



SAN FRANCISCO

HAUTE LIVING

LUXURY LIFESTYLE WITH PURPOSE

PRINT • DIGITAL MEDIA KIT | 2025

MISSION STATEMENT

Haute Living San Francisco is dedicated to being the premier source of luxury lifestyle content across the San Francisco Bay Area, from Marin and Silicon Valley to Napa Valley. We strive to inspire our readers with exclusive insights into high fashion, fine dining, and high living, while promoting wellness, culture, and philanthropy. Our mission is to connect and enrich our community by celebrating the art of luxury living and supporting charitable initiatives that make a difference.

By consistently delivering unique, engaging, and relevant content, Haute Living, San Francisco affirms its status as the trusted leader on luxury living across the Bay Area.



120

PAGES

150K+

READERSHIP

PRINT AND DIGITAL

6X

ISSUES 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

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OUR AUDIENCE + DEMOGRAPHICS

Haute Living San Francisco boasts a prestigious distribution network that reaches an elite audience, including Forbes 400 billionaires, top business executives, private jet owners across the U.S., and the top 1% of affluent homeowners throughout the San Francisco Bay Area and other select cities. Our exclusive circulation extends to premier retailers, venues, and resorts.

DEMOGRAPHICS

49.1

MEDIAN AGE

53%

FEMALE

47%

MALE

INCOME

12%

\$100K - 224K

49%

\$220K - 499K

29%

\$500K - 999K

8%

\$1M - 1.999M

2%

\$2M+

LOCAL + NATIONAL DISTRIBUTION

- + 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 clubs such as The Battery, Corinthian Yacht Club, TPC, BPC, and Napa Valley Reserve.
- + Banks and wealth managers, such as Chase JP Morgan and BNY Mellon Wealth Management.
- + Luxury real estate offices at Sotheby's International Realty.
- + 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.
- + 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 fundraising gala, The San Francisco Fall Show, Olivia Decker Power of Music Series, and other luxury events.



AT THE HEART OF SAN FRANCISCO'S PREMIER EVENTS

Haute Living San Francisco is deeply entrenched in the fabric of the city's cultural and social scene. We have our finger on the pulse of San Francisco, actively participating in and sponsoring a selection of the most prestigious events across the city. **We are proud to distribute Haute Living at an array of significant cultural and social events throughout the year, including:**

San Francisco Symphony Lunar New Year Concert and Banquet: Celebrating rich traditions and musical excellence.

San Francisco Ballet Opening Night: Ushering in the ballet season with elegance and artistic expression.

San Francisco Opera Guild Spring Fashion Show and Luncheon: A glamorous blend of high fashion and opera culture.

Sonoma County Authors Festival: Fostering a love for literature and ideas in the heart of wine country.

Festival Napa Valley: Combining world-class performances with Napa's legendary winemaking.

San Francisco Opera Opening Night and Opera Ball: A premier gala event that marks the beginning of the opera season.

San Francisco Opera An Evening on the Stage: An exclusive event that brings patrons closer to the operatic art form.

San Francisco Symphony Opening Night: Launching the symphony season with spectacular musical flair.

San Francisco Fall Show: Showcasing exquisite art and antiques in a celebrated annual event.

Olivia Decker Power of Music Series: As the exclusive media sponsor, we support this series that brings unforgettable music experiences to the Bay



EDITORIAL CALENDAR 2025

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 2025.

MAR-APR

FASHION

Runways from Paris to Milan are buzzing with the latest looks for 2025, 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. We share our list of the best gifts for everyone on your shopping list, along with a few special surprises just for you.



