



PRINT + DIGITAL MEDIA KIT 2024

# HAUTE LIVING SAN FRANCISCO





120  
PAGES

150K+  
READERSHIP  
PRINT AND DIGITAL

6X  
PER YEAR

20K  
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.*

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



We embrace head-turning, dreamy, and speedy: the stuff of vehicular and aeronautical legends. Our renowned writers review the most handsome, powerful, dynamic, bold, colorful, muscular, eye-catching, luxury performance yachts, jets, and vehicles in the world.



## 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.



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.

## 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

44%  
FEMALE

56%  
MALE

### INCOME

12% \$100K - 224K

49% \$220K - 499K

29% \$500K - 999K

8% \$1M - 1.999M

2% \$2M+

*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.*

## 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.

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.



## 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.

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.



## 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

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.



## PRINT ADVERTISING AND SPECIFICATIONS

Haute Living prints large 10 x 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](mailto:michelle@HauteLivingSF.com)



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

\*Templates available



*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.*

## SPACE AND CREATIVE DEADLINES

### JAN-FEB

SPACE CLOSING  
December 10, 2023

MATERIALS CLOSING  
December 10, 2023

DELIVERY  
January 10, 2024

### MAR-APR

SPACE CLOSING  
FEBRUARY 10, 2024

MATERIALS CLOSING  
FEBRUARY 10, 2024

DELIVERY  
MARCH 10, 2024

### MAY-JUNE

SPACE CLOSING  
April 10, 2024

MATERIALS CLOSING  
April 10, 2024

DELIVERY  
May 10, 2024

### JULY-AUG

SPACE CLOSING  
JUNE 10, 2024

MATERIALS CLOSING  
JUNE 10, 2024

DELIVERY  
JULY 10, 2024

### SEPT-OCT

SPACE CLOSING  
AUGUST 10, 2024

MATERIALS CLOSING  
AUGUST 10, 2024

DELIVERY  
SEPTEMBER 10, 2024

