



HEARST
BAY AREA

WINE & HOSPITALITY

Hearst Bay Area is Northern California's largest news media and services group connecting businesses in the wine and hospitality industry with their target audience through a comprehensive suite of multi-touch solutions.

BAY AREA WINE CONSUMPTION

The Bay Area has an outstanding wine scene, inline with residents' consumption of wine at home and while out on the town.

Two thirds of Bay Area adults in the San Francisco DMA consume wine.

County	Total Adults	Drink Wine	Drank Wine in past 7 Days
Alameda County	1,332,655	67.3%	25.3%
Contra Costa County	901,471	69.7%	22.4%
Lake County	53,526	59.0%	25.4%
Marin County	210,188	72.4%	32.7%
Mendocino County	67,004	51.9%	20.6%
Napa County	111,521	64.0%	32.4%
San Francisco County	769,684	73.4%	30.9%
San Mateo County	615,622	67.2%	32.0%
Santa Clara County	1,527,210	60.4%	20.1%
Solano County	348,793	59.7%	21.7%
Sonoma County	404,854	73.8%	23.1%
Bay Area Totals	6,388,549	66.5%	25.0%

DEMOS

Demographics of Bay Area adults, who visited Napa and Sonoma wine regions in the past year are well-educated, affluent consumers in one of the most sought-after markets in the U.S.

GENDER

M 57% / F 43%

AGE

18 to 24	6.0%
25 to 34	26.5%
35 to 44	17.9%
45 to 54	18.6%
55 to 64	18.6%
65+	12.3%

Median Age **44.7**

EDUCATION

High School	15.3%
Some College	29.7%
College Grad	29.2%
Post Grad	25.8%

EMPLOYMENT

Employed	79.9%
Retired	12.3%

HOME OWNERSHIP

Homeowner	46.8%
Renter	53.2%

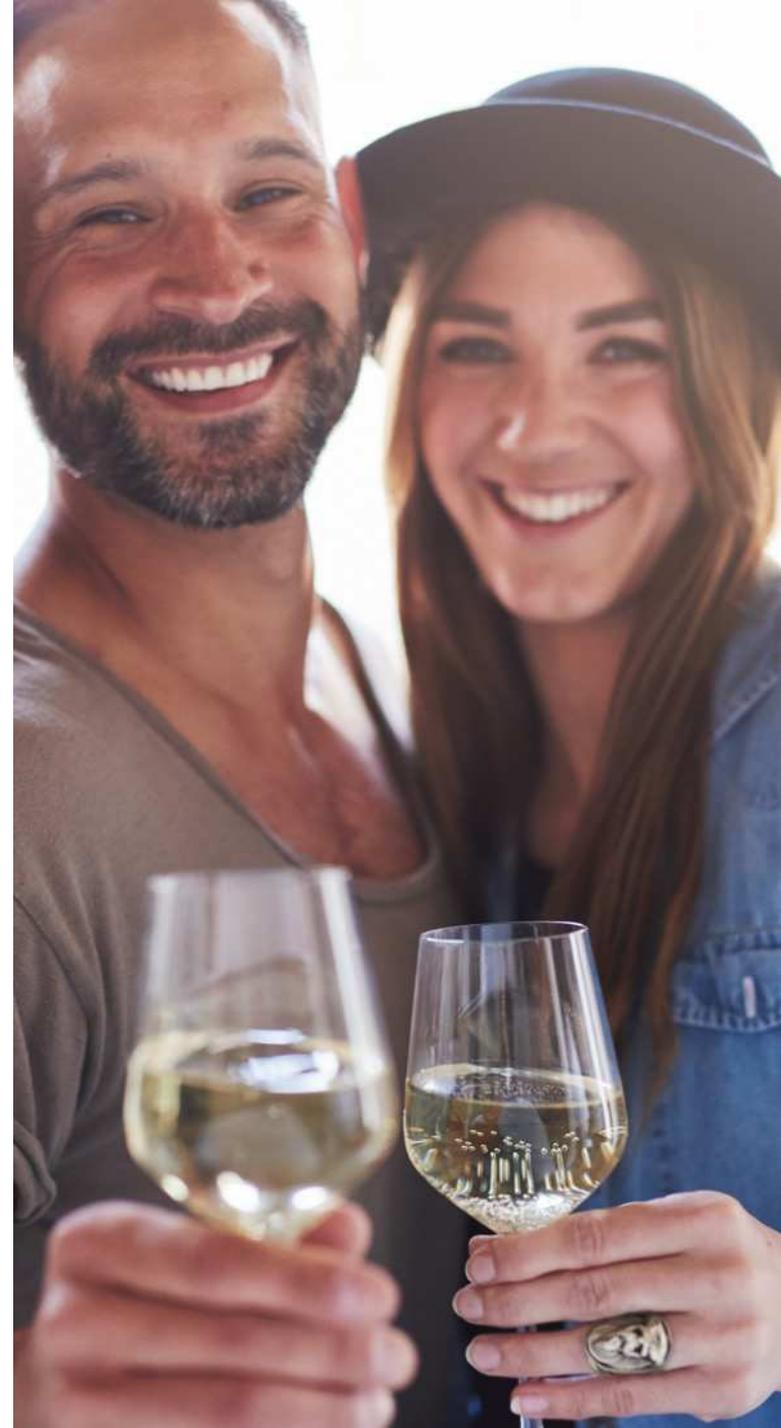
HOUSEHOLD INCOME

\$50K or less	12.8%
\$50K - \$75K	9.0%
\$76K - \$99K	14.4%
\$100K - \$149K	17.8%
\$150K - \$249K	26.8%
\$250K+	19.2%

Median HHI **\$138,652**

CHILDREN IN HOUSEHOLD

None	74.8%
One	13.3%
Two	9.8%
Three or more	2.1%



WINE EXPENDITURES BY COUNTY

Capture an audience with a high disposable income and the desire to spend it on wine products and services.

