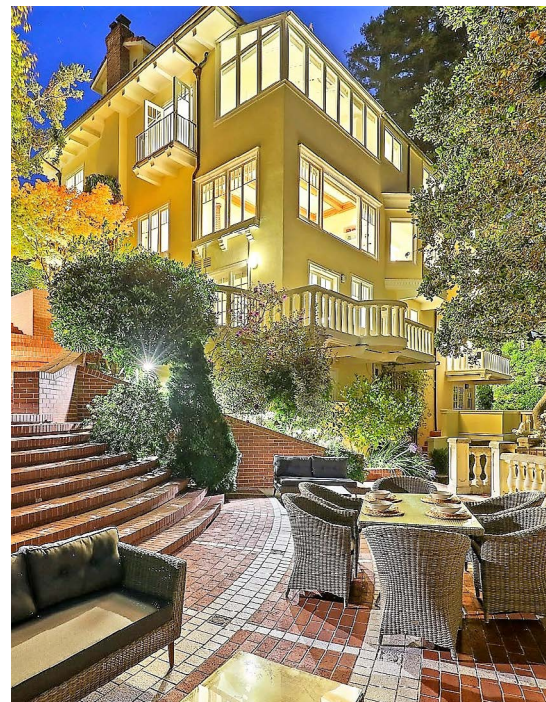


HAUTE LIVING

SAN FRANCISCO

PRINT | DIGITAL MEDIA KIT 2022



LUXURY LIFESTYLE WITH A PURPOSE

Haute Living, San Francisco is the destination for all things that resonate with our readers' elite lifestyle. The magazine's glossy pages pop with high quality photography complementing engaging articles written by established writers. Every issue delivers the very best in homes, design, fashion, health and wellness, beauty, arts and culture, cuisine and wine, travel, events, and luxury vehicles.

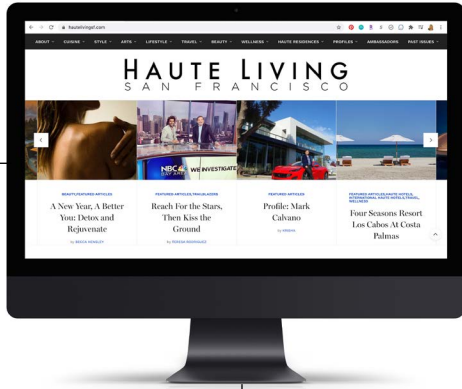
For the affluent audience of *Haute Living, San Francisco*, sophistication is a brand cornerstone. As the influential voice of the San Francisco Bay Area, ranging from Mendocino to Monterey and from Napa Valley to Silicon Valley, the magazine captures the hearts and minds of ultra-high net worth consumers.

Haute Living San Francisco characterizes the cultivation of luxury lifestyle with a purpose. People who inspire populate our pages as well. We profile San Francisco Bay Area movers and shakers, talented creators, philanthropic contributors, charismatic leaders, and local legends. We also feature and sponsor a collection of curated charity events that are the backbone of our benevolent community.

HAUTE LIVING
SAN FRANCISCO

COMPREHENSIVE MULTIMEDIA SOLUTIONS

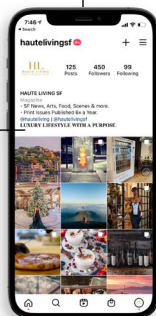
WEBSITE & DIGITAL



NEWSLETTER & E-BLASTS



PRINT MAGAZINE PUBLICATION



SOCIAL NETWORKS



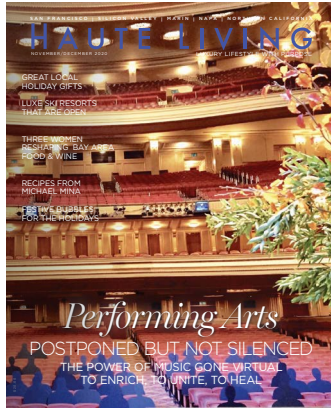
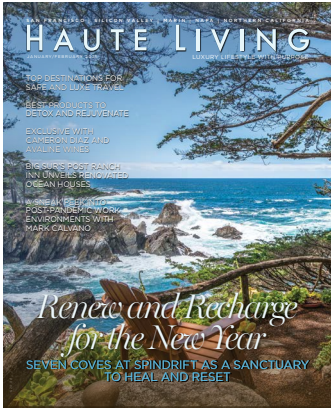
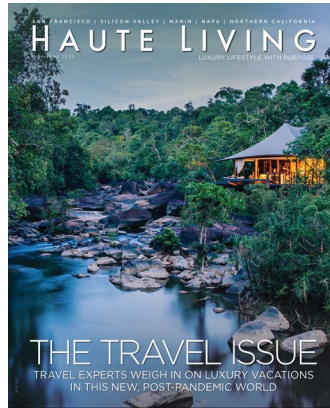
EVENTS



OUR AUDIENCE & DEMOGRAPHICS

Haute Living, San Francisco has built a powerful distribution list that includes members of Forbes 400 billionaires, business, and industry leaders, high value private jet owners in United States, and luxury homeowners in San Francisco Bay Area and selected other cities.

