

MEDIA KIT 2021

# Marketing with Impact






**We are part of the fabric  
of California – delivering  
a world-class, multi-  
media experience that  
enriches the people and  
businesses of our local  
communities.**

**H E A R S T**  
**B A Y A R E A**

**H E A R S T**  
**B A Y A R E A**



**Our influence spans across multiple platforms to deliver a powerhouse of customization for creative digital and print media solutions.**

**With the capacity to reach over 5.5 million unique people in the Bay Area, *we reach audiences where they are.***



# Reach New Audiences Across Multiple Platforms

**Our audience reaches over 750+ Hearst platforms through**

## Hearst Digital Media

Magazines – 25 online editions

## Hearst Newspapers

Newspapers – 24 dailies, 66 weeklies

## Hearst Television

Television – 40 stations

A multi-channel approach covers each stage of the buying cycle, ensuring you capture every opportunity to convert your target consumer into a customer.

**Extraordinary  
Brands:**

ELLE

San Francisco  
Chronicle

TIMES UNION

HISTORY

DR. OZ  
THE GOOD LIFE

O  
THE OPRAH  
MAGAZINE

HOUSTON  
CHRONICLE

## OUR APPROACH

**We assess data-driven results for full-service marketing and advertising capability that focuses on growth-oriented businesses in the Bay Area and beyond.**

Our team engages your target audience with forward-thinking messaging through every stage of the buying cycle to increase ROI, manage brand reputation, and convert consumers to loyal customers.

### WE UTILIZE:



Market Intelligence



World-class Technology



Deep Expertise



REMARKETING

EMAIL NURTURING

SOCIAL RETARGETING

DISPLAY RETARGETING

MARKETING AUTOMATION

### AWARENESS



PRINT ADVERTISING



NEWS SITE DISPLAY



AUDIENCE EXT. DISPLAY



NATIVE ADVERTISING



PODCAST ADVERTISING

### CONSIDERATION



DIRECT MAIL



WEBSITE DESIGN



SOCIAL MEDIA MARKETING



EMAIL MARKETING

### INTENT



PAID SEARCH MARKETING



SEARCH ENGINE OPTIMIZATION



REPUTATION MANAGEMENT





# HEARST BAY AREA PORTFOLIO

## Hearst Bay Area Product Portfolio

Engage your target audience through every stage of the buying cycle with customizable marketing programs across multi-media and powerhouse platforms.

We deliver programs to assess your market to deliver optimized ads for the most impactful reach.

Work alongside your Account Executive who will guide the process to:



**Assess your marketing goals**



**Calculate business impact**



**Customize a media plan**



**Onboard your business initiatives**



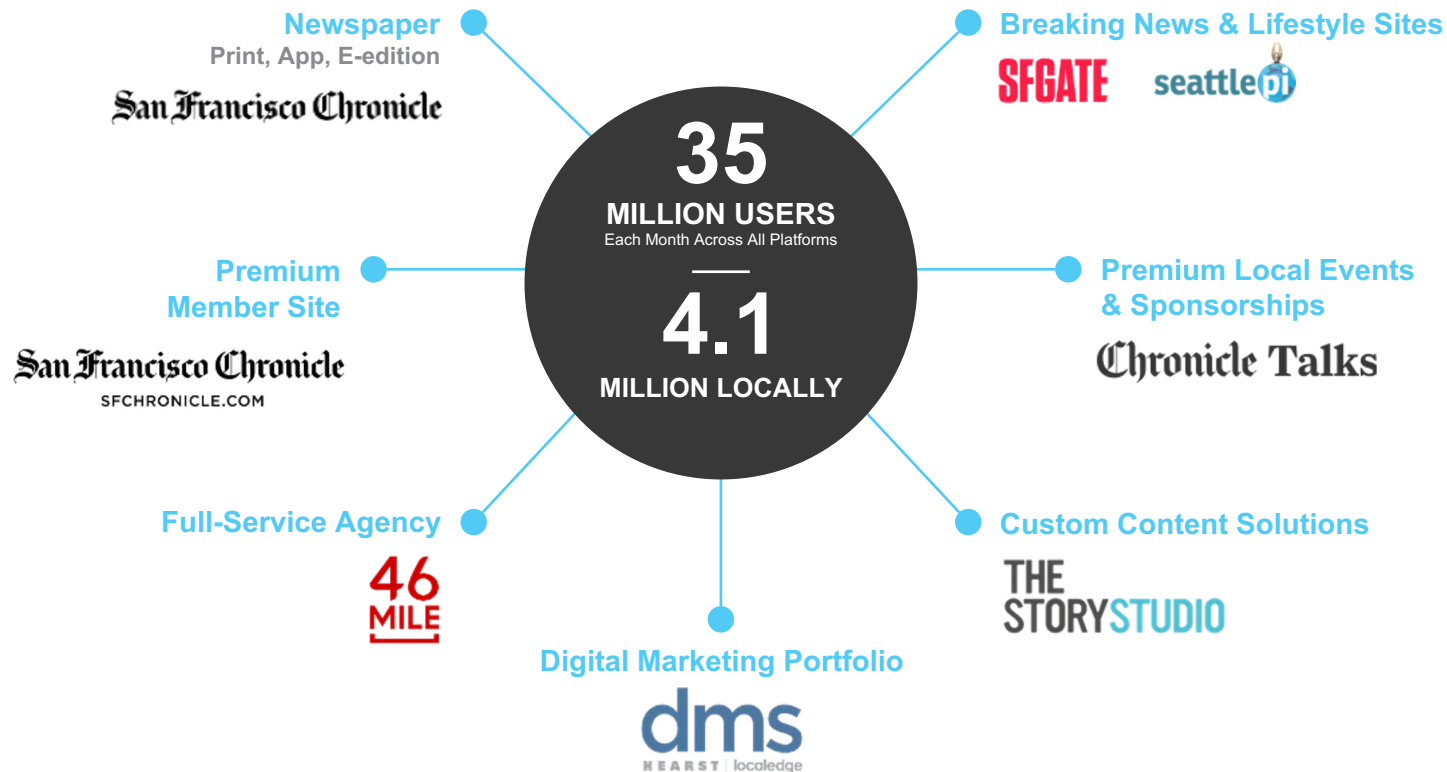
**Monitor campaign progress**



**Report and Optimize content**

## ENGAGING PORTFOLIO

Our users can be your next customer with our unmatched suite of multi-brand, cross-platform solutions.



Source: Google Analytics, Q1 2021; Scarborough Research, R1 2021  
(audience estimations)

**HEARST**  
BAY AREA



# Digital Products

Customize your story-telling through digital products to empower target audiences across the buying journey.

## Display Ads

SFChronicle and SFGATE engage IAB standard and rising star units across platforms with optimization for better performance.

## High Impact Rich Media

Get readers attention with rich media solutions that are effective and efficient. Placements include wrap/takeover, roadblock, synched ad units, overlay, and more.

## Interactive Content Module (ICM)

Utilize customizable units that feature a variety of creative assets, including video players, slideshow capability, email sign-ups, store locators, social media share, and more.

## Mobile

Include responsive ads to engage higher views across smartphone and tablet capability. Over 50% of SFChronicle and SFGATE audiences engage with responsive content

## Email Marketing

We design and implement content that matches your target audience and geographic location. With a qualified list of email addresses, we align a program rooted in your initiative needs through products, sales, special offers, and applicable newsletters to your audience.

## Newsletter Sponsorship

Own one of The SFChronicle or SFGATE editorially-driven email newsletters with 100% SOV.

## Search Optimized Content

Get your business in front of customers with precision across a full spectrum of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies.

## Precise Targeting

Experience advanced campaign methods through geolocation and targeting direct consumer behavior for more effective results.

## Social Media

Harness your business's full capacity with a social media strategy to engage new followers and retain audience impressions.

## Programmatic Advertising

Learn how data-driven results are more effective through customized audiences for your media campaign that include location, keyword search, browsing behavior, and contextual content.

## Classified Ads

Post a traditional classified ad on SFGATE for print or digital media to generate new leads for Real Estate, Recruitment, Auto, and more.

## Hearst Premium Network

Have full access to our proprietary core audience solution to give your business efficient results across the most iconic publishing brands in the Bay Area.

## AWARENESS STAGE SOLUTIONS

**Raise awareness for your brand with solutions specifically designed to capture the attention of your target audience.**

### Display Advertising

Capture the attention of your ideal audience. Our display network reaches millions of local monthly visitors.

### Video Advertising

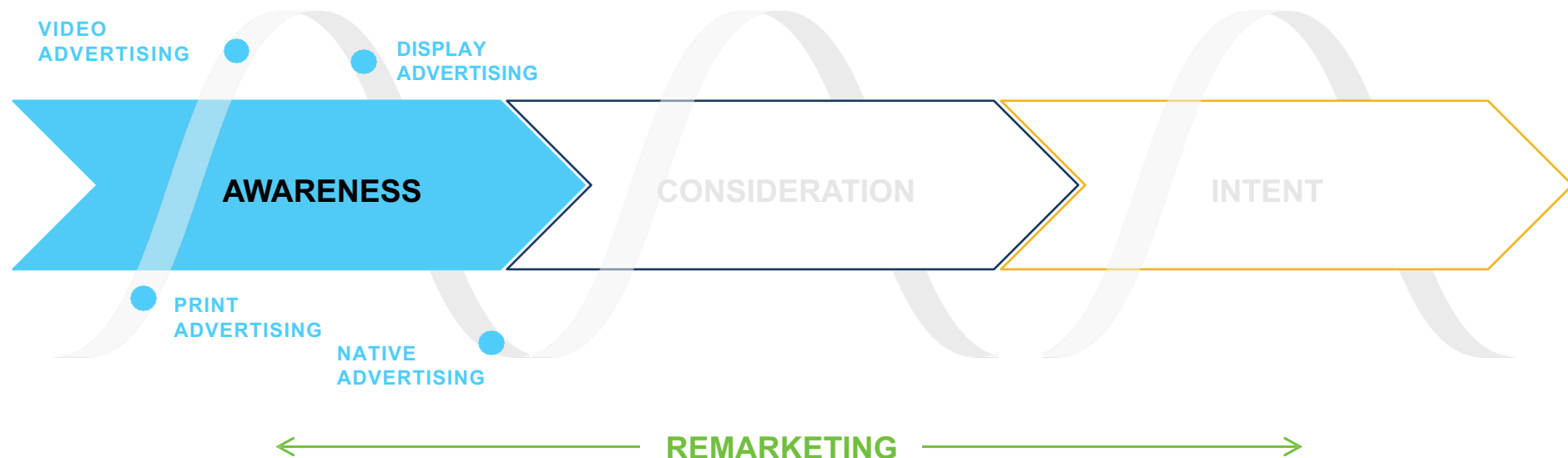
Engage new audiences with video content, using targeted digital placements, social media networks, and more.