Bay Area households expected to spend more than **\$1.25 billion** on wine this year.

2020 Total Wine Expenditures

	County	Total HHs	Estimated Spend	Average/HH
	Santa Clara County	668,249	\$326.8M	\$489
	Alameda County	609,772	\$244.7M	\$401
	San Francisco County	389,167	\$186.1M	\$478
	Contra Costa County	411,141	\$168.5M	\$410
	San Mateo County	277,710	\$139.0M	\$501
	Marin County	106,549	\$60.1M	\$564
	Sonoma County	194,116	\$60.7M	\$313
	Solano County	157,228	\$42.8M	\$272
	Napa County	49,061	\$16.3M	\$333
	Mendocino County	35,729	\$7.9M	\$221
	Lake County	26,444	\$4.8M	\$183
	SF DMA Totals	2,925,166	\$1,257.8M	\$430

TRAVEL EXPENDITURES BY COUNTY

Target an affluent audience that loves the finer things in life:
tourism, adventure & exploration, and hospitality.

Bay Area residents spend more than **\$17.8 billion** for food, lodging, alcohol, and entertainment on out-of-town trips each year.

2018 Total Travel Expenditures

County	Total HHs	All Travel Expenditures
Santa Clara County	676,678	\$4.4B
Alameda County	618,524	\$2.9B
San Francisco County	392,720	\$2.3B
Contra Costa County	410,508	\$2.2B
San Mateo County	278,179	\$1.8B
Sonoma County	198,796	\$811.8M
Marin County	108,458	\$797.2M
Solano County	155,685	\$566.3M
Napa County	51,699	\$239.8M
Mendocino County	35,732	\$81.7M
Lake County	26,368	\$54.6M
SF DMA Totals	2,953,347	\$16.3B

ACTIVE WINE DRINKERS

Our audience is well above the norm for purchasing nearly every type of wine.



Wine (types) bought past 3 months	% of SF DMA	% of Our Audience	Index
Any red wine	35.4%	43.3%	122
Any white wine	31.1%	39.0%	125
Cabernet Sauvignon	22.9%	28.5%	125
Pinot Noir	18.5%	26.0%	141
Chardonnay	18.0%	23.4%	130
Any champagne or sparkling wine	14.5%	20.6%	142
Merlot	13.8%	16.0%	116
Any blush or rosé wine	11.8%	15.6%	132
Red Zinfandel	10.2%	14.4%	141
Other red wine	10.4%	14.2%	137
Sauvignon/Fume Blanc	9.8%	13.8%	140
Other champagne/sparkling wine	8.7%	13.0%	151
Other blush or rosé wine	9.0%	12.8%	142
Pinot Grigio/Pinot Gris	8.1%	11.1%	136
Prosecco	7.7%	10.8%	139
Malbec	7.4%	10.7%	144
Shiraz/Syrah	6.8%	10.0%	146
Other wine	8.4%	8.7%	104
Other white wine	4.8%	7.6%	158
Riesling	5.8%	6.6%	114
Moscato	5.9%	6.2%	106
Brut/Brut Extra Dry	3.8%	5.9%	154
White Zinfandel	4.1%	3.8%	93