<i>Age</i>	<i>Income</i>
AVERAGE 50.3	12% \$100K - 224K
MEDIAN 49.1	49% \$220K - 499K
<i>Gender</i>	29% \$500K - 999K
FEMALE 44%	8% \$1M - \$1.999M
MALE 56%	2% \$2M+



CLICK ON COVER TO VIEW ISSUE

136 PAGES
20,000 COPIES
6X A YEAR

With an exclusive mailing list, *Haute Living, San Francisco* is mailed to a proprietary list of the 18,000 highest valued homes in the Bay Area, including San Francisco, Silicon Valley, Napa Valley, Marin, Pebble Beach, Carmel Valley, Beverly Hills, Bel Air, Malibu, Newport Beach, and Santa Barbara/Montecito.

LOCAL AND NATIONAL DISTRIBUTION

- Onboard private flights: Aspen, Boston, Chicago, Dallas, Denver, Las Vegas, Los Angeles, New York, Phoenix, San Francisco, Seattle, Washington DC, West Palm Beach, Miami, and London
- In FBOs (private airports): Aspen, Boston, Chicago, Connecticut, Dallas, Denver, Houston, Las Vegas, Los Angeles, New York, Orange County, San Francisco, Phoenix, Seattle, Washington DC, West Palm Beach, and Miami.
- 18,000 highest valued homes in the San Francisco Bay Area, Silicon Valley, Napa Valley, Marin, Northern California and Beverly Hills, Malibu, Newport Beach and Santa Barbara.
- Private jet owners in the United States.
- Private clubs such as The Battery, Corinthian Yacht Club, TPC, BPC, and Napa Valley Reserve.
- Luxury spas and hotels at the Four Seasons, Fairmont, Ritz Carlton, Meadowood Resort, Cavallo Point Lodge, and Post Ranch Inn.
- Luxury auto dealer showrooms at Rolls Royce, Bentley, Mercedes, Ferrari, and Porsche.
- Luxury real estate offices at Sotheby's International Realty.
- Banks and wealth managers, such as Chase JP Morgan and BNY Mellon Wealth Management.
- Luxury brand stores: Tiffany's, Harry Winston, Louis Vuitton, Hublot, Richard Mille, Dior, Cartier, Bulgari, and Shreve & Co.
- Sponsored luxury events: SF Opera Ball, SF Ballet Opening Gala, Mill Valley Film Festival, Festival Napa Valley, San Francisco Symphony Opening Night, BUILD fund-raising gala, and other luxury events.

HAUTE LIVING
SAN FRANCISCO

THEMES & EDITORIAL CALENDAR 2022

JANUARY/FEBRUARY *New Beginnings*

We look forward to a brand-new year, and in this issue we focus on people, places, and products that inspire us to recharge, renew, and reset. Take charge of your new year with the helpful tips and tricks in this issue.

MARCH/APRIL *Fashion & Art*

Fashion is more than just the clothes we wear; it is also about the people who create and design the most iconic looks of 2022. Uncover hot new fashion trends taking the world by storm and meet these leaders in art in fashion in this beautiful issue.

MAY/JUNE *The Travel Issue*

Escape into the travel issue where we take you to some of the most beautiful and remote locations on the planet. Visit destinations that are both luxurious and incredibly welcoming. Explore places you have only dreamed of visiting.

JULY/AUGUST *Leaders & Legends*

We are proud to showcase the individuals in our community who lead with their innovations, philanthropic endeavors, and commitment to service. Also included are local legends who share their intriguing life stories with us.

SEPTEMBER/OCTOBER *Dining & Wine*

With the harvest season in full bloom, we look to the chefs and restaurants that have led the dining revolution of 2022. We uncover the glorious world of wine making throughout Northern California and beyond.

NOVEMBER/DECEMBER *Season of Giving*

We end the year showcasing the most festive holiday happenings and the charities that benefit this season of giving. Of course, we also share our list of the best gifts for everyone on your shopping list.