### Native Advertising

Share your story with impactful, custom content, syndicated in publications that reach 90% of U.S. audiences.

### Print Advertising

Reach Bay Area audiences ready to spend in the San Francisco Chronicle's newspaper and premium magazines.



## CONSIDERATION STAGE SOLUTIONS

**Reach prospective buyers when they're in the critical consideration stage.**

### Website Design

Promote your products and services with an engaging, functional and aesthetically pleasing website.

### Direct Mail

Stay top of mind and reach your audience with high-quality, branded mailers at their office or at home.

### Social Media Marketing

Engage your target community on social media with our paid and organic social media management services.

### Email Marketing

Get straight into your ideal audience's inbox, and track key metrics along the way.



## INTENT STAGE SOLUTIONS

**Get your business in front of consumers when they're ready to convert with our intent-stage digital solutions.**

### **Paid Search Marketing**

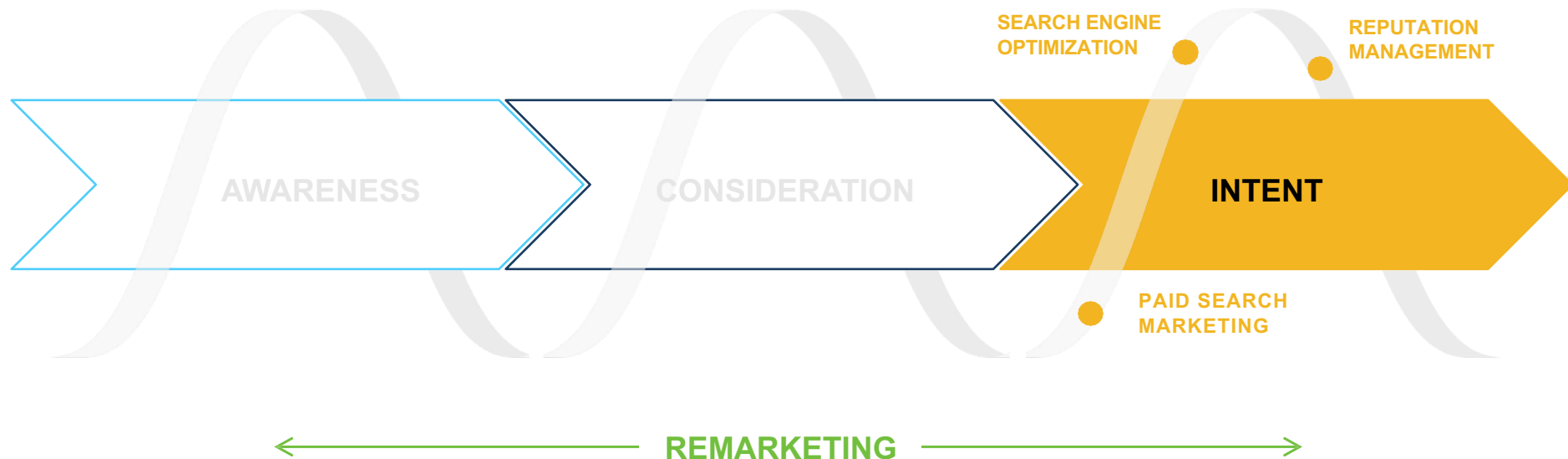
Get in front of customers actively looking for solutions with our expertly targeted paid search advertising..

### **Reputation Management**

Stay on top of your online reputation. We'll create an action plan for you to monitor and manage your brand online.

### **Search Engine Optimization**

Set yourself up to appear organically in search results and appeal to highly qualified customers.



## REMARKETING SOLUTIONS

**Stay top-of-mind for your ideal audience as they move through the buyer's journey.**

### Email Nurturing

Communicate relevant messages and offers to your email lists based on the user's past behavior.

### Display Retargeting

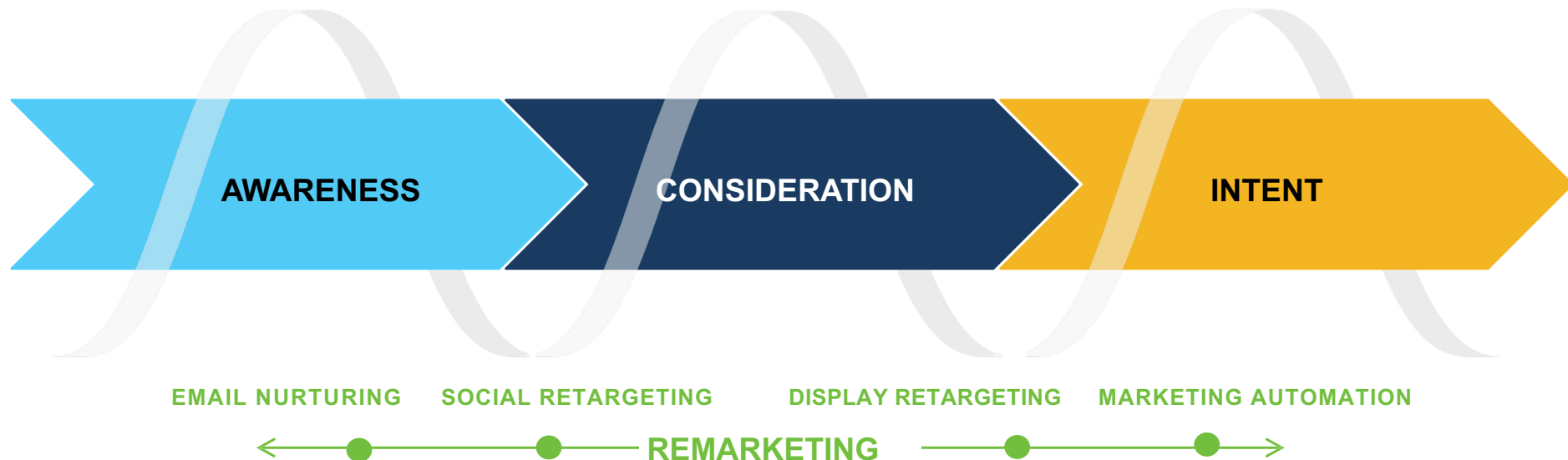
Use targeting and optimization to audiences who have already shown an interest in your brand.

