

SAN FRANCISCO CHRONICLE
SPECIAL SECTION CALENDAR 2024 - Q1

In addition to daily Chronicle coverage, all listed seasonal content is published on SFChronicle.com, except for stand-alone advertorial sections and otherwise noted. Please note deadlines and content are subject to change.

JAN	THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
	Top 25 Restaurants	Food+Wine			Digital Only		Quarterly Project Update
	Top Sonoma County Restaurants	Food+Wine			Digital Only		
	NFL 49er Preview	Sporting Green	Tabloid	TBD	TBD	TBD	Expanded Coverage in Sporting Green
	SF Ballet	Datebook	Tabloid	1/15	1/5 • NOON	1/11 • 10AM	Expanded Coverage in Datebook
	February SFIS Homes	Advertising Feature	Broadsheet	1/25	1/2 • NOON	1/9 • 10AM	Advertorial
	AT&T Pebble Beach Coverage	Sporting Green	Broadsheet	1/31	1/26 • NOON	1/30 • 10AM	Expanded Coverage in Sporting Green
FEB	SF Chronicle Wine Competition	Advertising Feature	Tabloid	2/11	1/29 • NOON	2/5 • 10AM	Advertorial. Digital hub on Story Studio.
	Valentine's Day	Datebook	Tabloid	2/11	2/1 • NOON	2/6 • 5PM	Expanded Valentine's Day coverage in Datebook
	Premium Section: Puzzlebook	Stand-Alone, Circ Product	Tabloid	2/18	1/23 • NOON	2/5 • 10AM	Stand Alone Section
	Health & Fitness	Advertising Feature	Broadsheet	2/25	2/6 • NOON	2/12 • 10AM	Advertorial
	March SFIS Homes	Advertising Feature	Broadsheet	2/29	1/5 • 3PM	1/12 • 3PM	Advertorial
MAR	Top 25 Wineries	Food+Wine			Digital Only		Online Update.
	Spring Arts Preview	Datebook	Tabloid	3/3	2/22 • NOON	2/27 • 5PM	Expanded Coverage in Datebook
	Academy Awards	Datebook	Tabloid	3/10	2/29 • NOON	3/5 • 5PM	Expanded Coverage in Datebook
	March Madness	Sporting Green	Broadsheet	3/19	3/14 • NOON	3/28 • 10AM	Expanded Coverage in Sporting Green
	Education	Advertorial	Broadsheet	3/17	2/27 • NOON	3/4 • 10AM	Stand Alone Section
	Senior Living	Advertising Feature	Broadsheet	3/24	3/5 • NOON	3/11 • 10AM	Advertorial. SFGATE hub.
	April SFIS Homes	Advertising Feature	Broadsheet	3/28	3/5 • NOON	3/12 • 10AM	Advertorial.
	Baseball Preview	Sporting Green	Broadsheet	3/28	3/25 • NOON	3/27 • 3PM	Expanded Coverage in Sporting Green

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SAN FRANCISCO CHRONICLE

SPECIAL SECTION CALENDAR 2024 - Q2

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APR

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Top 25 Restaurants	Food+Wine		Digital Only			Quarterly Project Update.
NBA Playoff Preview	Sporting Green	Broadsheet	TBD	TBD	TBD	Expanded Coverage in Sporting Green
Premium Section: 10 Places to Visit in CA in 2024	Stand-Alone, Circ Product.	Tabloid	4/14	3/19 • NOON	4/1 • 10AM	Great Outdoors Theme
GreenState	Stand-Alone	Tabloid	4/14	3/19 • NOON	4/1 • 10AM	Editorial. Print Only
Destination: Visit Lodi (Spring Break Themed)	Advertising Feature	Broadsheet	4/21	4/2 • NOON	4/8 • 10AM	Advertorial. Print Only.
May SFIS Homes	Advertising Feature	Broadsheet	4/25	4/2 • NOON	4/9 • 10AM	Advertorial