HAUTE TOPICS IN EVERY ISSUE



HauteEVENTS

Curtain up or batter up. Our calendar editors highlight a selection of not-to-be-missed San Francisco Bay Area events—live, virtual, and hybrid—from the ballet to the ballpark. Our scope includes fundraisers, charity auctions, benefits, black tie affairs, and VIP access.

HauteSHOPPING

Distinctive, indispensable, delightful. Our readers don't follow trends, they create those trends. The features gracing our shopping section are one-of-a-kind. This is the place to meet fashion trailblazers with that certain *sine qua non* in jewelry, accessories, gadgets, and gifts.

HauteDRINKS

Wine and spirits. We simply wouldn't be San Francisco without our world class wine and internationally inspired cocktail culture. Surrounded by enviable wine country, we share intimate winemaker conversations and talk to award-winning mixologists. We publish bar reviews, too.

HauteCUISINE

There's food and then there's cuisine. Our pages dive deeply into dining for the gourmet with kitchen conversations, proprietor/chef interviews, restaurateurs' insights, restaurant reviews, seasonal specialties, and fabulous recipes for the at-home chef.

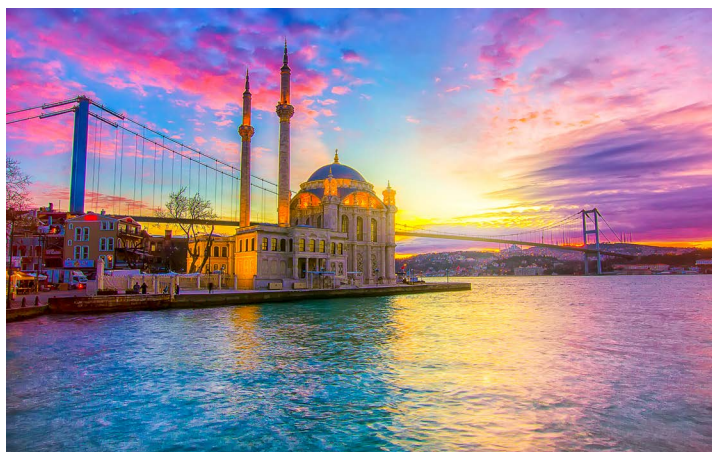
*Haute***HOTEL**

Our readers are always on the lookout for the right hotel accommodations in the right destination. Why not check in virtually via our travel writers? Discover exquisite service and hospitality at the best private villas, castles, country estates, châteaux, and smart hotel penthouses in the sky.



*Haute***TRAVEL**

Every corner of the world: international, domestic, or just a getaway road trip. Let's go there via commercial or private jet, helicopter or seaplane, sleek yacht, or even a luxury train (as in the whole train). It's fair to say that, for our readers, the world truly is their oyster. We find the pearls.



*Haute***FASHION**

An elegant silhouette, handcrafted walking shoes, risqué lingerie. We explore the personal stories of Bay Area designers with global appeal and have some fun with future fashion trends, sustainable fashion, fashion picks, fashion shows, and fashion iconoclasts with San Francisco roots. We also speak to some of the top fashion designers from around the world who share their personal stories with us.



*Haute***PROFILES**

Let's meet the folks who reach for the stars and find out the why. Passion comes from unexpected places and success comes in all shapes and sizes. We highlight remarkable creativity, imagination, ingenuity ... there's no one and nothing ordinary in these pages.



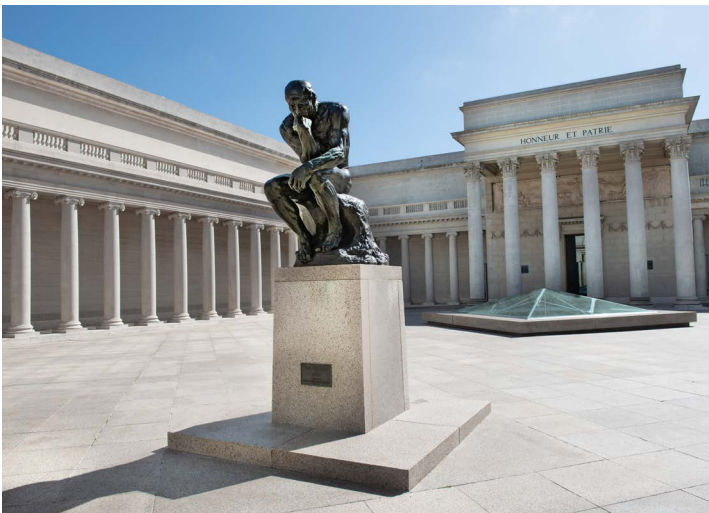
HAUTE LIVING SF 2022 MEDIA KIT

*Haute*SCENES

Our intrepid writers cover the most sought-after events in the area. They showcase the best moments from opera galas to wine festivals. See what celebrities and society are wearing, discussing, and enjoying at these fabulous fêtes.