Source: Scarborough Research, R1 2020
Past 7-day print and online audience

WINE AND HOSPITALITY TOOLKIT

THE BAY AREA SPENDS
\$298 BILLION
ANNUALLY

WE ARE FOUND ACROSS ALL PLATFORMS



PRINT

817,300
Readers / Month
unduplicated with websites



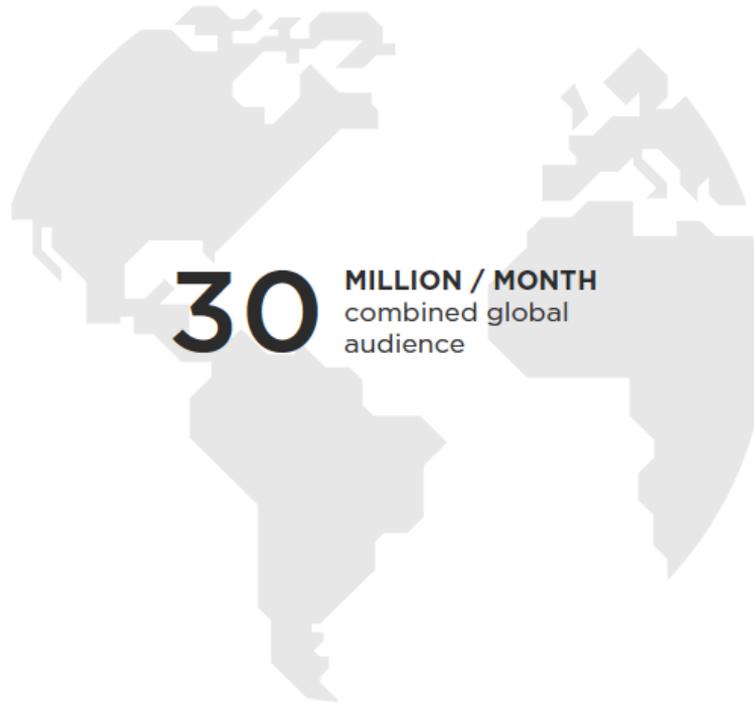
SOCIAL

SFGATE

481,300 Twitter Followers
601,400 Facebook Fans
125,900 Instagram Fans

SFCHRONICLE

212,700 Twitter Followers
231,100 Facebook Fans
108,500 Instagram Fans



DIGITAL

71% Mobile / 29% Desktop

SFGATE - SFDMA

71.2 Million Pageviews
4.0 Million Unique Visitors

SFGATE - GLOBAL

135.9 Million Pageviews
25.1 Million Unique Visitors

SFCHRONICLE - SFDMA

14.5 Million Pageviews
3.4 Million Unique Visitors

SFCHRONICLE - GLOBAL

31.3 Million Pageviews
11.0 Million Unique Visitors



EVENTS & PARTNERSHIPS

Thousands of thought
leaders and consumers

OUR CAPABILITIES

We offer a variety of marketing solutions and services for your wine or hospitality business.

Digital (Web & Mobile) Advertising & Marketing Services

- ThePress.com wine country guide
- Interactive content modules
- High impact rich media
- Desktop and Mobile
- TrueView Video Advertising
- E-Newsletters
- Email Blast Campaigns
- Programmatic
- Geo-fencing
- Audience Segmentation
- Search Engine Marketing
- Search Engine Optimization
- Marketing Automation
- SFGATE
- SFChronicle.com food and wine channels

Social Media

- Social Media Management
- Facebook, Twitter, and Instagram advertising campaigns
- Facebook and Instagram targeting by behavior, interests, demographics, location, and more
- Sponsored social content

Brand Development

- Research tools to help build customer personas
- Strategic marketing plan development
- Branding workshops
- Public Relations
- Research and Strategy
- Reputation Management
- 46mile full-service agency

Website Development

- Website creation
- Website management
- Conversion landing pages

Content Marketing

- StoryStudio (custom content both print and online)
- Custom Video
- Photography
- Distribution

Print

- Executive suite of print products in the Hearst network
- Local and national media planning and buying

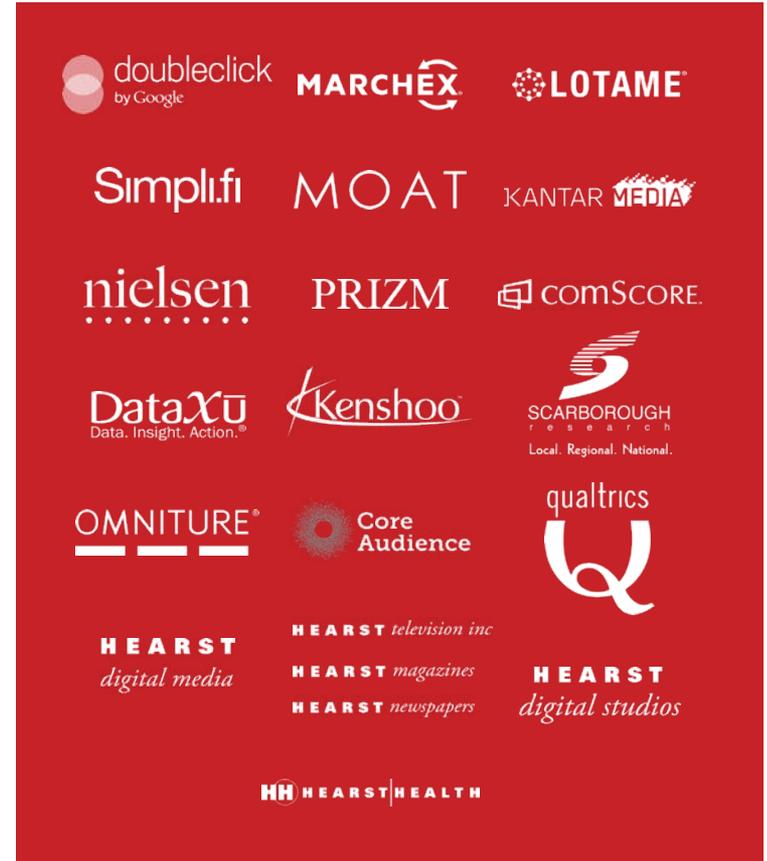
HEARST BAY AREA RESEARCH

Powered by Hearst Technology.

Created to fill a gap in the marketing landscape.

WORLD-CLASS TECHNOLOGY – In-house resources as well as partnerships to deliver enterprise level technology solutions.

REGIONAL EXPERTISE – We use our sister companies' (Newspaper, Magazine, TV, Radio, and other marketing services) experience and location to hyper-target your audiences across all mediums in major markets across the US.



PROGRAMMATIC

International programmatic trading desks:

- Full service: RTB
- Private Marketplace
- Innovative Tech including Data and Audience Extension
- All Hearst Properties
- Robust Big-Branded Partners: Google, Rubicon, Pubmatic, etc.

