

PRINT + DIGITAL MEDIA KIT 2024



# D N C S C O HAUTE SANFR



120 PAGES

150K+



PRINT CIRCULATION

#### LUXURY VENUE DISTRIBUTION

AUTO SHOWROOMS, YACHTING CENTERS, HIGH-END RETAIL ESTABLISHMENTS, EXCLUSIVE HOTELS AND SPAS, PRIVATE AIRPORTS, AND ARTS & ENTERTAINMENT VENUES Indulge in the opulence of *Haute Living*, *San Francisco*. Our magazine caters to those who appreciate the finer things in life. Immerse yourself in captivating articles written by esteemed writers, accompanied by stunning photography. Each issue is a curated collection of the pinnacle of homes, design, fashion, health and wellness, beauty, arts and culture, cuisine and wine, travel, events, and luxury autos and yachts.

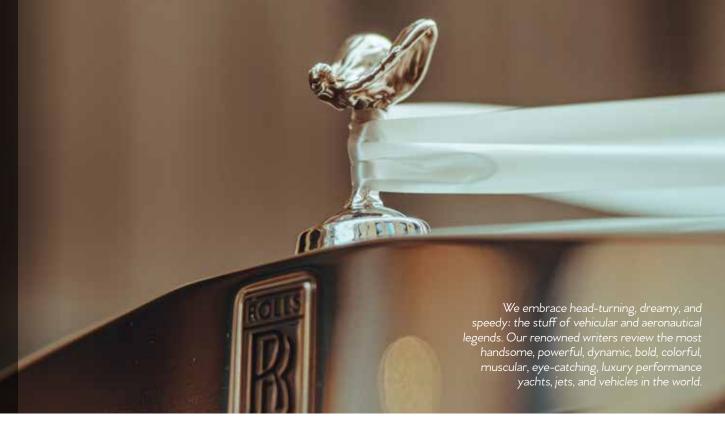
For the affluent audience of Haute Living, San Francisco, sophistication is a brand cornerstone. As the influential voice of the San Francisco Bay Area, ranging from Mendocino to Monterey and from Napa Valley to Silicon Valley, the magazine captures the hearts and minds of ultra-high net worth consumers.

Haute Living, San Francisco, epitomizes the pursuit of a luxurious lifestyle with purpose. Our pages are filled with remarkable individuals who inspire. We showcase captivating profiles of influential San Francisco Bay Area figures, including talented visionaries, philanthropic champions, magnetic leaders, and beloved local legends. Additionally, we proudly support a carefully selected array of charitable events that form the foundation of our compassionate community.

With an exclusive mailing list, Haute Living, San Francisco is mailed to a proprietary list of the 20,000 highest valued homes in Los Angeles and the Bay Area, including San Francisco, Silicon Valley, Napa Valley, Marin, plus Pebble Beach, Carmel Valley, Beverly Hills, Bel Air, Malibu, Newport Beach, and Santa Barbara/Montecito.











#### COMPREHENSIVE MULTIMEDIA SOLUTIONS

- + WEBSITE AND DIGITAL
- +NEWSLETTER AND E-BLASTS
- + PRINT PUBLICATION
- +SOCIAL NETWORKS
- +EVENTS

Haute Living San Francisco is distributed to attendees of luxury events in San Francisco and Northern California through our media sponsorships.





#### **OUR AUDIENCE & DEMOGRAPHICS**

Haute Living, San Francisco has crafted an influential distribution list encompassing esteemed individuals such as members of the Forbes 400 billionaires list, prominent business and industry leaders, owners of private jets in the United States, and affluent homeowners in the San Francisco Bay Area and select cities. This exclusive list also includes premier establishments such as the St. Regis and Neiman Marcus flagship store in San Francisco.

49.1 MEDIAN AGE

## MALE

56% MALE **INCOME** 

12% \$100K - 224K

49% \$220K - 499K

29% \$500K - 999K

8% \$1M - 1.999M

2% \$2M+





#### LOCAL & NATIONAL DISTRIBUTION

- + Luxury spas and hotels at the Four Seasons, Fairmont, Ritz Carlton, Meadowood Resort, Cavallo Point Lodge, Post Ranch Inn, St. Regis Hotel, and Westin St. Frances.
- + Luxury auto dealer showrooms at Rolls Royce, Bentley, Mercedes-Benz, Ferrari, and Porsche.
- + 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, Neiman Marcus, Chanel, 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, The San Francisco Fall Show, Olivia Decker Power of Music Concert Series, and other luxury events.

- + On board 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 real estate offices at Sotheby's International Realty.





#### EDITORIAL CALENDAR 2024

#### JAN-FEB: HOME DESIGN

Step into some of the most stunning homes in the world. Enjoy a rare glimpse into award-winning homes that few get to see. Meet the home design and decor leaders as they share their ingenuity and insights for interior design in 2024.

#### MAR-APR: FASHION

Runways from Paris to Milan are buzzing with the latest looks for 2024, and we have front row seats at the most specular shows in the world. Along with interviewing iconic designers, we uncover new talent creating excitement in the fashion world.