*Haute*ART

We reserve the best seat in the house for our readers. Incorporating the visual arts, performing arts, and cultural touchstones—both the creative genius and the talent—we go wherever superlatives are found in opera, ballet, symphony, jazz, museum openings, live theatre, film, art collections, muralists, and more.



*Haute*BEAUTY

It's unlikely our readers can be convinced that "beauty is only skin deep." This magazine section showcases the best, the latest, and the favorites. These are the people, products, and places that unashamedly help everyone to look and feel their very best. Why not?

*Haute*WELLNESS

Relax, escape, and take time to indulge. Looking one's best aligns with feeling that way, too. Our wellness pages for busy lives explore the interconnected worlds of beauty, endurance, strength, compassion, and mental health, because the holistic approach is the informed approach.



HAUTE TOPICS IN EVERY ISSUE

*Haute***AUTO**

Bentley, Bugatti, or Lamborghini? Let's talk about cars for a minute. We embrace head-turning, dreamy, and speedy: the stuff of vehicular legend. Our renowned automotive writer reviews the most handsome, powerful, dynamic, bold, colorful, muscular, eye-catching, luxury performance vehicles in the world.



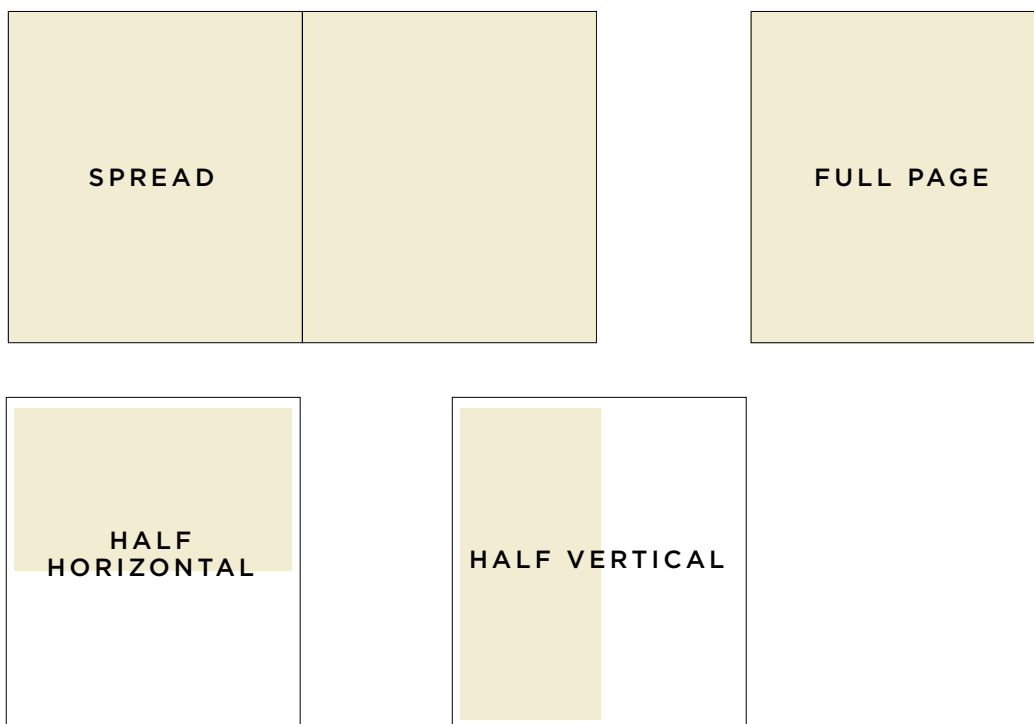
*Haute***RESIDENCE**

Your home is your castle, sometimes literally. This section features stunning, unique homes for sale, enviable vacation homes, and luxury rental residences from around the world. Images of exquisite interiors bring these residences to life, accompanied by write-ups as seen through the eyes of an expert.



HAUTE LIVING
SAN FRANCISCO

PRINT ADVERTISING AND SPECIFICATIONS



Spread	20 X 12 Inches (.25" safe zone, 25" bleed)
Full Page	10 X 12 Inches (.25" safe zone, 25" bleed)
Half Horizontal	8.425 X 4.865 Inches
Half Vertical	4.07 X 9.44 Inches

Haute Living prints large 12 x 14 inches. Files must be CMYK and sent as a high-resolution PDF with bleed. Images must be 300 dpi at actual size. Web and mobile images are not acceptable for print ads.