Regional trading desk:

- Full-Service
- Self-Service



HEARST PREMIUM PMP

Healthline COSMOPOLITAN KAYAK BBC SHOPSTYLE Zillow

USA TODAY BetterMoms marie claire Good Housekeeping ELLE DECOR CAR AND DRIVER

COOKS.COM StyleCaster ESPN StubHub! i) INVESTOPEDIA Ask

YouTube [designcapsule] PET MD TOWN&COUNTRY FP financialpost.com Esquire

totalbeauty.com

HomeFinder.com

allrecipes.com

BYOD - BRING YOUR OWN DATA

Clients with email lists or other customer data files can match against our cookies and mobile device IDs through our trusted and secure data onboarding capabilities.

CRM Retargeting



Define audience segments based on purchase history, customer lifetime value, and more.

Ad Suppression



Remove current customers from new customer acquisition campaigns to increase efficiency and reduce the risk of brand fatigue.

Prospect Modeling



Reach a bigger audience online by finding more prospects who look like your best customer.

Multi-Channel Marketing



Run integrated campaigns across channels and devices by delivering online ads to the same consumers you can reach with email and direct mail.

SITE RETARGETING

The ability to tag a user (once they've visited the customer's website) and show ads for the customer even after the user has left the advertiser's website.



A user visits your site.



The user leaves your website to visit other websites.



Your display ad is shown to that user on another website.



User may click on display ad and return to your website.

RETARGETING AND MODELING

We can re-engage your most likely prospects by retargeting your site visitors across platforms or creating unique look-alike models from Hearst 1st party data.



WHY HEARST PMP



- Our **audience data is very rich** as we acquire users and subscribers. **We don't overlay audience or look alike.**
- Unlike most pure programmatic desks – because we own the audience - **we cleanse and refresh our data every 30 to 60 days** so it stays clean, fresh and pertinent.
- Hearst PMP - **we can enrich the advertisers segment targeting.** We can **port in the advertisers segments and marry it with our 1st party data and modeling** and provide rich solutions.
- You don't know where your ads end up. While you can target on a programmatic desk you don't know on what sites your ads may run on. With Hearst PMP, **you have our private network only.**
- We can provide the allure of a **fixed rate** rather the up and down a trading variable.
- We **ensure ad quality** and ensure impressions fully load.

BLENDING PROGRAMMATIC CAMPAIGN

Site and Search Retargeting, Geo-Fencing, Category, and Contextual Targeting

Tactics Overview

Use a blend of targeting tactics at every level of user engagement



SITE RETARGETING – Targeting users who have previously visited your website as they surf the web.



GEO-FENCING – Based on GPS location and competitor's location. NOW WITH CONVERSION ZONES!



SEARCH TARGETING – Targeting search terms relevant to the advertisers business.



KEYWORD CONTEXTUAL TARGETING – Targeting content with terms relevant to advertisers business.



CATEGORY CONTEXTUAL TARGETING – Targeting on sites with a relevant content category.

TARGETING: GEO-FENCING

Pinpoint the locations of your customers and engage.

Geo-fencing allows brands to set a “fence” around a physical location for ads to be delivered.

Geo-fencing places an electronic billboard on your target candidate’s phone and controls your campaign with pinpoint precision.

Strategic Targeting Options

- Your Own Location
- Competitors Locations
- Target a Street, Event, or Highway Exit
- Target Multi-Platform (Desktop & Mobile)
- Target Specific Buildings



THE PRESS

Introducing The Chronicle's online guide to the very best of California wine country.

- **THE PRESS:** an interactive guide to California Wine Country.
- Wine lovers can **find** wineries, **discover** tasting rooms, and **plan** a day's visit or weeklong trip.
- While powered by SFChronicle.com it is designed for wine lovers with a **distinct look and utility** that creates a sense of discovery.
- **It's mobile-friendly design** allows users to plan itineraries at home and on the road.

The screenshot displays the website's layout. At the top, a navigation bar includes 'ABOUT', 'MAP', 'TRIPS', 'REVIEWS', 'DIRECTORY', 'EVENTS', and 'MY TRIPS'. The main article preview features the title 'RAM'S GATE: THE HAPPIEST PLACE IN SONOMA' by Esther Mobley, with a 'READ MORE' button. Below this is a 'Trips' section with a sub-header 'Follow recommended itineraries or customize your own.' and two trip cards: 'CALISTOGA: THE QUIANT SIDE OF NAPA' and 'ZINFANDEL TASTING TOUR'. The 'Reviews' section follows, with the text 'Hundreds of reviews and stories from our team of journalists' and two review cards: 'J VINEYARDS & WINERY' and 'SYRAH: THE WINEMAKER'S GRAPE'. At the bottom, a banner for 'THE COMPLETE LIST OF WINERIES' includes 'Plus Select Restaurants & Lodging' and a 'VIEW DIRECTORY' button.

SETTING THE EDITORIAL TONE

Esther Mobley is leading the editorial evolution of how The Chronicle covers Wine Country.



Esther Mobley Wine & Spirits Critic

- Joined The Chronicle in 2016 from Wine Spectator.
- She's one of only a few journalists covering wine full-time on the West Coast—the epicenter of American wine.
- She is dedicated to **exploring new ways to cover the topic**—in print, online, and through social and multi-media.