#### 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 dreamt of visiting.

#### JULY-AUG: LEADERS AND LEGENDS

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

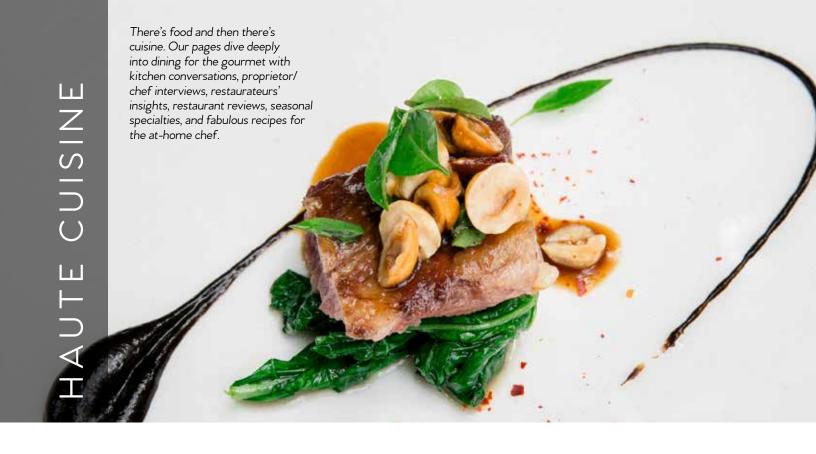
# SEPT-OCT: ARTS & ENTERTAINMENT

Society comes out to play, and we are there to capture it all. Come with us as we attend the most coveted galas and soirees worldwide. We speak to the singers, actors, conductors, and producers who make the magic happen.

# NOV-DEC: GIFT GIVING & HOLIDAY CELEBRATIONS

We end the year showcasing the most festive holiday happenings and the charities that benefit this season of giving. Of course, we share our list of the best gifts for everyone on your shopping list, along with a few special surprises just for you.





# 2024 PROMOTIONAL OPPORTUNITIES FOR PROFESSIONALS AND BRANDS

#### JAN-FEB: FOCUS ON HOME

Prominent Architects, builders, and design firms

#### VALENTINE'S GIFT GUIDE

Luxe gifts for your special someone

SPACE CLOSE: 12-10-23

ON SALE: 1-1-24

#### MAR-APR: FASHION FORWARD

Innovative boutique owners and stylists

#### **FASHION GUIDE**

Must-have fashion statements

SPACE CLOSE: 2-10-24 ON SALE: 3-1-24

MAY-JUNE:

TRAVEL SERVICES

Leaders in curated trips and travel guides

### MOTHER'S DAY AND FATHER'S DAY GIFT GUIDES

Timeless watches

SPACE CLOSE: 4-10-24 ON SALE: 5-1-24

#### JULY-AUG: SUMMER PASSION AND PURSUE

Featuring composer and Festival Napa Valley benefactor Gordon Getty, Monterey Car Week at Pebble Beach, and The Quail.

SPACE CLOSE: 6-10-24 ON SALE: 7-1-24

### ENTERTAINMENT AND SPORTS ACCESSORIES

Toys for grown-ups: Pool tables, golf clubs, tennis racquets

SPACE CLOSE: 6-10-24 ON SALE: 7-1-24

#### SEPT-OCT: WELLBEING TRAILBLAZERS

The area's finest wellness and health leaders

#### **BEDAZZLING**

Stunning jewelry for galas and special events

SPACE CLOSE: 8-10-24 ON SALE: 9-1-24

#### NOV-DEC: FINANCE & WEALTH WIZARDS

The power players in money management

# THE ULTIMATE GIFT GUIDES

Lavish surprises sure to delight

SPACE CLOSE: 10-10-24 ON SALE: 11-1-24

HAUTE LIVING SAN FRANCISCO



#### PRINT ADVERTISING AND SPECIFICATIONS

Haute Living prints large  $10 \times 12$  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: michelle@HauteLivingSF.com

SPREAD		FULL PAGE	HALF HORIZONTAL	HALF VERTICAL
Spread	20 X 1:	2 Inches (.25" safe z	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