### Social Retargeting

Engage your customers and site visitors on the social media platforms where they spend their time.

### Marketing Automation

Send out personalized communications designed to help you increase conversions, all without lifting a finger.

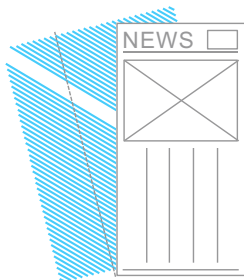
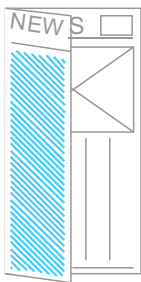
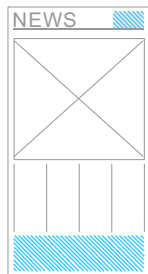


## Print Products

The San Francisco Chronicle and SFGATE provide a spectrum of daily and weekly print ad sections to connect our loyal readers to your business.

### Unique Ad Positions

Move beyond standard modular ROP ad sizes to elevate your message with a memorable layout.



### Front Page/Section Front Ads

Capture audience attention immediately with premium placement for maximum visibility.

### Spadeas

Printed on both sides, engage high-impact messaging with full-size spadea in color.

### Pull-Out and Extended Pull-Outs

Cover more space with a story across multiple multiple broadsheets for extended messaging.

### Extra-Wide ROP Page

Advance your message positioning with an oversized broadsheet page.



# THE STORYSTUDIO

## Include Turnkey Content Marketing Through Immersive Storytelling

The Story Studio manages end-to-end content creation, distribution, and optimization.

### Invite your audience in your story to:

- ♥ Appeal to personal narratives
- 📶 Immerse audiences in intelligently driven content
- 📊 Assess in-depth analytics for guaranteed results
- 👉 Encourage audience retention with interactive elements

### CLIENTS:

Airbnb  
MGM Resorts

CORT Furniture  
Monterey Tourism

PG&E  
Silicon Valley  
Community Foundation





# Data-Driven Marketing Partner for Unique Solutions

46 Mile is a full-service integrated marketing and media agency dedicated to bringing Madison Avenue expertise and resources to clients at the regional level. They are the number one regional media brand with extensive experience to bring next-level marketing to your business.

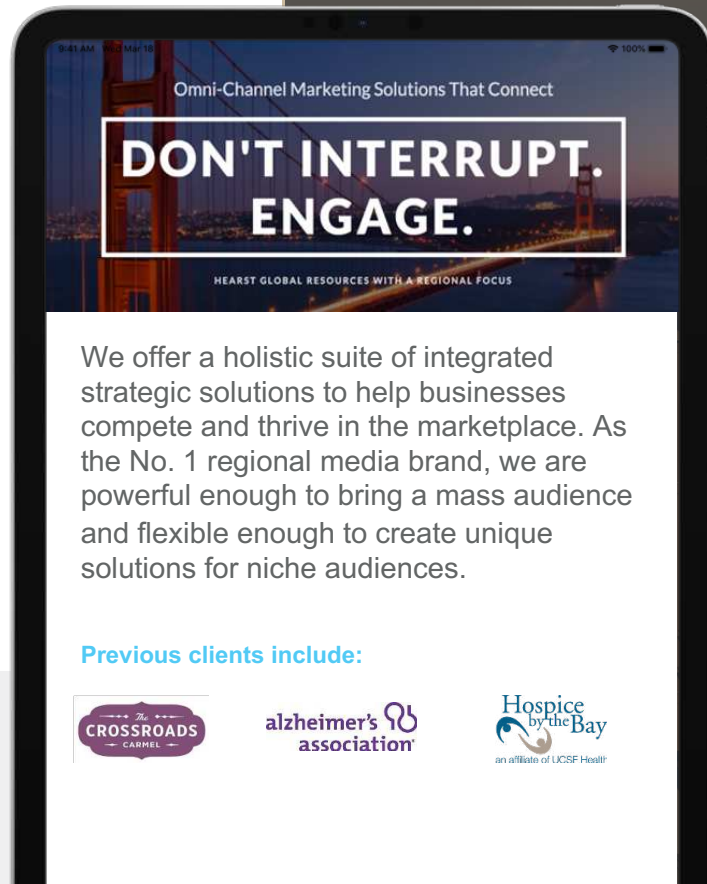
### Manage marketing initiatives with:

- Market research
- Competitive analysis
- Branding strategy and execution
- Digital and print media assets
- E-commerce services
- Reporting dashboards and analytics
- Creative video production
- Advertising design and presentations

### CLIENTS:

Leading Age of California  
The Crossroads Carmel

Tamber Bay Vineyards  
Magnussen Toyota



A grayscale photograph of the San Francisco Chronicle building, a prominent Art Deco skyscraper with a central clock tower. The building is viewed from a low angle, looking up. The title "San Francisco Chronicle" is overlaid in a white, stylized font across the middle of the image.