PRINT ADVERTISING AND SPECIFICATIONS

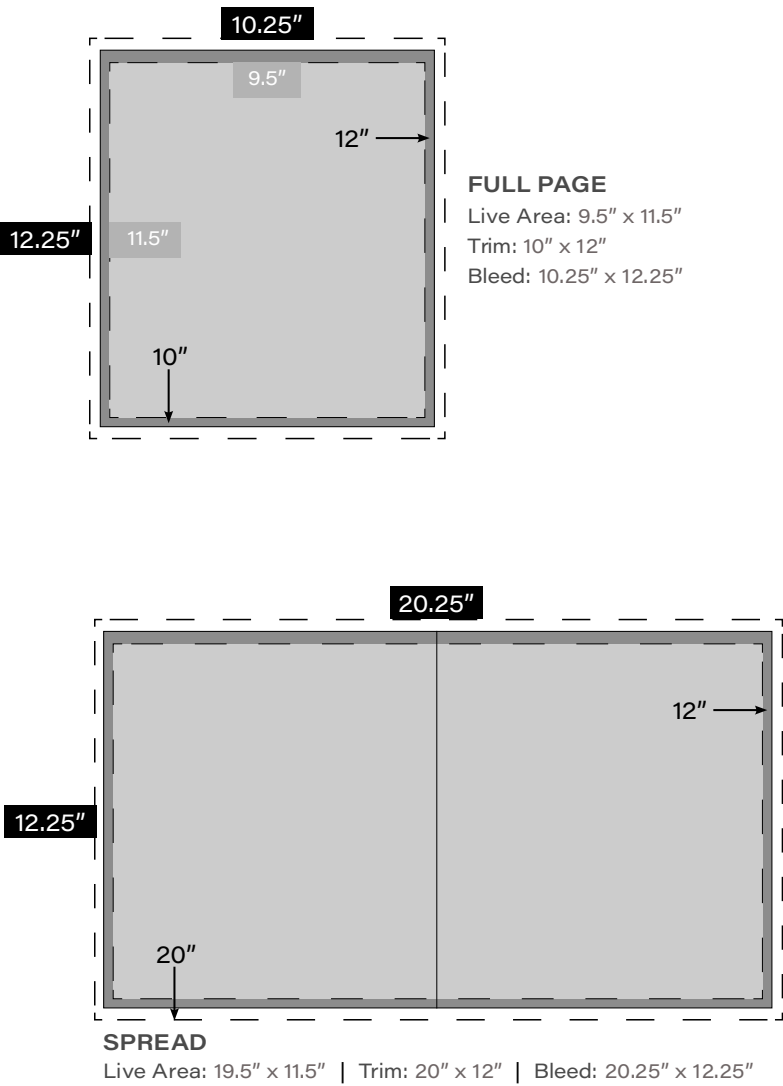
Haute Living prints large 10 x 12 inches. Files must be CMYK and sent as a high-resolution PDF with bleed. Images must be 300 dpi at actual size. Web and mobile images are not acceptable for print ads.

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

ART DEPARTMENT: Artwork@HauteLivingSF.com

Spread	20 X 12 Inches (.25" safe zone, 25" bleed)
Full Page	10 X 12 Inches (.25" safe zone, 25" bleed)