THE PRESS | Trips, Stories, Etc.

Your content joins premium Chronicle content. The Press is your guide to California Wine Country. Find reviews, maps, trip recommendations, and more.

LEARN

PRESS

REVIEWS TRIPS DIRECTORY MAP ABOUT MY TRIPS

WINEY REVIEW

UNTIL SONOMA'S MOST UNUSUAL VARIETALS

The tasting experience here is by appointment only, but it's for a good reason, standing in the fine style.

READ REVIEW

Reviews by Esther Mobley

CHATEAU ST. JEAN, SONOMA'S MAJESTIC MANSION

Chateau St. Jean might remind you of a big of your old college campus. You won't miss the grand of grand stone along Highway 12 in Forestville -- instead, here it's, judging by the nature of people usually wanting to.

JARVIS WINERY: ENJOY A KITSCHY CAVE TOUR

Jarvis Estate's claim to fame is this 16,000 square-foot grotto, reaching as deep as 150 feet below ground.

DONUM ESTATE: ART MEETS WINE IN SONOMA

Within the next few years, this sleek, sophisticated property will become one of Sonoma's most prominent.

Learn More about Wine

CALIFORNIA SPARKLING WINE: WHAT YOU NEED TO KNOW BEFORE POPPING THE COKE

California bubbly can't be called Champagne, because Champagne is a geographic designation -- it's a region in northeast France. But most sparkling wine in California is made in the "Champagne method," known across the globe as the méthode Champenoise.

CHARDONNAY: THE GREAT WHITE GRAPE

Chardonnay is the most planted grape variety in California in order to most certainly, like a little white, Chardonnay the great white grape of Burgundy, lacks a strong character of its own, relying exclusively by the winemaker.

CABERNET SAUVIGNON: AMERICA'S MOST IMPORTANT GRAPE

Cabernet Sauvignon is America's most important red grape variety synonymous with the Napa Valley; the grape has been made famous in business.

Reviews of Sparkling Tasting Rooms

WINEY REVIEW **WINEY REVIEW** **WINEY REVIEW**

DISCOVER

PRESS

REVIEWS TRIPS DIRECTORY MAP ABOUT MY TRIPS

MAP VIEW LIST VIEW

Region Sub-Region Specializing in

BENZIGER FAMILY WINERY

PARTNER WINERY

The Benziger Family has been crafting world class wines in Sonoma County for more than three decades. Pioneers of Biodynamic.

Address: 1563 London Ranch Rd
Claret, CA 95442

HOURS TODAY: 10AM TO 5PM DAILY

ADD TO TRIP

CHIMNEY ROCK WINERY

PARTNER WINERY

The distinctive character of Chimney Rock's wines springs from a simple yet extraordinary foundation: The Stage Leap District, Napa Valley...

Read more >

PLAN

PRESS

REVIEWS TRIPS DIRECTORY MAP ABOUT MY TRIPS

THE PRESS STAFF PICK

THE SIX SONOMA SYRAH WINERIES YOU NEED TO TRY

Where to Find Sonoma's Syrah specialties

Overview

While a small number of Napa Valley producers make Syrah (look for Leger, Henschel, Mulligan and Fazio), there's for more of it planted and crafted in Sonoma County. Some wineries make just one Syrah wine (including, from this list, UCC), which grows in the coastal, low-elevation and high-altitude, low elevation, low elevation, low elevation, including four single-vineyard expressions. Taste through enough of them, and you'll begin to get a feel for the full range of possibilities that this complex, non-annual grape can offer -- from two (Chapelton) details takes to things more advanced options.

Learn more about Syrah.

Map

Map length: 7 hours 8 minutes

4 Strata

Donelan Family Wines

The tasting experience is premium, and right from the Wine-focused producer otherwise formal production facilities -- many of which are rare outside the wine country. Donelan Family Wines, including, from this list, UCC, with the tasting room just opened in late 2019. You'll get a good value with the \$25, featuring classic Syrah, featuring five wines, or you can spring for the \$45. We think upgrade with the wine. Either way, you'll get a personal introduction of the winemaking style and overview of the multiple vineyards that make up the winery.

E-MAIL NEWS

Address: 1000 Colfax St
Santa Rosa, CA 95405

HOURS TODAY: 10AM TO 5PM DAILY

• **PHONE:** (707) 546-1111

• **ON:** on Napa Road

• **ON:** on Napa Road

Siduri Wines

THE PRESS | Supporting Promotions

The Chronicle will promote THE PRESS with your target audience and drive wine drinkers to your business.

THE PRESS will leverage the combined reach of The Chronicle and SFGATE with - **30M users globally / 4M users locally.**

Integrated promotions and content will **target Bay Area wine enthusiasts, wine country visitors, and local destination seekers.**

The Press is supported by the following promotions:

Paid Promotions:

- Paid Advertising (Print, Radio, Online)
- SEM/SEO
- Press Release and Social Media
- Events

In-House Promotions:

- Monthly Chronicle Wine Country Newsletter
- Digital Promotions throughout SFGATE and SFChronicle.com
- Print Promotions in The Chronicle
- Dedicated Social Media (@thepressca)

THE POWER OF CONTENT

Creating brand lift and amplifying your brand message.

70%

Of consumers prefer to learn about product through content.