# San Francisco Chronicle

**A trusted San Francisco legacy.**  
**Award-winning, world-class journalism.**



# San Francisco Chronicle

## San Francisco Chronicle

San Francisco Chronicle is rooted in 150 years of cherished legacy that continues to evolve and break new world-class ground while achieving award-winning journalism and editorial recognition.

**#1** Bay Area Newspaper

**6** Pulitzer Prizes

**#3** Bay Area News Site

San Francisco Chronicle prioritizes investigative journalism to deliver digital-first news across multiple key demographics in the Bay Area.

Source: SimilarWeb, April 2020

Reach affluent –  
influential – and  
educated audiences.

## AFFLUENT

**\$130<sub>K</sub>**

median  
household income

## INFLUENTIAL

**58%**

white-collar  
workers

## EDUCATED

**60%**

undergraduate or  
postgraduate degree(s)

**61%**

peak earners /  
buyers (age 25 – 54)

**43<sub>Y</sub>**

median age

**38%**

traveled outside the  
U.S. in the past year



# Premium content For Evolving Digital Engagement

Premium Website ad capability extends across:



**Local Coverage on the latest news**



**Expert Guides for activities and local initiatives**



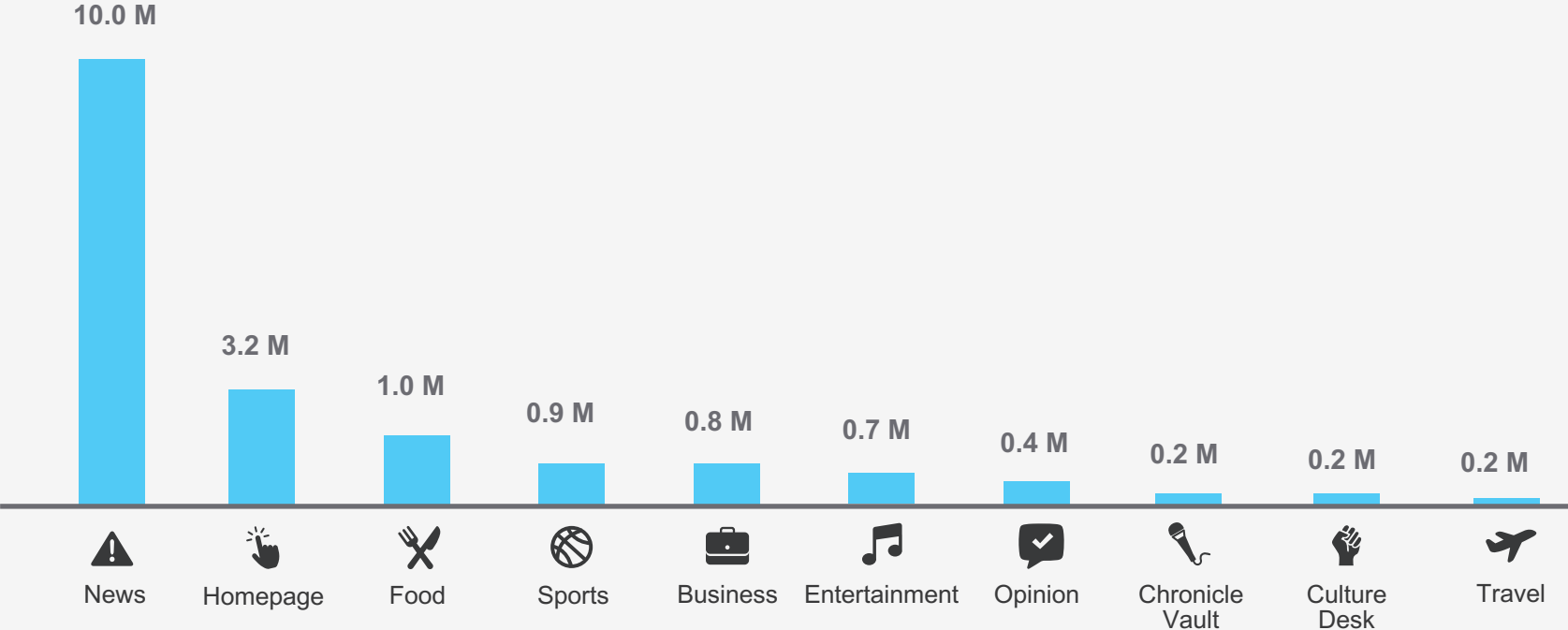
**Bookmarkable Trackers for immediate updates**



**Datebook for curated events**

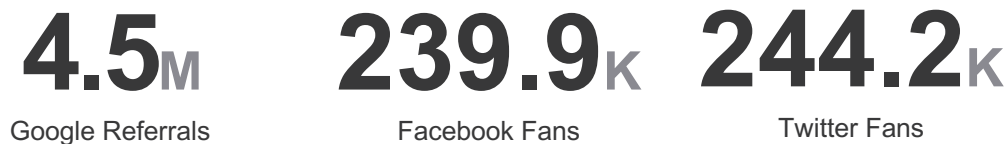
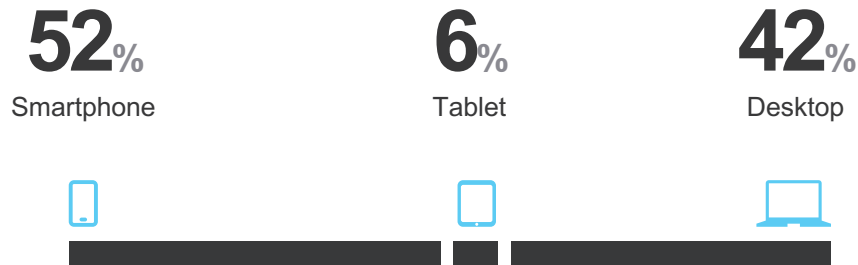


# Top Sections For Audience Reach



Source: Google Analytics, November 2020

Adaptable device  
page views for  
digital reach.

