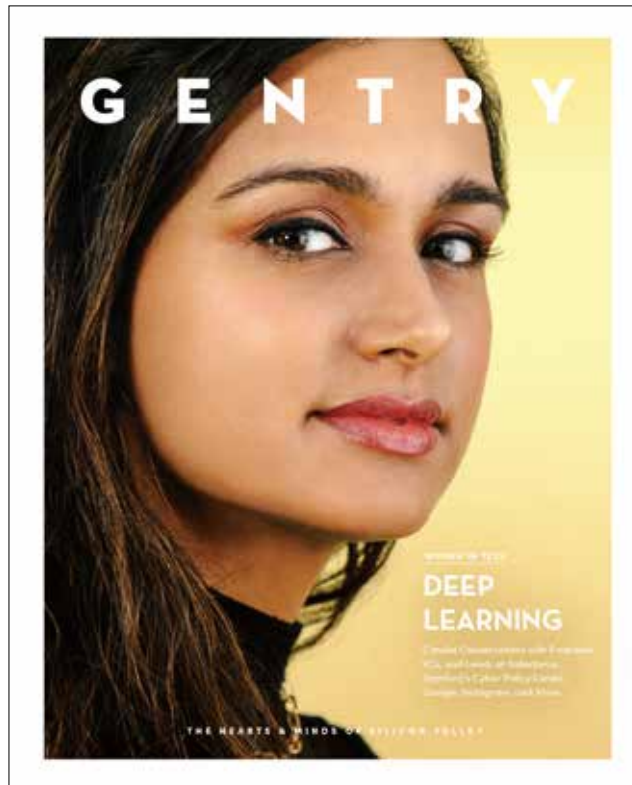
Design: \$50 per hour (min. 1 hour)

Production: \$50 per hour (min. 1 hour)

Additional charges may be incurred for revisions made following material deadline.

SISTER PUBLICATIONS

Combined, the Nob Hill Gazette and Gentry Magazine boast more than 75 years of unparalleled coverage of the social, cultural, philanthropic and civic life of the San Francisco Bay Area.



465 CALIFORNIA ST, SUITE 1600, SAN FRANCISCO, CALIFORNIA 94104
415-591-1818 | NOBHILLGAZETTE.COM | WWW.GENTRYMAGAZINE.COM



CLINT REILLY
COMMUNICATIONS