### NOV-DEC

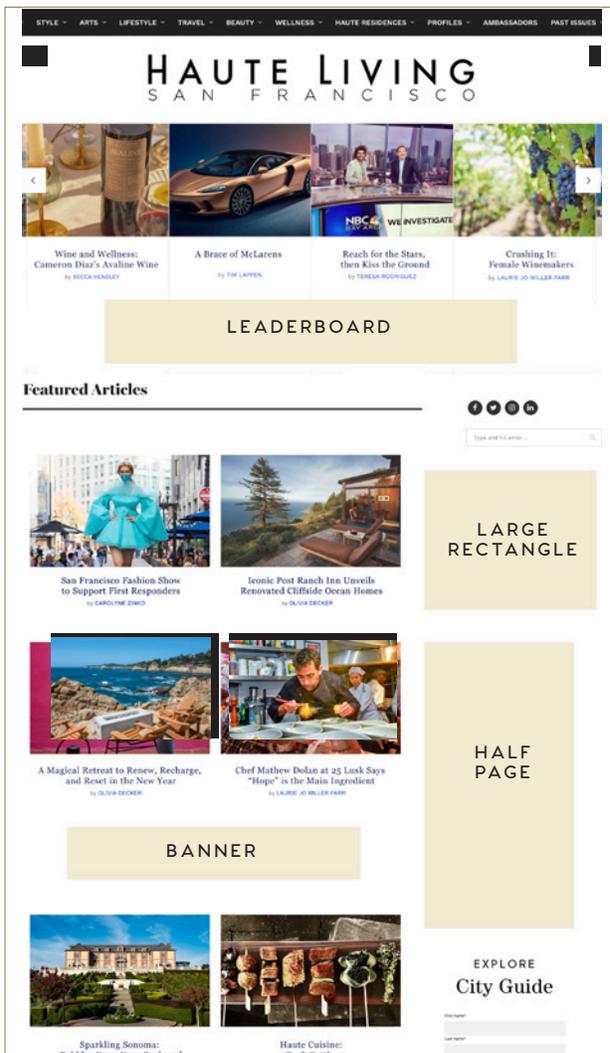
SPACE CLOSING  
October 10, 2024

MATERIALS CLOSING  
October 10, 2024

DELIVERY  
November 10, 2024

# 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.



## 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

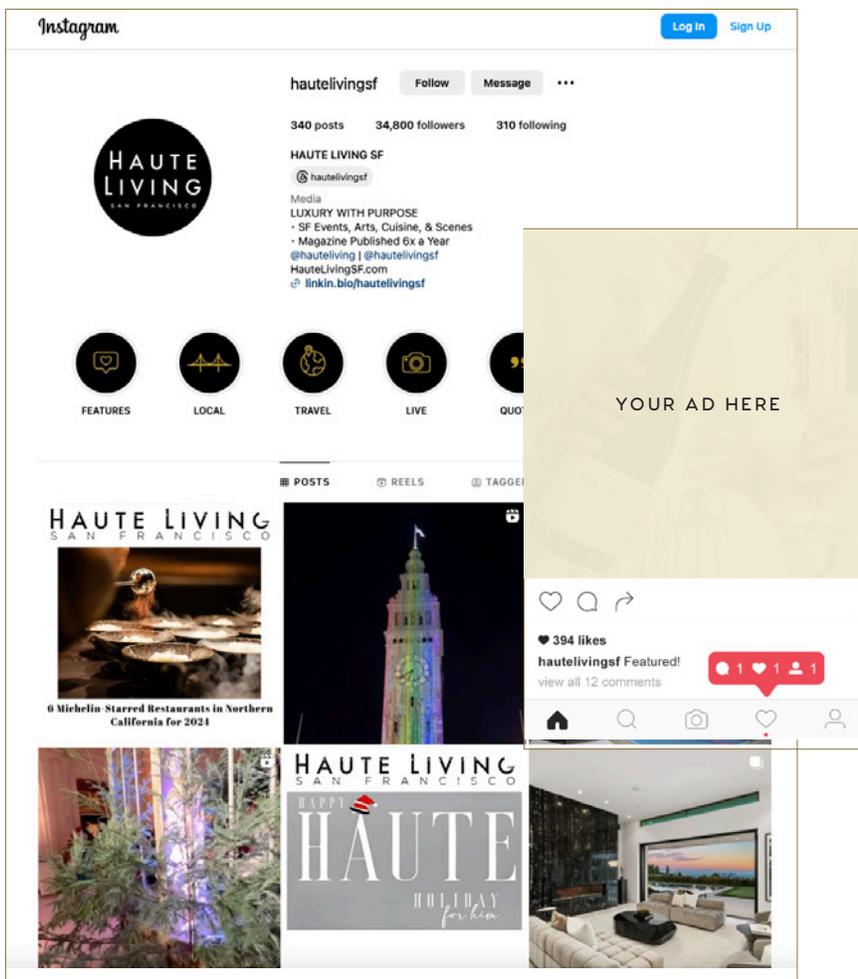
320 X 50 px

HAUTE LIVING  
SAN FRANCISCO

# 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.



## 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

HAUTE LIVING  
SAN FRANCISCO

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 LIVING  
SAN FRANCISCO

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](http://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, Nikasha Foggo and Julian MacKay, in their Company debut. Virtual tables of 10 available. Program begins at 6 p.m.  
[socialevents@sfballet.org](mailto:socialevents@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/33J8GZ7](http://bit.ly/33J8GZ7)

## NEWSLETTER AND E-BLASTS

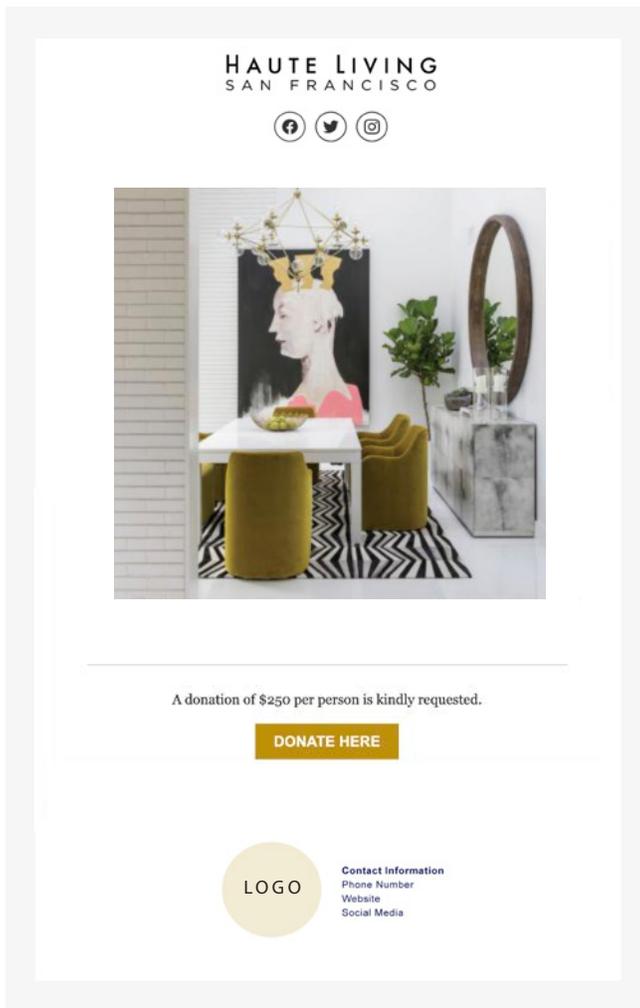
Curated over several years and regularly updated, *Haute Living, San Francisco* has its own mailing list. We're able to provide hyper-local depth and breadth to growing numbers of select readers.

LEADERBOARD  
728 X 90 px

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



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

[DONATE HERE](#)

LOGO

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

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 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.

Sotheby's  
INTERNATIONAL REALTY

  
COLDWELL BANKER

  
HILTON & HYLAND

CHRISTIE'S  
GREAT ESTATES

corcoran  
corcoran group real estate

COMPASS

 Douglas & Liman  
REAL ESTATE

HAUTE LIVING  
SAN FRANCISCO

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 WELLNESS

# 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.

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

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?



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

Olivia Hsu Decker, Owner and Publisher  
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