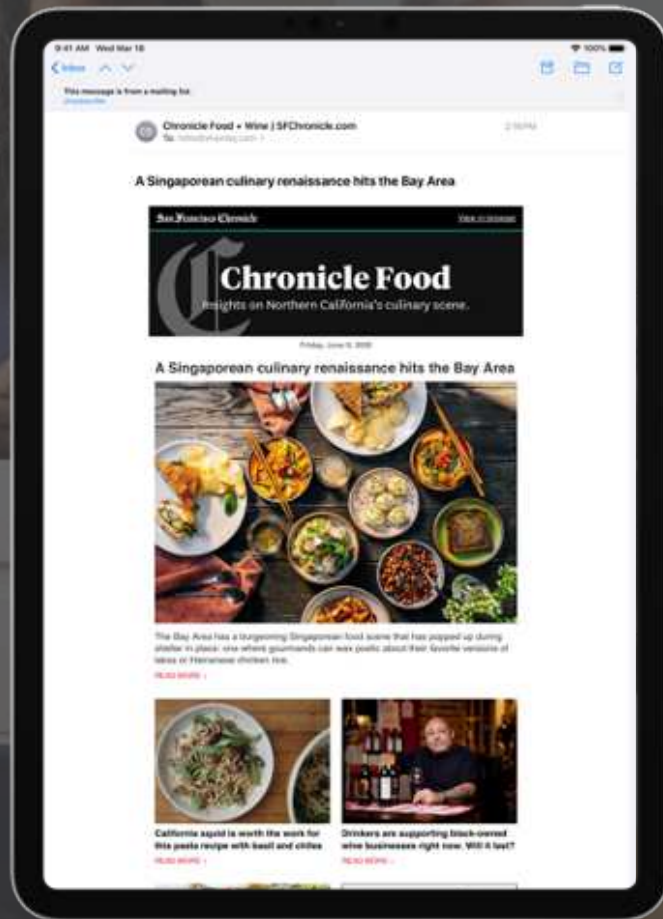


# Choose Exceptional Ad Placement For Newsletters

Have premium access to our regular newsletters through ad placement and expertly designed email marketing campaigns.

- Bay Briefing
- Morning Fix
- Drinking with Esther
- Bite Curious
- Political Punch

*And more...*



# Expand to Reach Your Audience Where They Listen

Audio is becoming a bigger part of everyday life. With over 104 million people who consistently listen to podcasts each month, there is more influence across a range of topics.