MAY

Top Wine Bars	Food+Wine		Digital Only			
CAAMFest	Datebook	Tabloid	5/7	4/25 • NOON	4/20 • 10AM	Expanded coverage in Datebook
Destination: Santa Cruz	Advertising Feature	Broadsheet	5/21	4/23 • NOON	4/29 • 10AM	Advertorial
BottleRock Preview	Datebook	Tabloid	5/21	5/9 • NOON	5/14 • 10AM	Expanded coverage in Datebook
June SFIS Homes	Advertising Feature	Broadsheet	5/25	5/7 • NOON	5/14 • 3PM	Advertorial
Bay Area Book Festival	Advertising Feature	Tabloid	5/26	4/30 • NOON	5/13 • 10AM	Advertorial. Stand Alone Section.
Summer Movie Preview	Datebook	Tabloid	5/28	5/16 • NOON	5/21 • 5PM	Expanded coverage in Datebook

JUN

Top Napa Wineries	Food+Wine		Digital Only			Quarterly Project Update.
Pride			Digital Only			Monthly Online Focus
NBA Playoffs (TBD based on Warriors status)			Digital Only			Monthly Online Focus
Celebrations: Weddings, Special Occasions, Corporate Retreats	Advertising Feature	Broadsheet	6/2	5/14 • NOON	5/20 • 10AM	Advertorial. Print only.
Summer Arts Preview	Datebook	Tabloid	6/2	5/22 • NOON	5/28 • 5PM	Print & Digital
Premium Section: Food (Top Restaurants)	Stand-Alone, Circ Product:	Tabloid	6/16	5/21 • NOON	6/3 • 10AM	Editorial
Destinations: Visit Monterey	Advertising Feature	Broadsheet	6/16	5/28 • NOON	6/3 • 10AM	Advertorial. Print only.
Pride Events	Datebook	Tabloid	6/23	6/12 • NOON	6/17 • 10AM	Expanded coverage in Datebook.
Senior Living Section	Advertising Feature	Broadsheet	6/23	6/4 • NOON	6/10 • 10AM	Advertorial. Online content Hub on SFGATE.
SFGATE BOBA Special Section	Advertising Feature	Tabloid	6/23	6/4 • NOON	6/10 • 10AM	Advertorial
July SFIS Homes	Advertising Feature	Broadsheet	6/27	6/4 • NOON	6/11 • 10AM	

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SAN FRANCISCO CHRONICLE

SPECIAL SECTION CALENDAR 2024 - Q3

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JUL	THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
	Top 25 Restaurants Refresh	Food+Wine		Digital Only		Quarterly Project Updates	
	Survival Guide - Fire Prevention	Stand-Alone	Tabloid	7/14	6/17 • NOON	7/1 • 10AM	Editorial
	August SFIS Homes	Advertising Feature	Broadsheet	7/25	7/2 • NOON	7/9 • 10AM	Advertorial
AUG	Fire Map + AQ + Shutoffs Tracker + Live Updates			Digital Only		Monthly Online Focus	
	Top Sonoma Wineries	Food+Wine		Digital Only		Monthly Online Focus	
	Outside Lands	Datebook	Tabloid	8/4	7/25 • NOON	7/30 • 5PM	Expanded coverage in Datebook
	SF Chronicle's Top Workplaces	Stand-Alone Section	Tabloid	8/11	7/16 • NOON	7/29 • 10AM	Advertorial
	Premium Section: Bay Area's Best Restaurants	Stand-Alone, Circ Product:	Tabloid	8/18	7/23 • NOON	8/5 • 10AM	Editorial
	Destination: Visit Lodi	Advertising Feature	Broadsheet	8/25	8/6 • NOON	8/12 • 10AM	Advertorial
	September SFIS Homes	Advertising Feature	Broadsheet	8/29	8/6 • NOON	8/9 • 10AM	Advertorial
	College Football Preview	Sporting Green	Broadsheet	8/30	8/26 • NOON	8/28 • 10AM	Expanded Coverage in Sporting Green
SEP	Fire Map + AQ + Shutoffs Tracker + Live Updates			Digital Only		Monthly Online Focus	
	NFL Preview/49ers Season Preview	Sporting Green	Broadsheet	9/5	8/29 • NOON	9/3 • 10AM	Expanded Coverage in Sporting Green
	Destination: Santa Cruz	Advertising Feature	Broadsheet	9/8	8/20 • NOON	8/26 • 10AM	Advertorial
	Fall Arts & Movie Preview	Datebook	Tabloid	9/8	8/29 • NOON	9/3 • 5PM	Expanded coverage in Datebook
	Education	Advertising Feature	Broadsheet	9/22	9/3 • NOON	9/9 • 10AM	Advertorial
	Hardly Strictly Bluegrass	Datebook	Tabloid	9/29	9/19 • NOON	9/24 • 5PM	Expanded coverage in Datebook
	October SFIS Homes	Advertising Feature	Broadsheet	9/26	9/3 • NOON	9/10 • 10AM	Advertorial

