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.
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.
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
- Google My Business Lead Optimizer
- Paid Search Marketing
- Search Engine Optimization
- Reputation Management
- Direct Mail
- Website Design
- Social Media Marketing
- Email Marketing
- Print Advertising
- News Site Display
- Audience Ext. Display
- Native Advertising
- Podcast Advertising
- Marketing Automation
- Email Nurturing
- Social Retargeting
- Display Retargeting
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
Our users can be your next customer with our unmatched suite of multi-brand, cross-platform solutions.

**ENGAGING PORTFOLIO**

- **Premium Member Site**
- **Newspaper**
  - Print, App, E-edition
- **San Francisco Chronicle**
- **Breaking News & Lifestyle Sites**
  - SFGATE
  - seattlepi
  - GreenState
- **Premium Local Events & Sponsorships**
- **Chronicle Live**
- **Full-Service Agency**
- **Digital Marketing Portfolio**
- **Custom Content Solutions**
- **46 MILE**

**Source:** Google Analytics, Q3 2022; Scarborough Research, R2 2022 (audience estimations)

**Stat:**
- **26.8 Million Users**
  - Each Month Across All Platforms
- **3.7 Million Locally**

**Graph:**
- The graph illustrates the reach and engagement of the portfolio, connecting various platforms and services under the Hearst Bay Area umbrella.
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).

**Search Engine Marketing**
As a Google Premier Partner, let us help you reach your target audience by leveraging the industry’s best practices.

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

**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.

**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.

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

**Google My Business Lead Optimizer**
Rank higher in Google search results with proximity optimization, citations, Google My Business website management, and posts.
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.

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

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

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.

WEBSITE Design
SOCIAL MEDIA Marketing
DIRECT MAIL
EMAIL Marketing

AWARENESS
CONSIDERATION
INTENT
REMARKETING
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.

**Search Engine Optimization**
Set yourself up to appear organically in search results and appeal to highly qualified customers.

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

**Google My Business Lead Optimizer**
Rank higher in Google search results with proximity optimization, citations, Google My Business website management, and posts.
EXPERIENCE 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 broadsheets for extended messaging.

Extra-Wide ROP Page
Advance your message positioning with an oversized broadsheet page.
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
- CORT Furniture
- PG&E
- MGM Resorts
- Monterey Tourism
- 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

We offer a holistic suite of integrated strategic solutions to help businesses compete and thrive in the marketplace. As the No. 1 regional media brand, we are powerful enough to bring a mass audience and flexible enough to create unique solutions for niche audiences.

Previous clients include:

Leading Age of California  Tamber Bey Vineyards
The Crossroads Carmel  Magnussen Toyota
A trusted San Francisco legacy.
Award-winning, world-class journalism.
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 with total page views reaching up to 26.4 million.

Click here to see what’s coming up on the San Francisco Chronicle Editorial Calendar.

Sources: Scarborough Research, R2 2021; SimilarWeb, March 2022; Google Analytics, January 2022.
The Chronicle’s Loyalists

The primary print and online audience of The Chronicle are in the prime of their earning and spending years; they are affluent, influential, and educated.

<table>
<thead>
<tr>
<th>AFFLUENT</th>
<th>ESTABLISHED</th>
<th>EDUCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>$133K median household income</td>
<td>57% white-collar workers</td>
<td>62% college graduates</td>
</tr>
<tr>
<td>59% peak earners / buyers (age 25 – 54)</td>
<td>44Y median age</td>
<td></td>
</tr>
</tbody>
</table>

Source: Scarborough Research, R2 2021
San Francisco Chronicle weekly print and eEdition plus SFChronicle.com
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
San Francisco Chronicle Audience

Top Sections For Audience Reach

- Bay Area: 7.1 M
- Homepage: 3.1 M
- Food: 1.4 M
- News: 1.3 M
- Sports: 1.2 M
- US & World: 1.0 M
- Entertainment: 0.8 M
- Opinion: 0.4 M
- Politics: 0.4 M

Source: Google Analytics, monthly average pageviews, Q3 March 2022
Adaptable device page views for digital reach.

Source: Google Analytics, March 2022
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
– Chronicle Food
– Sporting Green
– Datebook

And more…
Expand to Reach Your Audience Where They Listen

Audio is becoming a bigger part of everyday life. With more than 162 million Americans listening to podcasts, there is more influence across a range of topics.

Source: The Infinite Dial, 2021
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.
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.
SFGATE
Must-read coverage for Bay Area locals. Energetic, unapologetic, edgy.
SFGATE

SFGATE is energetic, unapologetic, end 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.

Sources: Scarborough Research, R2 2021; SimilarWeb, March 2022
Top Sections For Audience Reach

- Homepage: 16.5 M
- News: 14.5 M
- Business: 12.6 M
- Travel: 4.0 M
- Entertainment: 3.9 M
- Food: 3.7 M
- Sports: 1.7 M
- Real Estate: 1.5 M
- Local: 1.2 M
- Culture: 1.3 M

Source: Google Analytics, monthly average pageviews, March 2022
**SFGATE’s Loyalists**

The #1 news site in Northern California reaches an educated, affluent and tech-savvy audience that tunes in daily.

<table>
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<tr>
<th>EDUCATED</th>
<th>AFFLUENT</th>
<th>INFLUENTIAL</th>
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<tbody>
<tr>
<td>67% college graduates</td>
<td>$165K median household income</td>
<td>43 median age</td>
</tr>
<tr>
<td>70% white-collar workers</td>
<td>72% peak earners / buyers (age 25 – 54)</td>
<td>29% influential millennials (age 18–34)</td>
</tr>
</tbody>
</table>

Source: Scarborough Research, R2 2021
SFGATE.com weekly audience in the SF DMA.
## AUDIENCE

### SFGATE’s Massive Scale

SFGATE attracts these audiences in huge numbers on a monthly basis, across platforms.

<table>
<thead>
<tr>
<th>SITE TRAFFIC</th>
<th>SOCIAL TRAFFIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>62.2M</strong> page views per month (SFDMA 23.0M)</td>
<td><strong>21.1M</strong> referral visits from Google</td>
</tr>
<tr>
<td><strong>22.0M</strong> unique visitors per month (SFDMA 2.8M)</td>
<td><strong>498K</strong> Twitter fans &amp; <strong>498K</strong> referral visits</td>
</tr>
<tr>
<td><strong>37.8M</strong> unique mobile page views (SFMDA 10.4 M)</td>
<td><strong>598K</strong> Facebook fans &amp; <strong>1.8M</strong> referral visits</td>
</tr>
</tbody>
</table>

Source: Google Analytics, January – March 2022
Social media: March 31, 2022
Choose Exceptional Ad Placement For Newsletters

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

- "The Daily"
- The Sunday Read
- TravelSkills
- UnReal Estate
- The Tahoe Report
- California Parklands
- On Hawaii,

And more…
SFGATE PRE-ROLL

Place your video messaging before original SFGATE programming and 3rd-party curated programming.

An average of 5MM+ video assets by targeting SFGATE programming.

Details
– 10-15 second pre-roll for video
– UnReal Estate
– Accepted format: VAST 2, VAST 3, mp4 or VPAID
– Maximum file size: 512 MB
Strategic Planning
Marketing plans infused with local knowledge and industry expertise.

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