53%

Increase of consumers intent to purchase with native advertising

82%

Brand lift attributed to native advertising

StoryStudio Success Metrics

Average time spent on story pages is **3:21**. That's **259% higher** than the industry standard. The average **scroll depth is 66%**, which is **52% higher** than the Moat benchmark. An average scroll velocity of **85 pixels per second** means our audience is spending quality time with our brand partners.

NATIVE: STORYSTUDIO

Empowering wine and hospitality brands to tell their story on our platforms.

Our in-house content producers, StoryStudio, works with each brand to tell their story and create content that matters.

- Stylized in the look and feel of our editorial platforms
- Visual story telling elements: Slideshows, Videos, Images, Infographics
- Related content to deepen brand relationship
- Interactive elements to engage reader: social feeds, live polls, RSS feeds, booking modules
- We leverage premium inventory, proprietary data, and optimization technology across all platforms to maximize engagement for each Story
- Ability to cross-publish (Digital and Print)

Live Example: <http://bit.ly/2Bk8vjX>

The screenshot shows a digital story on the SFGATE website. At the top, there's a navigation bar with 'SFGATE' and various category links like 'LOCAL NEWS', 'SPORTS', 'REAL ESTATE', etc. Below that, a banner reads 'Sponsored by LA CREMA' and 'ADULT BEVERAGE MODS'. The main headline is 'Unforgettable vineyard adventures await at the La Crema Estate at Saralee's Vineyard' by StoryStudio, dated October 24, 2016. A large, vibrant image of a vineyard with a wooden building in the background is featured. Below the image, the text begins with a large 'A' and describes the estate's location in Sonoma's Russian River Valley, mentioning its diverse terroirs and historic barns. A second image of the vineyard is shown below the text. The article concludes with a quote from Ben Fine, a wine educator, and a final quote: 'We want this to be a wine country home away from home.'

CUSTOM STORY DISCOVERY

All Custom Stories include a StoryStudio Boost Package which allows our partners to reach a new audience with their content in contextually relevant environments. We leverage premium inventory, proprietary data, and optimization technology across all platforms to maximize engagement.

SOCIAL PLATFORMS



NATIVE + CONTENT DISCOVERY

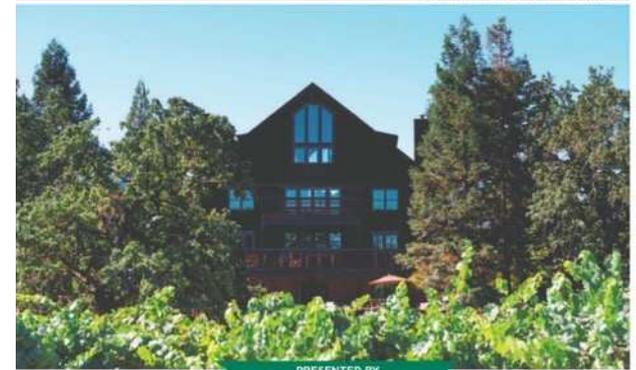


PUBLISHERS



WHY STORYSTUDIO?

- **Guaranteed engagements:** Clients want to know how many people will see their stories.
- **Content:** When we are driving the creative direction, content performs better.
- **Cost:** Flat fee package
- **Strategic:** Vertical based solutions resonate.
- **More content:** Client's have tried the product. Love the results. Now signing on for more content.
- **Searchability:** Fixed (Internal and Google)
- **Resources:** Dedicated team (creative freelancers, project managers, creative strategists)



PRESENTED BY
LA CREMA

UNFORGETTABLE VINEYARD ADVENTURES AWAIT AT THE LA CREMA ESTATE AT SARALEE'S VINEYARD

A's rays of sunlight gently break through the early morning fog at the La Crema Estate at Saralee's Vineyard, views of the tree-lined, grapevine-studded Russian River Valley come into focus.

The majestic estate, which is surrounded by gorgeous redwoods, pines, California oaks, and black walnut trees, sits atop a grassy knoll, framed by the property's vineyards, in the heart of Sonoma's Russian River Valley. Though it has served many different functions, ranging from a keep barn to a family home, the historic barn now operates as the home of La Crema, the acclaimed producer of Chardonnay, Pinot Noir, and Pinot Gris from cool-climate, coastal appellations that range from the Willamette Valley, Oregon, to Monterey, California.

"The vision of our new estate is to provide visitors with an elevated wine country experience," said Ben Fine, a wine educator for La Crema. "This isn't your average tasting room. It's a destination where guests can become immersed in the best of La Crema, learn about wine, and explore the tastes of Sonoma. We want this to be a wine country home away from home for La Crema fans near and old."

Fine, who is part of a team that leads vineyard tours and educational seminars at the estate, is a Sonoma

Fine preaches the gospel of coastal Chardonnay, Pinot Noir, and Pinot Gris to everyone from wine novices to seasoned aficionados.

La Crema's highly sought-after vineyard tours cover an extensive area of vineyards and showcase the property's diverse terrain, including two marmalade lakes used for irrigation and picturesque grounds inspired by Butchart Gardens near Victoria, Canada. Throughout the tour, guests are delighted by a fascinating assortment of nearly 15 types of fruit trees - from jujubes to pomegranates to purple peas - and may even catch a glimpse of the abundant, yet ever-elusive, wildflower which also call this site home. "There are so many things growing here that you're not going to find in any other vineyard," continued Fine. "My tours are what I like to call, 'vineyard safari.'"