**5th & Mission**



**Extra Spicy**



**It's All Political**



**Giants Splash**



**A's Plus**



**TotalSF**

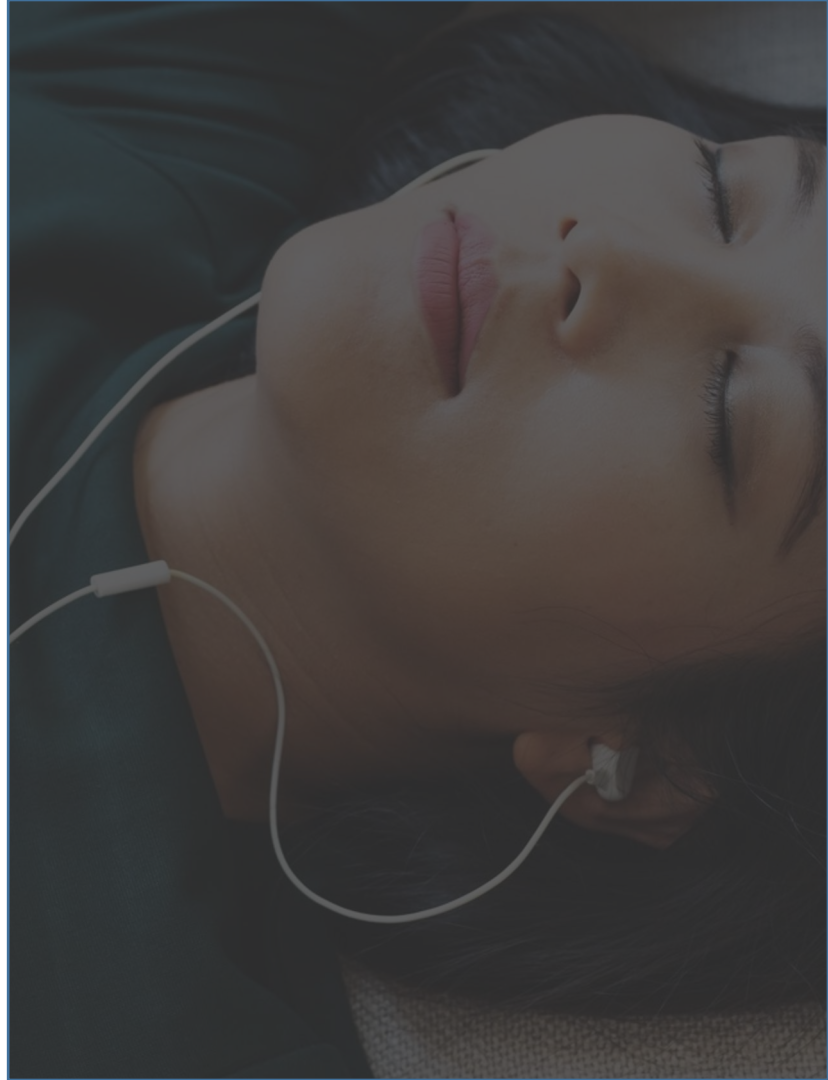


**Warriors Off Court**



**Chronicled**

*and more...*



# Customizable Interactives for Immersive Story-telling

Interactives engage new audiences to traverse evolving platforms for meaningful content to match your business's marketing initiatives.

### CONTENT CAPABILITIES:



App: iOS and Android



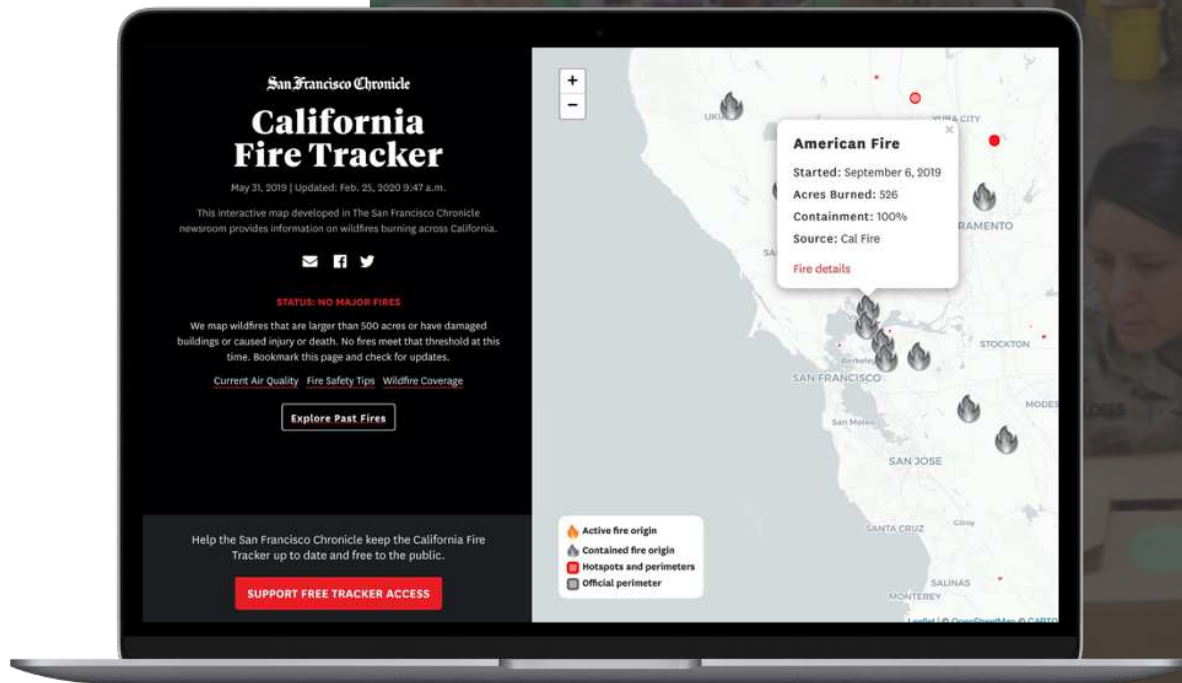
Social Media Channels



Podcasts



Digital Newsletters





# Meet Your Audience In Their Daily Routine

Read by more people than any other news source in Northern California, our print media is a daily ritual for millions.



## Core Sections

- Main News
- Bay Area
- Business Report
- Sporting Green
- Datebook

## Weekday Sections

- Datebook (Thu)
- New Homes (Fri)

## Monthly Sections

- SFis Homes

## Special Sections & Magazines

- Destinations
- Sports
- Wine Competition
- International Auto Show
- Top 100 Restaurants
- + more

## Sunday Sections

- Main News
- Bay Area
- Business
- Sporting Green
- Datebook - T\*
- Food & Wine
- Real Estate
- Open Homes
- Culture
- Travel
- Comics
- Insight (+Books) - T\*

# Multichannel Storytelling For Audience Awareness and Retention

Meet audiences where they are listening, watching, and reading. Choose from multiple avenues for interactive experiences to synchronize your messaging to contribute valuable content to the people, businesses, and communities in the Bay Area.

Advance your marketing initiatives through premium content for higher conversion rates.

Premium Website + Interactives

Newspaper



App  
(iOS + Android)



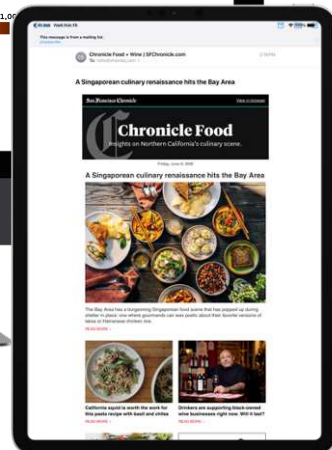
Social Channels



Podcasts  
(11+)



Newsletters  
(15+)



A black and white photograph of a crowd of San Francisco 49ers fans. In the center, a person holds up a large circular sign with the 'SF' logo. To the right, a woman wears a 'SAN FRANCISCO FOOTBALL' t-shirt and a '49ERS' beanie. Other fans in the background are cheering, holding up phones, and wearing team merchandise. The word 'SFGATE' is overlaid in large white letters.

