A group of five people are gathered around a dining table, celebrating. They are holding lit sparklers, and the table is set with wine glasses, a bottle of wine, and plates of food. The background is decorated with warm, bokeh lights, suggesting a festive indoor setting like a restaurant or a home during the holidays. The overall mood is joyful and celebratory.

HEARST
BAY AREA

HOLIDAY SEASON GUIDE 2023 PART 1 & 2

2023

Holiday marketing and advertising strategies should adapt to a value-oriented environment in 2023.

By confidently investing in fast-emerging growth marketing opportunities before the holiday season starts, retailers and advertisers can gain a competitive edge by holiday time with our Holiday Season Guide, reporting on everything from holiday kick-off events to where to shop for gifts, family-friendly activities and more!



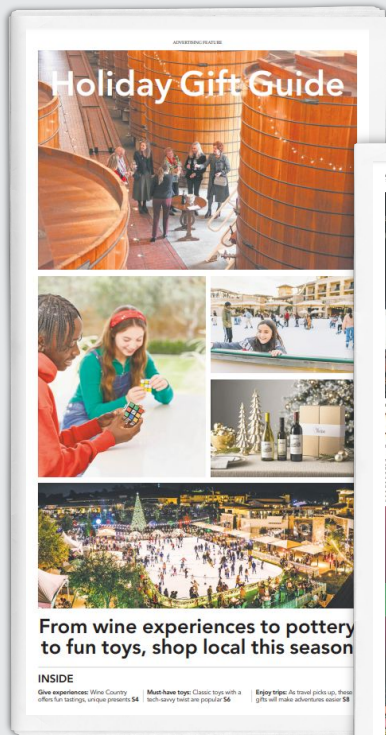
We forecast the 2023 holiday season to grow similarly to 2022.

Although we expect unemployment rates to rise, that won't be enough to drag down consumer spending amid economic uncertainty.

- Overall retail spending will rise **4.5% to \$1.328 trillion** for the 2023 holiday season.
- Retail ecommerce holiday sales are up **12%** compared to 2022
- TikTok is the primary reason we expect social commerce to grow by **30%** this year.
- Cash-strapped consumers will look for ways to stretch their dollars during the holidays, Apple Pay Later is likely to accelerate this trend

HOLIDAY SEASON GUIDE | PART 1 & 2

A two-part holiday-themed broadsheet season guide is the perfect environment to attract the attention of affluent readers eager to share the holiday spirit with friends and family.



Previously Holiday Gift Guide



Themed Seasonal Guide and Online Features

Our two-part special Holiday Season Guide is the perfect place to highlight your product, store or website as the perfect solution for Bay Area consumers this holiday season.

Part 1: Holiday kick-off events, holiday maker fairs, toy drives, parades, train rides, holiday vacation destinations, shopping local, and more!

Part 2: Supporting local arts, ice rinks, holiday lights, collectables, decor tips, holiday wine, and more!

Sunday Distribution

Circulation: 312,800+

Readership: 589,920

Dates and Deadlines

Part 1:

Publish Date: Sunday, November 19, 2023

– **Print Package deadlines:**

- Space Reservation: 10/31 Noon
- Material Deadline (Camera Ready): 11/6 10AM

Part 2:

Publish Date: Sunday, December 10, 2023

– **Print Package deadlines:**

- Space Reservation: 11/21 Noon
- Material Deadline (Camera Ready): 11/27 10AM

Print Packages – Broadsheet

We offer you the flexibility to maximize your message with a variety of distinctive ad sizes, shapes, sections and positions that will grab readers' attention and generate more revenue. Several popular sizes are displayed below.



Full Page



1/2 Page Horizontal



1/2 Page Vertical



1/4 Page Horizontal



1/4 Page Vertical



1/8 Page Horizontal



1/8 Page Vertical

HOLIDAY SEASON GUIDE

Partner with Hearst Bay Area in the Holiday Gift Guide section and reach affluent San Francisco Chronicle readers actively planning their holiday season.

Print space is limited.
Reserve your package today!

PACKAGE MENU

COLOR AD SIZE	BROADSHEET PRINT DIMENSIONS	Includes SFGATE Impressions
Full Page	9.875" x 20.25"	300,000 ROS
1/2 page	Horizontal: 9.875" x 9.75" Vertical 4.854" x 20.25"	150,000 ROS
1/4 page	Horizontal: 9.875" x 4.75" Vertical 4.854" x 9.75"	82,000 ROS
1/8 page	Horizontal: 6.528" x 3.58" Vertical: 3.181" x 7.33"	60,000 ROS
1/16 page	Horizontal: 6.528" x 1.58" Vertical 3.181 x 3.58	43,000 ROS

SUGGESTED ADD-ONS

PRODUCT	DETAILS
StoryStudio Content Marketing	Custom Story, 750,000 Impressions (Option to Reverse Pub in Section for additional investment)
Over-the-top / Connected TV	Target binge-watchers, cord-cutters, and content streamers who make up over 60% of U.S. households.
SFG/SFC Targeted Digital Impressions	150,000 Impressions Targeting Impressions
Social Media Paid Ad Campaign	2-month campaign, Facebook & Instagram (Based on clients already existing handles)

DIGITAL PRODUCTS + SERVICES OFFERED



Display Advertising

- Follow your potential customers wherever they go online, across desktop and mobile—no wasted impressions
- Optimize a variety of programmatic tactics including site retargeting, keyword search retargeting and geo-fencing your competitors' locations on mobile



Native Advertising with Story Studio

- Become a thought leader in your industry with strong content marketing that has guaranteed engagements
- Create a narrative from your business that tells your story in an engaging way that people want to read



Email Blasts

- Everyone has "opted-in" to receiving solicitations, resulting in higher than normal open rates
- Choose recipients based on Income, Children, Home Ownership & Value, Marital Status, Gender, Lifestyle Interests, Ethnicity, Education and Age, among other selections



SEO/SEM

- Rank your site above the fold on Page 1 of the popular search engines
- Strategy from a team of dedicated SEO or SEM analysts, constantly optimizing your campaign to keep up with the frequent changes to ranking algorithms



Full Service Social Media Management

- Enhance your social media presence with a dedicated marketing campaign run by a specialist
- Devise a content calendar for deployment and specific targeting, to ensure maximum scale and effect for your messaging



Website Development

- Build a website from the ground up to bring your business into the digital age—optimized for mobile and search engines
- Templates that suit your taste and preferences from a wide variety of industries



Reputation Management

- Protect your reputation and brand and help customers monitor sites where people can leave feedback or reviews
- Strategy from a team that carefully evaluates and creates tailored responses to positive and negative reviews on your business across the web.



Video Advertising

- Connect on a deeper level right from the outset, by establishing a relationship, inviting the audience into the fold, and visually educating them.
- Choose a platform that best serves your assets; Social Media, Syndication, OTT & CTV



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**Let's talk about how Hearst Bay Area
can help your business thrive.**

[Click here to get in touch.](#)