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SAN FRANCISCO CHRONICLE

SPECIAL SECTION CALENDAR 2024 - Q4

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OCT

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Fire Map + AQ + Shutoffs Tracker + Live Updates	Digital Only				Monthly Online Focus	
Top 25 Restaurants Refresh	Food+Wine					Quarterly Project Updates
Mill Valley Film Festival	Datebook	Tabloid	TBD	TBD	TBD	Expanded coverage in Datebook
Premium Section: Best Day Ever - Bay Area	Stand-Alone, Circ Product:	Tabloid	10/6	9/10 • NOON	9/23 • 10AM	Editorial
MLB Playoff Preview	Sporting Green	Broadsheet	TBD	TBD	TBD	Expanded coverage in Sporting Green
Survival Guide - Earthquakes	Stand-Alone	Tabloid	10/13	9/17 • NOON	9/30 • 10AM	Editorial
Senior Living	Advertising Feature	Broadsheet	10/20	10/12 • NOON	10/16 • 10AM	Advertorial. SFGATE hub.
NBA 2023-2024 Season Preview	Sporting Green	Broadsheet	10/22	10/3 • NOON	10/9 • 10AM	Expanded Coverage in Sporting Green
Halloween/Dia de los Muertos	Datebook	Tabloid	10/27	10/3 • NOON	10/10 • NOON	Expanded coverage in Datebook
November SFIS Homes	Advertising Feature	Broadsheet	10/29	10/19 • NOON	10/24 • 5PM	Advertorial

NOV

Fire Map + AQ + Shutoffs Tracker + Live Updates					Monthly Online Focus	
Holiday Themed Food & Wine	Food+Wine					Online. Holiday themed.
Green State	Advertising Feature	Tabloid	11/3	10/8 • NOON	10/21 • 10AM	Stand-Alone section
Destination: Monterey	Advertising Feature	Broadsheet	11/10	10/22 • NOON	10/38• 10AM	Advertorial
Home Services Guide - Spadea	Advertising Spadea	Broadsheet	11/14	10/31 • NOON	11/11 • 10AM	Home Services Guide
Holiday Arts Preview	Datebook	Tabloid	11/17	11/7 • NOON	11/12 • 5PM	Expanded coverage in Datebook
Holiday Season Guide Part 1	Advertising Feature	Broadsheet	11/17	10/29 • NOON	11/4 • 10AM	Advertorial
December SFIS Homes	Advertising Feature	Broadsheet	11/27	11/5 • NOON	11/12 • NOON	Advertorial

DEC

End of Year Enterprise (Topic TBD)					Monthly Online Focus	
Holiday Season Guide Part 2	Advertising Feature	Broadsheet	12/8	11/19 • NOON	11/25 • 10AM	Advertorial
Premium Section: Photos of the Year	Stand-Alone, Circ Product:	Tabloid	12/15	11/19 • NOON	12/2 • 10AM	Advertorial
Lookback	Datebook	Tabloid	12/22	12/12 • NOON	12/17 • 5PM	Expanded coverage in Datebook
January 2024 SFIS Homes	Advertising Feature	Broadsheet	12/26	12/3 • NOON	12/10 • 10AM	Advertorial
Lookahead	Datebook	Tabloid	12/29	12/18 • NOON	12/24 • NOON	Expanded coverage in Datebook
Best of 2024 Food & Wine	Food+Wine	Broadsheet	12/29	12/18 • NOON	12/24 • NOON	Expanded coverage in Food & Wine

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