The Saralee's Tasting Vineyard Tour (65 per person) takes guests throughout the sprawling estate, which is known for its cooling morning fog and abundant afternoon sunshine. These four wheeler golf cart adventures for up to six people provide an education for guests starting with the fundamentals of wine and culminating with surprising and unexpected facts. Eleven grape varieties are grown on the property, and the land itself has a myriad of

science. Fine added. On his tours, he not only delights guests with fun facts to make learning about wine more approachable (for example, he describes Pinot Noir as the "liver" or "brimons" of grapes) but also gets into the science behind it all, like when he explains the vineyard's widespread sustainability efforts. La Crema uses solar panels for its energy, captured rainwater for irrigation, and tools and bats to fend off rodents and birds.



Guests end the tour at the estate's apicarian: the newly-renovated, majestic barn with an experience to enjoy and a view to relish on every level. "It's the kind of place I like to come on my day off," mused Fine with a gleam in his eye. "You can relax inside or outside, bring the whole family - including pets - and enjoy phenomenal views and delicious wines. The options are endless. We have 20 different Pinot Noirs alone, many of which you can only find here. You can make a whole day out of it."

And it's true. A whole day can be spent at the stunning estate learning about wine, soaking in the sights, and laughing with family, friends, and the friendly staff. From the moment you step inside the barn, it becomes clear that this really is a wine country home away from home.

For more information and to book an unforgettable experience at the La Crema Estate at Saralee's Vineyard, visit lacrema.com.

LINKS YOU'LL LOVE
• www.lacrema.com



wine country native. He graduated from Sonoma State University before heading to Mexico as a sales representative for Jackson Family Wines to work with some of the world's best sommeliers and learn his skills in wine (and tequila) at premier Mexican resorts. It was the anticipation of the opening of La Crema's Estate at Saralee's Vineyard - which opened its doors earlier this fall - that beckoned him back home. In his role as a wine educator for La Crema,

soil types and microclimate, producing wines with rich flavors and complex character. During the tour, guests learn about each single-vineyard wine that La Crema makes from the estate, including Chardonnay, Pinot Noir, and Pinot Gris, and can even try grapes, depending on the season, from the same vineyards where they're grown.

"It's really an authentic experience straight from the

SAMPLE STORYSTUDIO ENGAGEMENT INSIGHTS

Device Breakout



31% of readers were on a mobile phone

40% of readers were on a desktop computer

29% of readers were on a tablet

Top Cities

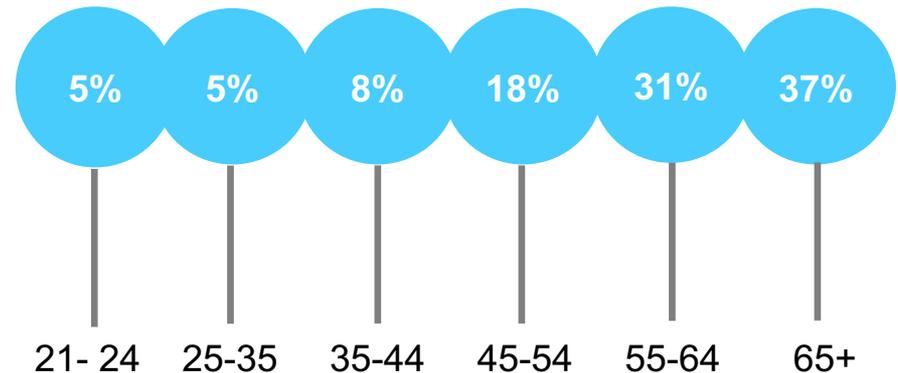
- San Francisco
- San Jose
- Oakland
- San Rafael
- Berkeley

Gender Breakout Breakout

18% of readers were male

82% of readers were female

Age



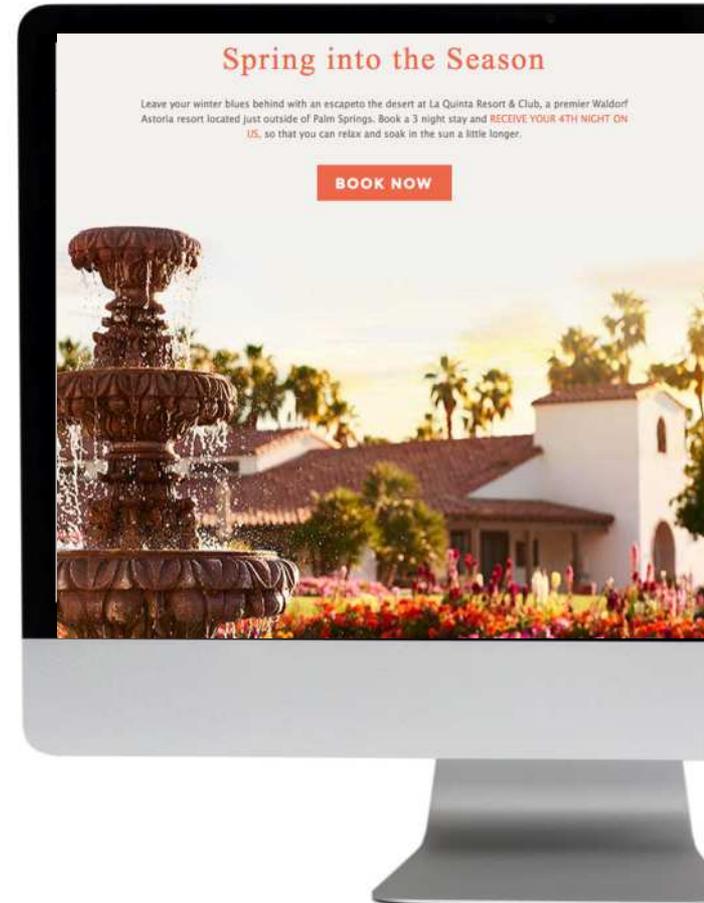
EMAIL MARKETING

A turnkey and cost-effective platform designed to engage your target audience.