<sup>\*</sup>Templates available

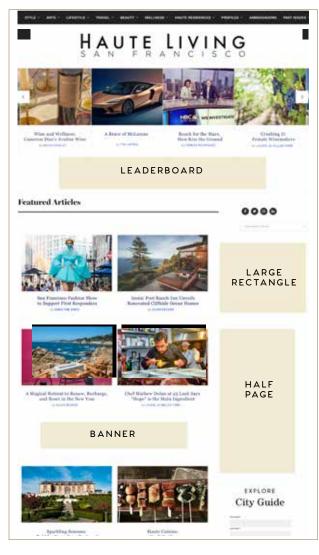


#### SPACE AND CREATIVE DEADLINES

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SPACE CLOSING December 10, 2023	MATERIALS CLOSING December 10, 2023	DELIVERY January 10, 2024		
MAR-APR				
SPACE CLOSING	MATERIALS CLOSING	DELIVERY		
FEBRUARY 10, 2024	FEBRUARY 10, 2024	MARCH 10, 2024		
MAY-JUNE				
SPACE CLOSING	MATERIALS CLOSING	DELIVERY		
April 10, 2024	April 10, 2024	May 10, 2024		
JULY-AUG				
SPACE CLOSING	MATERIALS CLOSING	DELIVERY		
JUNE 10, 2024	JUNE 10, 2024	JULY 10, 2024		
SEPT-OCT				
SPACE CLOSING	MATERIALS CLOSING	DELIVERY		
AUGUST 10, 2024	AUGUST 10, 2024	SEPTEMBER 10, 2024		
NOV-DEC				
SPACE CLOSING	MATERIALS CLOSING	DELIVERY		
October 10, 2024	October 10, 2024	November 10, 2024		





#### WEBSITE AND DIGITAL **ADVERTISING**

**LEADERBOARD** 

728 X 90 px

HALF PAGE 300 X 600 px

LARGE RECTANGLE

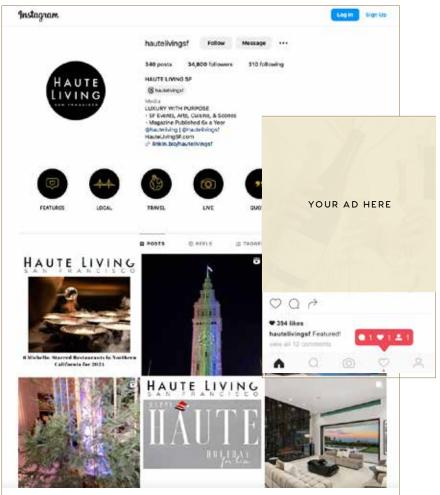
336 X 280 px

**BANNER** 468 X 60 px

MOBILE LEADERBOARD 320 X 50 px







#### 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

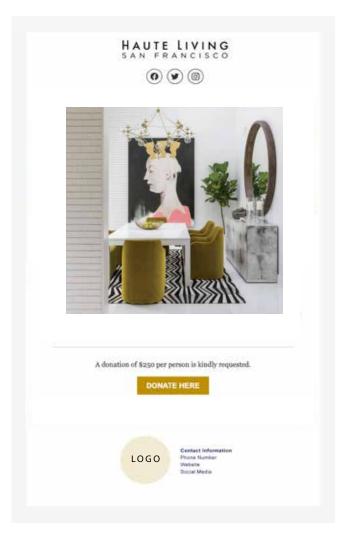
Curated over several years and regularly updated, Haute Living, San Francisco has its own mailing list. We're able to provide hyper-local depth and breadth to growing numbers of select readers.

**LEADERBOARD** 728 X 90 px

SPONSORED PROMOTION Image, Headline, Copy (50-100w)

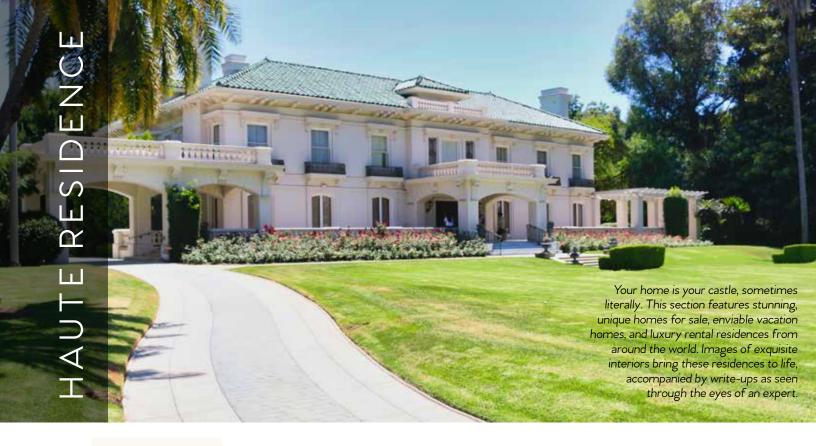






#### DEDICATED EMAILS

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. Take advantage of 44,000 double opt-in subscribers with an average open rate of 38%





# HAUTE RESIDENCE

SAN FRANCISCO

#### LUXURY SPONORED EDITORIAL PROGRAM











COMPASS



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.





# HAUTE WELLNESS

SAN FRANCISCO

#### 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.



# HAUTE BEAUTY





Andrea Bocelli and daughter Virginia performed at Olivia Decker Power of Music concert at Kohl Mansion.

# HAUTE LIVING PRESENTS PRIVATE CONCERTS

Haute Living and Olivia Decker, owner and publisher of Haute Living, San Francisco 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.





If you're looking to expand your brand's reach, there's no better platform than Haute Living, San Francisco. With an exclusive audience of high-net-worth individuals, your message will be seen by some of the most powerful and influential consumers in the world. Our team of experts can work with you to create a customized advertising package that perfectly fits your goals and budget.

# HAUTE LIVING SAN FRANCISCO

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