Ads that require a build will be charged an additional \$250 per page. All materials should be submitted, including copy and images.

ART DEPARTMENT:

Contact: art@hautelivingsf.com

**Templates available*

SPACE & CREATIVE DEADLINES

JANUARY/FEBRUARY

SPACE CLOSING
December 12, 2021

MATERIALS CLOSING
December 20, 2022

DELIVERY
January 10, 2022

MARCH/APRIL

SPACE CLOSING
February 12, 2022

MATERIALS CLOSING
February 20, 2022

DELIVERY
March 10, 2022

MAY/JUNE

SPACE CLOSING
April 12, 2022

MATERIALS CLOSING
April 20, 2022

DELIVERY
May 10, 2022

JULY/AUGUST

SPACE CLOSING
June 12, 2022

MATERIALS CLOSING
June 20, 2022

DELIVERY
July 10, 2022

SEPTEMBER/OCTOBER

SPACE CLOSING
August 12, 2022

MATERIALS CLOSING
August 20, 2022

DELIVERY
September 10, 2022

NOVEMBER/DECEMBER

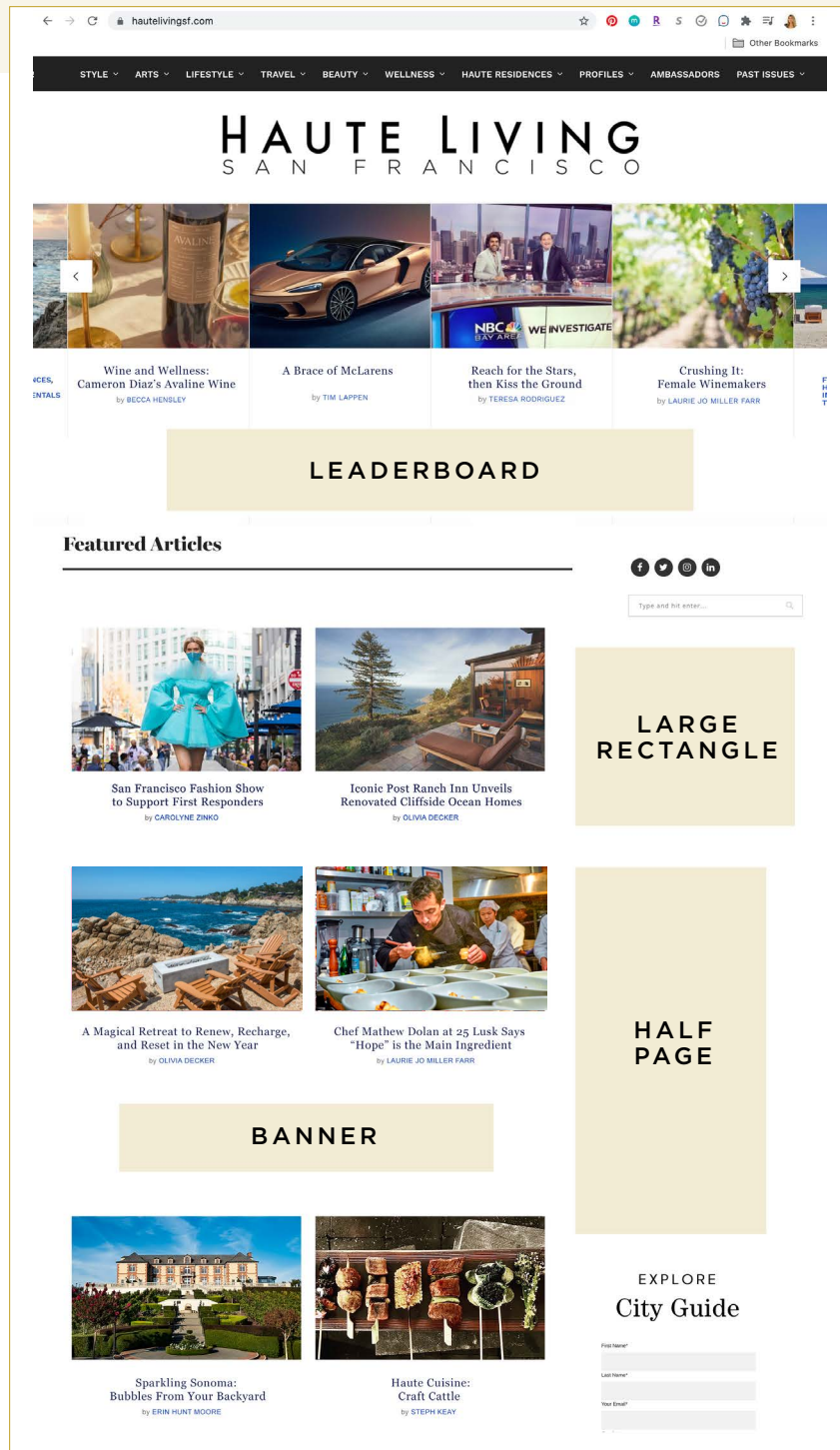
SPACE CLOSING
October 12, 2022

MATERIALS CLOSING
October 20, 2022

DELIVERY
November 10, 2022

NOTE: Delivery may be dependent on the postal service.

WEBSITE AND DIGITAL ADVERTISING

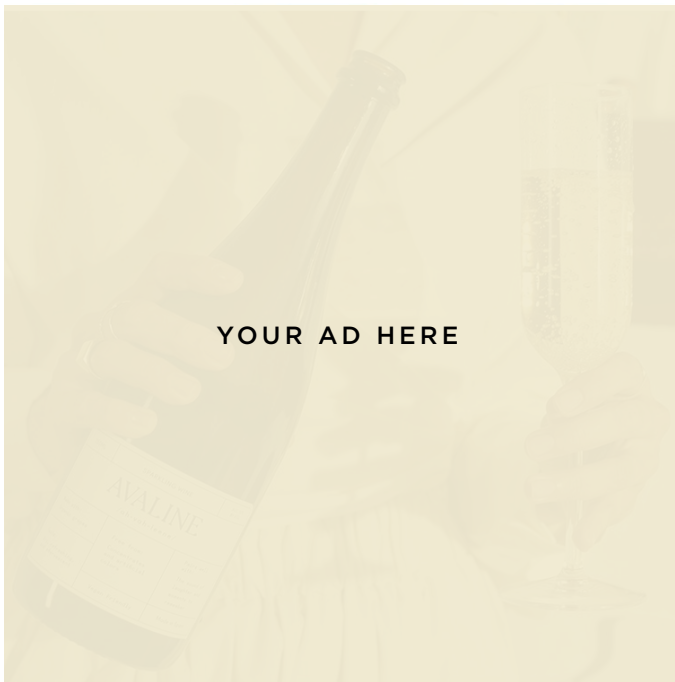
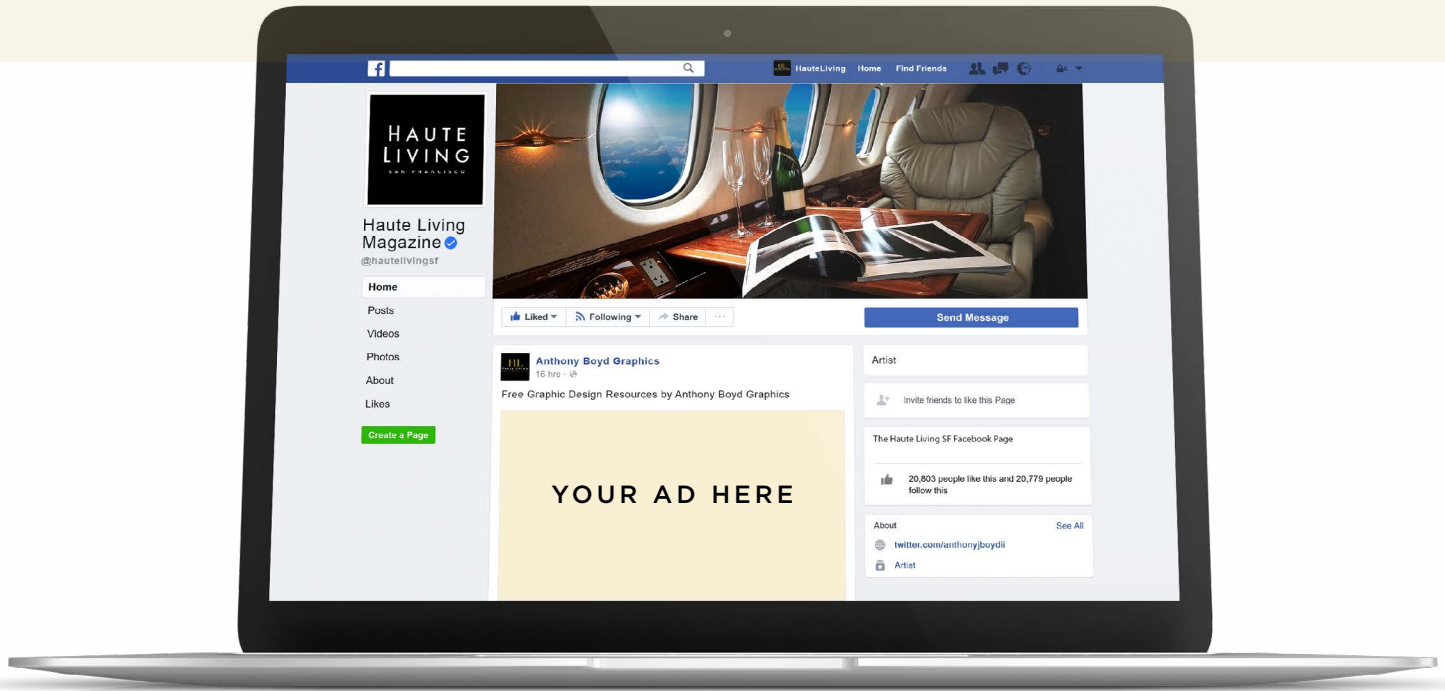