Our email promotions are branded with your business' information, and the incentives to send in-market buyers to your website, driving consumers to you.

Our experts can tailor your campaign to target specific consumer demographics and psychographics, including:

- Income
- Lifestyle interests
- Age
- Brands
- Ethnicity
- Gender
- Interests
- Geography



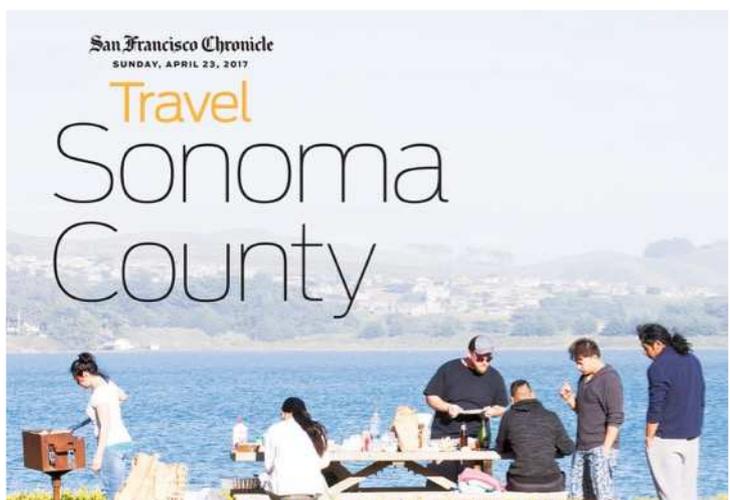
SMB SERVICES

The complete set of essentials for digital marketing.

		Services
PPC	Paid Search Spend/Mo	✓
Online Presence	Responsive Website	✓
	Web Essentials	✓
Search Engine Optimization	Content Creation & Optimization	✓
	Local Maps & Link Optimization	✓
	Social & Industry Linking	✓
	Search Engine Commands	✓
Brand Management	Reputation Management	✓
	Social Media Management	✓

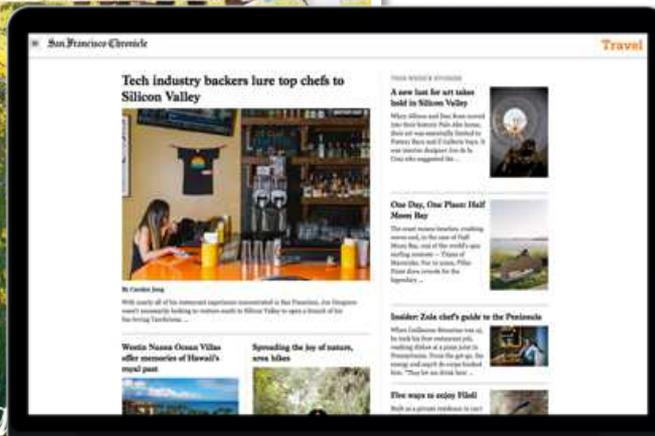
CHRONICLE | TRAVEL DESTINATION

The Travel section provides an ideal way to target individuals making plans for future getaways all over California.



SECTION FEATURES

- A digest of local travel news
- With “you are there” features and practical advice, it directs an adventurous audience on what to do at that destination
- One Day, One Place: Savvy ways to spend a day in readers’ favorite destinations
- Insider: Great tips and favorite hangouts from the people who really know the destination.



Print Publication Day: Every Sunday

FOOD + HOME

Food + Home captures the vibrancy and innovation of the Bay Area's unique food, wine, and design cultures through the region's creators and places.



SECTION FEATURES

- With reviews, recipes, and profiles of winemakers and restaurateurs, Food+Home reaches an audience that appreciates haute cuisine, down-home cooking, new restaurants, and fine wines.
- Practical advice for making the most of living spaces, inside and out.
- Provides access to more readers interested in remodeling, construction, and shopping.

Print Publication Day: Every Sunday

SIGNATURE PROGRAMS

SFC EVENT: SFC WINE COMPETITION

FEBRUARY - Opportunity to partner with the San Francisco Chronicle on a key editorial initiative.

The Chronicle's Wine Competition features thousands of the country's finest wines calibrated by the top professional wine judges. This popular event encourages guests to taste, learn, and enjoy. Don't miss your chance to participate in the annual tasting.

DIGITAL: sweeps winners & post-event slideshow

- Hosted on SFGATE
- Client-operated winejudging.com with comprehensive coverage/news feed

PRINT: stand-alone section

- Distributed in the Sunday Chronicle

EVENT: industry and consumer gathering

Est. 5k attendees



THANK YOU