# SFGATE

**Must-read coverage for Bay Area locals.  
Energetic, unapologetic, edgy.**



# SFGATE

## SFGATE

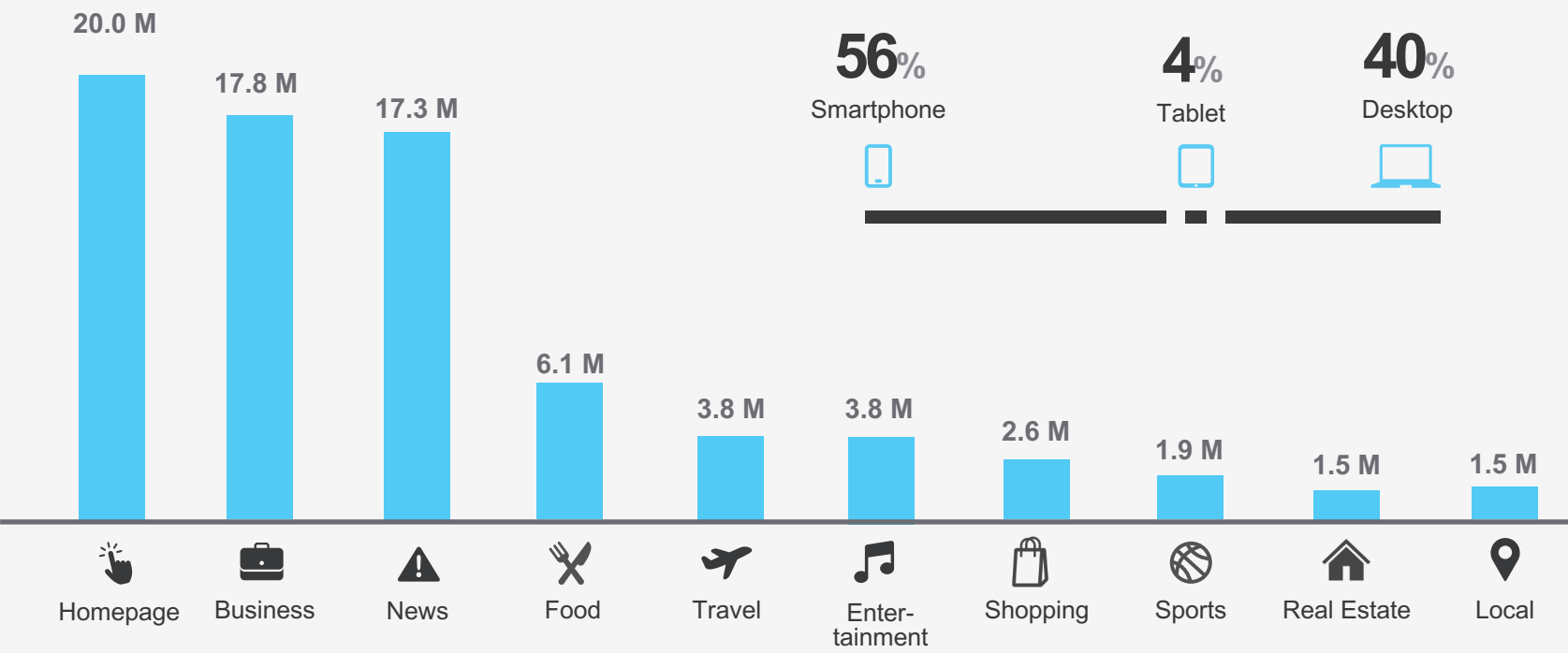
SFGATE is energetic, unapologetic, and edgy with must-read coverage about the people, places, and ideas across the San Francisco Bay Area.

**#1 Local News Site**

**#7 National News Site**

Connect with engaged voices that are bold and unique within the communities of San Francisco.

# Top Sections For Audience Reach



Source: Google Analytics, November 2020



Reach SFGATE  
readers who are  
educated, affluent,  
and influential.

EDUCATED

85%

some level of college  
education

AFFLUENT

\$145<sub>K</sub>

median household  
income

INFLUENTIAL

42<sub>Y</sub>

median age

65%

undergraduate or  
postgraduate degree(s)

70%

peak earners/  
Buyers (age 25 – 54)

39%

influential  
millennials (25 – 39)

**SFGATE is the  
number one site for  
local news.**

### SITE TRAFFIC

**80<sub>M</sub>**

page views per month  
(SFDMA **30.2M**)

**29<sub>M</sub>**

unique visitors per month  
(SFDMA **3.7M**)

**49<sub>M</sub>**

unique mobile page views  
(SFMDA **13.9 M**)

### SOCIAL TRAFFIC

**25<sub>M</sub>**

referral visits  
from Google

**488<sub>K</sub>**

Twitter fans &  
**7184K** referral visits

**599<sub>K</sub>**

Facebook fans &  
**2.2M** referral visits

# Where local businesses go to thrive.

## Respected Brands & Quality Audiences

Access the largest and most desirable audiences in California.

## Engaging Portfolio

Full suite of multi-media news assets and digital marketing services.

## Strategic Planning

Marketing plans infused with local knowledge and industry expertise.



**HEARST**  
B A Y A R E A

[Contact us today](#) to learn how we can assist  
your business to expand audience reach,  
build brand reputation, and increase ROI.