Leaderboard	728 X 90 px
Half Page	300 X 600 px
Large Rectangle	336 X 280 px
Banner	468 X 60 px
Mobile Leaderboard	320 X 50 px

WEBSITE AND DIGITAL

From coffee table to laptop, expand your reach and be where your customers are. This premium quality, glossy magazine is published six times a year and supplemented by a gorgeous, dedicated website.

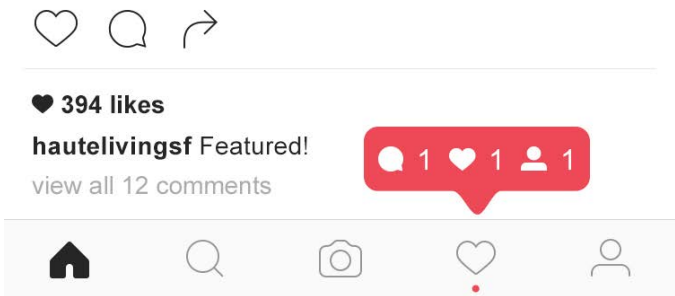
FEATURED SOCIAL MEDIA ADVERTISING



SOCIAL NETWORKS

Naturally, our magazine content is amplified on the right social channels. Get even more attention on Instagram, Facebook, and Twitter.

Facebook Ad Post	1,200 X 630 px
Instagram Ad Post	1080 X 1080 px




NEWSLETTER AND E-BLASTS ADVERTISING

HAUTE LIVING
SAN FRANCISCO

Facebook Twitter Instagram

Events CALENDAR


LEADERBOARD



Good riddance, 2020. In the spirit of new beginnings, Haute Happenings returns. Be it virtual, be it live, be it hybrid, we're presenting curated San Francisco Bay Area event listings from Mendocino to Big Sur. (Note: events are subject to change or cancellation.)

January

Through Jan. 23
Illuminate SF Festival of Light
Forty-plus permanent and temporary outdoor installations by 30 artists in 17 neighborhoods, this is the 8th Annual Festival of Light. Take a self-guided art trail to see the city aglow with extraordinary energy.
illuminateSF.com



14
San Francisco Ballet
"Leap Into the New Year" is a one-night-only, first-ever virtual benefit. Drop-in visits by members of the Company, a virtual stage, world premieres, and a chance to view two new principal dancers, Nikisha Fogo and Julian MacKay, in their Company debut. Virtual tables of 10 available. Program begins at 6 p.m.
specialerevents@sfballet.org

SPONSORED PROMOTION

25-29
de Young and Legion of Honor Fine Art Museums
"de Youngsters Art Party" is a five-day virtual celebration of interactive daily art education videos. By Jan. 8, purchase an Art Box to benefit Boys & Girls Club of San Francisco, containing art materials, thought-provoking projects, and instructions that correspond with the videos.
bit.ly/33jISZf

NEWSLETTER AND E-BLASTS

Curated over several years and regularly updated, *Haute Living, San Francisco* has its own mailing list. We're able to provide hyper-local depth and breadth to growing numbers of select readers.

Leaderboard

728 X 90 px

Sponsored Promotion

Image, Headline, Copy (50-100w)

DEDICATED EMAIL ADVERTISING

HAUTE LIVING
SAN FRANCISCO



You are invited to an exclusive private performance by global superstar violinist Ray Chen benefiting Festival Napa Valley's programs for young artists.

