Our portfolio delivers 4.21 million media impressions per month.
OUR FORMULA


This formula is what makes the Nob Hill Gazette different. We’re more than San Francisco Bay Area’s most important luxury lifestyle magazine; we are the publication-of-record for the region’s social, cultural and philanthropic activity — for 44 years and counting.
OBSESSED FOR OVER 44 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 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

63% female
37% male

TOTAL DELIVERY OF THE NOB HILL GAZETTE

100,000

APPROXIMATE READERSHIP

400,000+

UNIQUE MONTHLY VISITS TO NOBHILLGAZETTE.COM

53,000

Source: 2018 Scarborough Report and Nob Hill Gazette/SurveyMonkey 2018 reader survey

CULTURALLY & SOCIALLY ATTUNED

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

53%

have donated to cultural, social, educational or health care nonprofits in the past 12 months

80%

75% of Nob Hill Gazette readers indicate interest in attending Nob Hill Gazette events

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

AVERAGE HOUSEHOLD INCOME

$559,000

ACE

47.5
RIGHT ON TARGET

The San Francisco Peninsula — incorporating San Francisco, the Peninsula and Silicon Valley — is the most exceptional region in the world. With the highest incomes, net worth, and home values in the United States, our region presents the greatest buying power anywhere.

IN HOME DELIVERY

Nob Hill Gazette circulation is compiled using a highly sophisticated geo-demographic analysis to isolate specific areas of affluence. Nob Hill Gazette Luxury Index saturation delivery model, along with its electronic presence, effectively and efficiently reaches advertisers’ most coveted clients.

LUXURY HOTEL SUITES & SPAS

Rosewood Sand Hill – Menlo Park · The Clement – Palo Alto · The Garden Court Hotel – Palo Alto · The Stanford Park Hotel – Menlo Park · Hyatt Carmel Highlands · The Claremont Resort & Spa – Berkeley · Hotel Les Mars and Inn in Sonoma · The Spa at Hotel Healdsburg · The Spa at Solage Luxury Resort · Huntington Hotel Spa in San Francisco · The Hideaway Carmel · The Ritz-Carlton Lake Tahoe · Las Alcobas Hotel – a Luxury Collection Hotel · Bernardus Lodge and Spa · Fairmont Sonoma Mission Inn & Spa

2022 DISTRIBUTION

75,000 SAN FRANCISCO

Ashbury Heights
Cow Hollow
Forest Hill
The Marina
Nob Hill
Noe Valley
North of Lake Street
Pacific Heights
Potrero Hill
Presidio Heights
Rincon Hill
Russian Hill
Seacliff
St. Francis Wood
Telegraph Hill
Union Square

25,000 PENINSULA

Atherton
Belmont
Burlingame
Hillsborough
Los Altos
Los Altos Hills
Menlo Park
Palo Alto
Portola Valley
Redwood City
San Mateo
Woodside

+ Mill Valley
Piedmont
Tiburon
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, Realtor
Harry Winston
Joe Escobar, Jeweler
LUMINA Luxury Condos

McLaren San Francisco
Neiman Marcus
Patek Phillippe
Rolex
Rosewood Sand Hill
Sotheby’s International Realty
Shreve & Co.
Stephen Silver Fine Jewelry
Stanford Shopping Center/ Simon Malls
Whitetail Club, McCall, ID
CLIENT & READER TESTIMONIALS

“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 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 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
## 2022 Editorial & Special Sections

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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 Pietrowiak at creative@nobhillgazette.com.
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  
Half page: $295  
Quarter 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.
Clint Reilly Communications boasts decades of unparalleled coverage of the political, social, cultural, philanthropic and civic life of the San Francisco Bay Area.