**Templates available*





SPACE AND CREATIVE DEADLINES

JAN-FEB

SPACE CLOSING
December 10, 2024

MATERIALS CLOSING
December 10, 2024

DELIVERY
January 10, 2025

MAR-APR

SPACE CLOSING
FEBRUARY 10, 2025

MATERIALS CLOSING
FEBRUARY 10, 2025

DELIVERY
MARCH 10, 2025

MAY-JUNE

SPACE CLOSING
April 10, 2025

MATERIALS CLOSING
April 10, 2025

DELIVERY
May 10, 2025

JULY-AUG

SPACE CLOSING
JUNE 10, 2025

MATERIALS CLOSING
JUNE 10, 2025

DELIVERY
JULY 10, 2025

SEPT-OCT

SPACE CLOSING
AUGUST 10, 2025

MATERIALS CLOSING
AUGUST 10, 2025

DELIVERY
SEPTEMBER 10, 2025

NOV-DEC

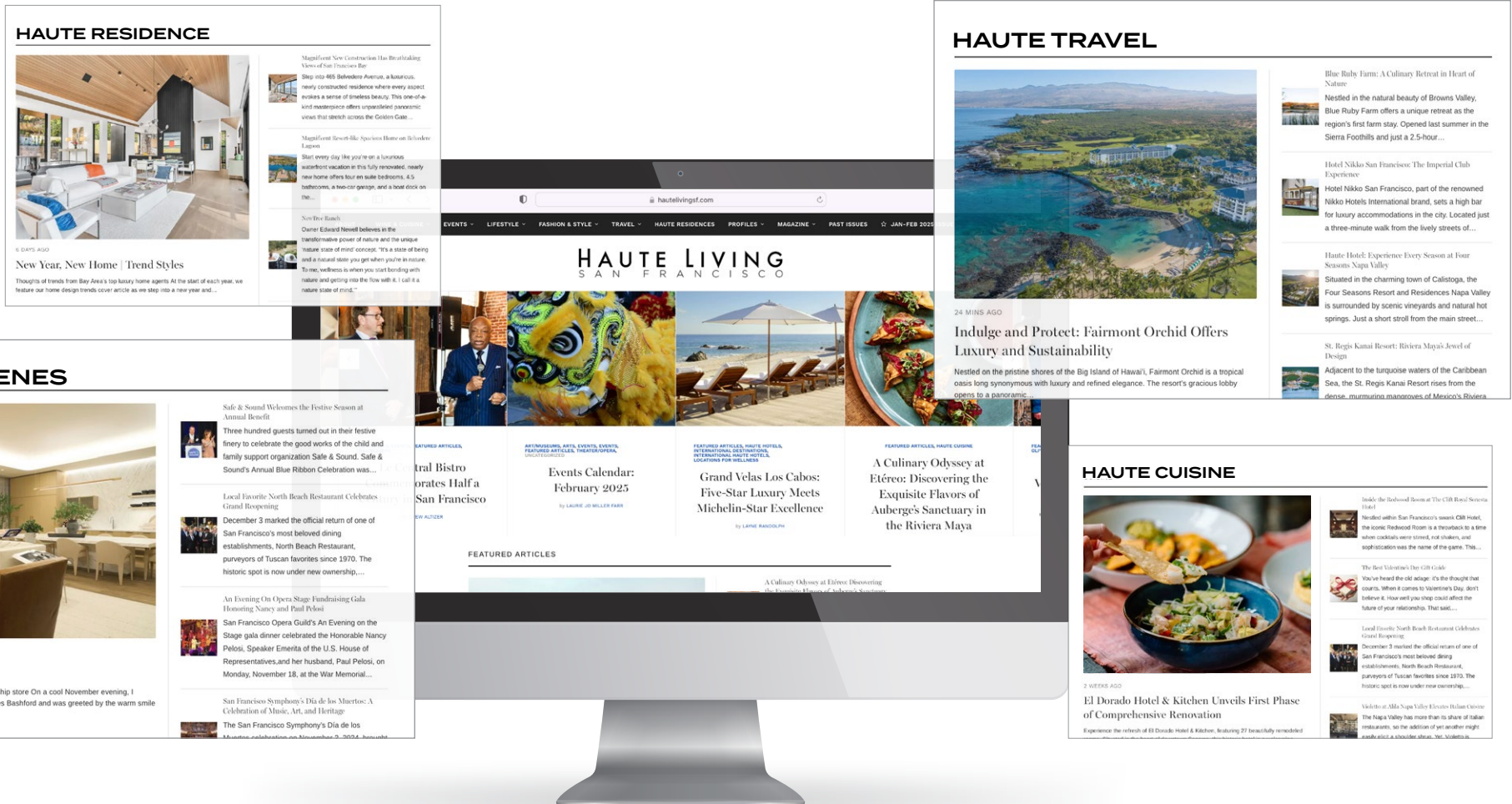
SPACE CLOSING
October 10, 2025

MATERIALS CLOSING
October 10, 2025

DELIVERY
November 10, 2025



HAUTELIVINGSF.COM FEATURED SECTIONS



Haute Living, San Francisco's online advertising platform, has the exclusive opportunity to reach affluent audiences on a global, national, state, and/or city level.

We offer the most advanced system for luxury advertising designed to reach elusive audiences in a way that leads to higher conversions and a greater ROI.

FEATURED CATEGORIES

CULINARY & WINE

Dive into gourmet dining, wine reviews, and culinary events. Ideal for showcasing restaurants, vineyards, and food festivals.

WELLNESS & BEAUTY

Dedicated to health, wellness trends, and beauty insights, ideal for promoting products, spa reviews, and wellness retreats.

FASHION & ACCESSORIES

Covering the latest in fashion, designer showcases, and exquisite jewelry collections.

ARTS & ENTERTAINMENT

Includes theater, opera, art exhibitions, and cultural events, providing a stage for artistic and entertainment-related releases.



TRAVEL & DESTINATIONS

Explore world-class destinations and opulent accommodations, from local getaways to global luxury hotels.

HAUTE RESIDENCES

Featuring the finest in luxury real estate, from urban penthouses to sprawling estates.