Ray will be performing works by Beethoven, Brahms and Sarasate accompanied by the gifted pianist Julio Elizalde.

A donation of \$250 per person is kindly requested.

[DONATE HERE](#)



Contact Information
Phone Number
Website
Social Media

DEDICATED EMAILS

Target your delivery even more precisely by personalizing dedicated emails. We work with our partners to fine-tune the reach of special email campaigns with proven subject lines and preview text for maximizing open and click-through rates.

Image	300 dpi
Website	URL link
Copy	200 words
Subject Line	3-6 words
Contact Info	Logo and contact

HAUTE RESIDENCE

SAN FRANCISCO

LUXURY SPONSORED EDITORIAL PROGRAM



Haute Residence connects *Haute Living*, San Francisco's affluent readers with the real estate content they need via a driven advertising program consisting of full-page ads, monthly digital banner ads, dedicated email blasts, newsletter banners, sponsored online content, real estate newsletter listing, and social media outreach.

HautePartners@HauteLivingSF.com

Sotheby's
INTERNATIONAL REALTY


COLDWELL BANKER


HILTON & HYLAND

 **Douglas Elliman**
REAL ESTATE

CHRISTIE'S
GREAT ESTATES

corcoran
corcoran group real estate

COMPASS

Haute WELLNESS

S A N F R A N C I S C O



BECOME A HAUTE WELLNESS MEMBER

Haute Wellness by *Haute Living*, San Francisco celebrates and highlights the industry's most renowned experts in wellness, beauty, and medical professions.

To learn more, contact:
HautePartners@HauteLivingSF.com

HAUTE LIVING
S A N F R A N C I S C O

Haute EVENTS

SAN FRANCISCO

**RARE MICHAEL FABIANO
PRIVATE CONCERT**


PLEASE JOIN FESTIVAL NAPA VALLEY AND OLIVIA DECKER
FOR A SPECIAL PRIVATE PERFORMANCE BY WORLD RENOWNED
TENOR MICHAEL FABIANO BENEFITTING ARTSMART

Sunday, September 12, 2021
Cocktails and buffet 6pm | Concert 7:15pm


Donation of \$250 to ArtSmart requested.
To donate, go to artsmart.org/donate

RSVP by email to Sienna Peck,
sienna@festivalnapavalley.org or call 707-346-5052

Upon RSVP, you will be given the
address of event location in Belvedere.



ArtSmart provides youth mentorship through the power of music in communities that lack access to the arts. Through weekly sessions during the school year, ArtSmart students receive world class musical instruction and training from skilled mentors, instilling responsibility, confidence, stability and invaluable, transformational life skills. ArtSmart believes all youth should have the opportunity to realize their potential, and is committed to providing an environment in which young people can thrive, and succeed.



Michael Fabiano has performed in many of the best opera houses in the world including San Francisco Opera (where he performs the role of Mario Cavaradossi in the current production of Tosca, August 28-September 5), Metropolitan Opera, Teatro alla Scala and the Royal Opera. He is a featured artist at Festival Napa Valley, and the winner of the 2014 Richard Tucker Award.

Festival NAPA VALLEY HAUTE LIVING SAN FRANCISCO Golden Gate Sotheby's INTERNATIONAL REALTY

FESTIVAL NAPA VALLEY & OLIVIA DECKER PRESENT

*A PRIVATE EVENING
WITH RAY CHEN*



WEDNESDAY, OCTOBER 20, 2021

COCKTAILS & BUFFET 6:30PM	CONCERT 7:30PM
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HAUTE LIVING AND OLIVIA DECKER PRESENTS

COME TO THE CABERNET!
AN EVENING OF WINE AND SONGS WITH
EMMY AWARD WINNING COMPOSER
LANCE HORNE



**BROADWAY
VINE**

THURSDAY, OCTOBER 21, 2021
RECEPTION & BUFFET 6PM | PERFORMANCE 7:15PM

HAUTE LIVING PRESENTS PRIVATE CONCERTS

Haute Living and Olivia Decker pledged a \$5 million donation to produce private, live concerts to raise funds for charitable performing arts and musical organizations while providing quality entertainment to the community. We work with Festival Napa Valley, ArtSmart, and performers from San Francisco Opera, San Francisco Symphony, and Broadway musicals.

SAN FRANCISCO | SILICON VALLEY | MARIN | NAPA | NORTHERN CALIFORNIA

HAUTE LIVING

LUXURY LIFESTYLE WITH PURPOSE



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