OUR FORMULA


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 eye-popping 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.

<table>
<thead>
<tr>
<th>GENDER BREAKDOWN</th>
<th>ACE</th>
<th>AVERAGE HOUSEHOLD INCOME</th>
<th>CULTURALLY &amp; SOCIALY ATTUNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>63% female</td>
<td>47.5</td>
<td>$559,000</td>
<td>53% have visited an art museum or a paid music event in the past 12 months</td>
</tr>
<tr>
<td>37% male</td>
<td></td>
<td></td>
<td>80% have donated to cultural, social, educational or healthcare nonprofits in the past 12 months</td>
</tr>
</tbody>
</table>

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

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

TOTAL DELIVERY OF THE NOB HILL GAZETTE

75,000

APPROXIMATE READERSHIP

300,000+

UNIQUE MONTHLY VISITS TO NHG.COM

53,000

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.
THE COMPANY YOU KEEP

Leading advertisers include:

Cartier
Compass Real Estate
DeLeon Realty
Fine Arts Museums
San Francisco
Four Seasons Residences
Four Seasons
Silicon Valley
181 Fremont
GRAFF
Mary Gullixson
Harry Winston
Joe Escobar
LUMINA Luxury Condos

McLaren San Francisco
Neiman Marcus
Patek Phillipe
Rolex
Rosewood Sand Hill
Sotheby’s International Realty
Shreve & Co.
Stephen Silver
Fine Jewelry
Stanford Shopping Center/
Simon Malls
Whitetail Club,
McCall, ID
“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
<table>
<thead>
<tr>
<th>MONTH</th>
<th>Editorial Highlights</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Health + Wellness</td>
<td>Be Well - Healthy Heart</td>
</tr>
<tr>
<td></td>
<td>Destination: Hawaii</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>The A-list</td>
<td>Wealth Management</td>
</tr>
<tr>
<td>MARCH</td>
<td>Spring Style</td>
<td>Premier Properties - Real Estate</td>
</tr>
<tr>
<td>APRIL</td>
<td>Most Eligibles</td>
<td>Be Well - Guide to Cosmetic Surgery</td>
</tr>
<tr>
<td>MAY</td>
<td>The Art Issue</td>
<td>Destination: Wine Country</td>
</tr>
<tr>
<td>JUNE</td>
<td>Architecture + Design</td>
<td>Premier Properties - Real Estate</td>
</tr>
</tbody>
</table>

Editorial calendar subject to change.
# 2021 Editorial & Special Sections

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

Editorial calendar subject to change.
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.

---

**DISPLAY AD SPECS**

Two page spread

*Trim: 21" x 15"*

*Bleed: 21.25" 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.