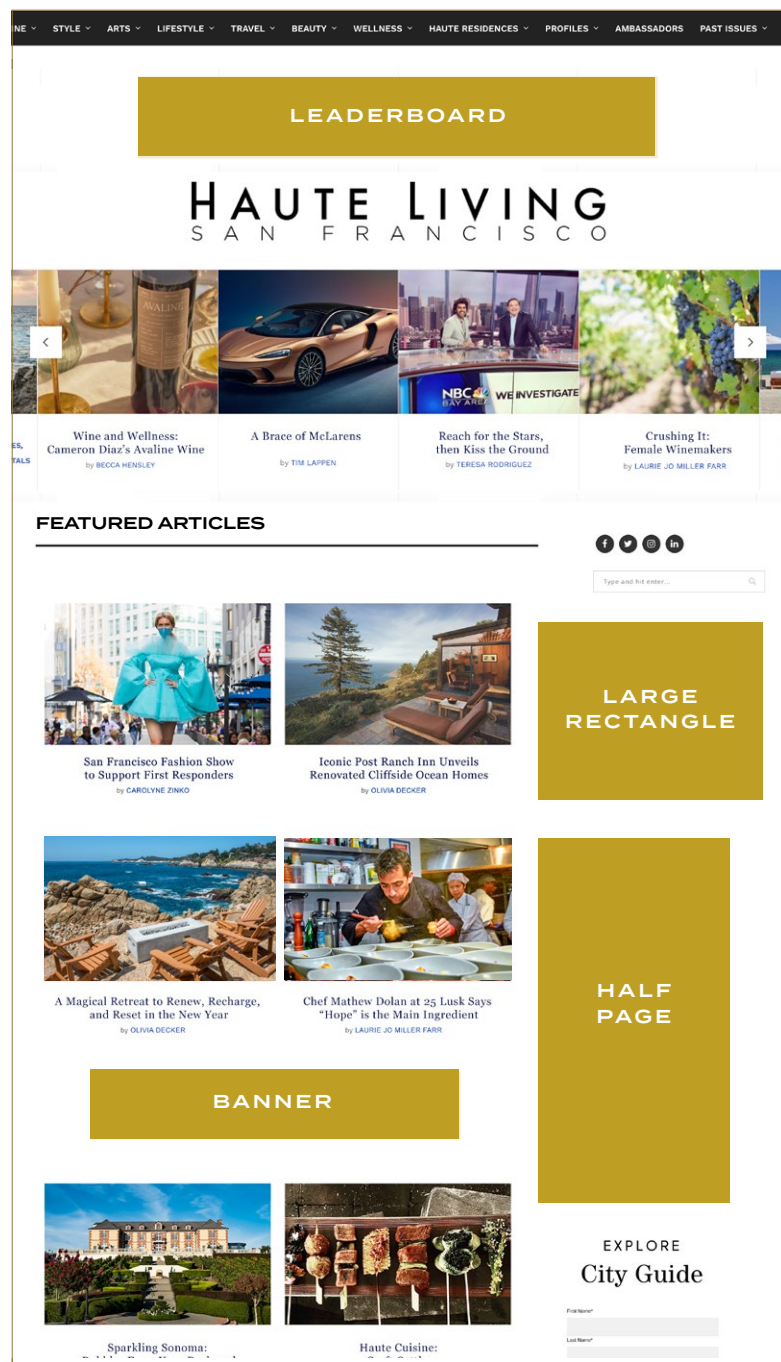
LUXURY TRANSPORT

High-performance vehicles, yachts, and private jets, appealing to the enthusiasts of luxury transportation.

BUSINESS & FINANCE

Delve into the corporate world with insights on market trends, financial advice, and profiles of industry leaders.





WEBSITE AND DIGITAL ADVERTISING

HautelivingSF.com, a verified Google News website, enhances your brand's visibility by optimizing SEO and improving Google rankings. As a trusted platform, Haute Living connects advertising partners with an elusive and highly-sought-after audience, offering a valuable source for reaching and engaging with top-tier consumers effectively.

LEADERBOARD

728 X 90 px

HALF PAGE

300 X 600 px

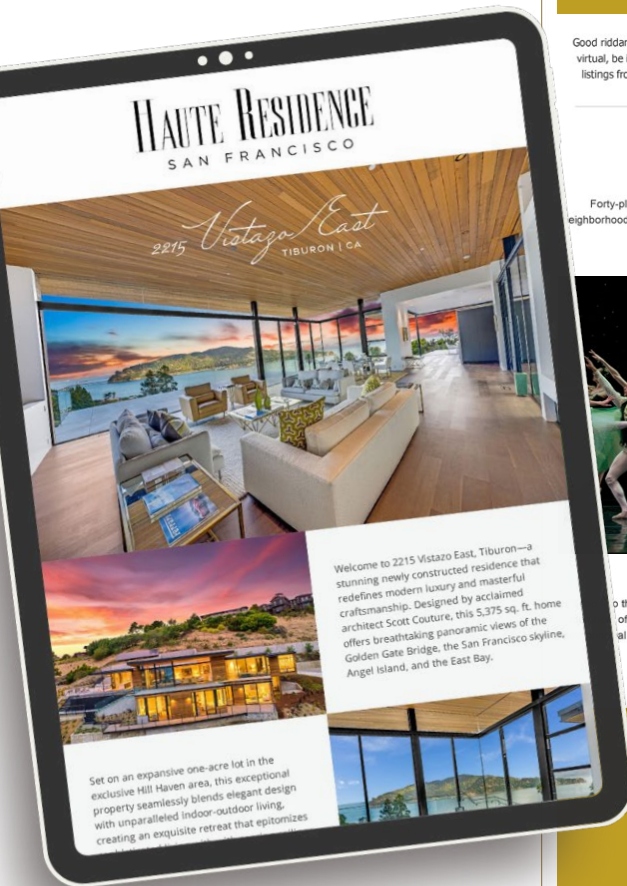
LARGE RECTANGLE

336 X 280 px

BANNER

468 X 60 px



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.

illuminatestf.com


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San Francisco Ballet

"The New Year" is a one-night-only, first-ever virtual benefit. Drop-in visits by the Company, a virtual stage, world premieres, and a chance to view two al 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/33JtSZ7
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 37%

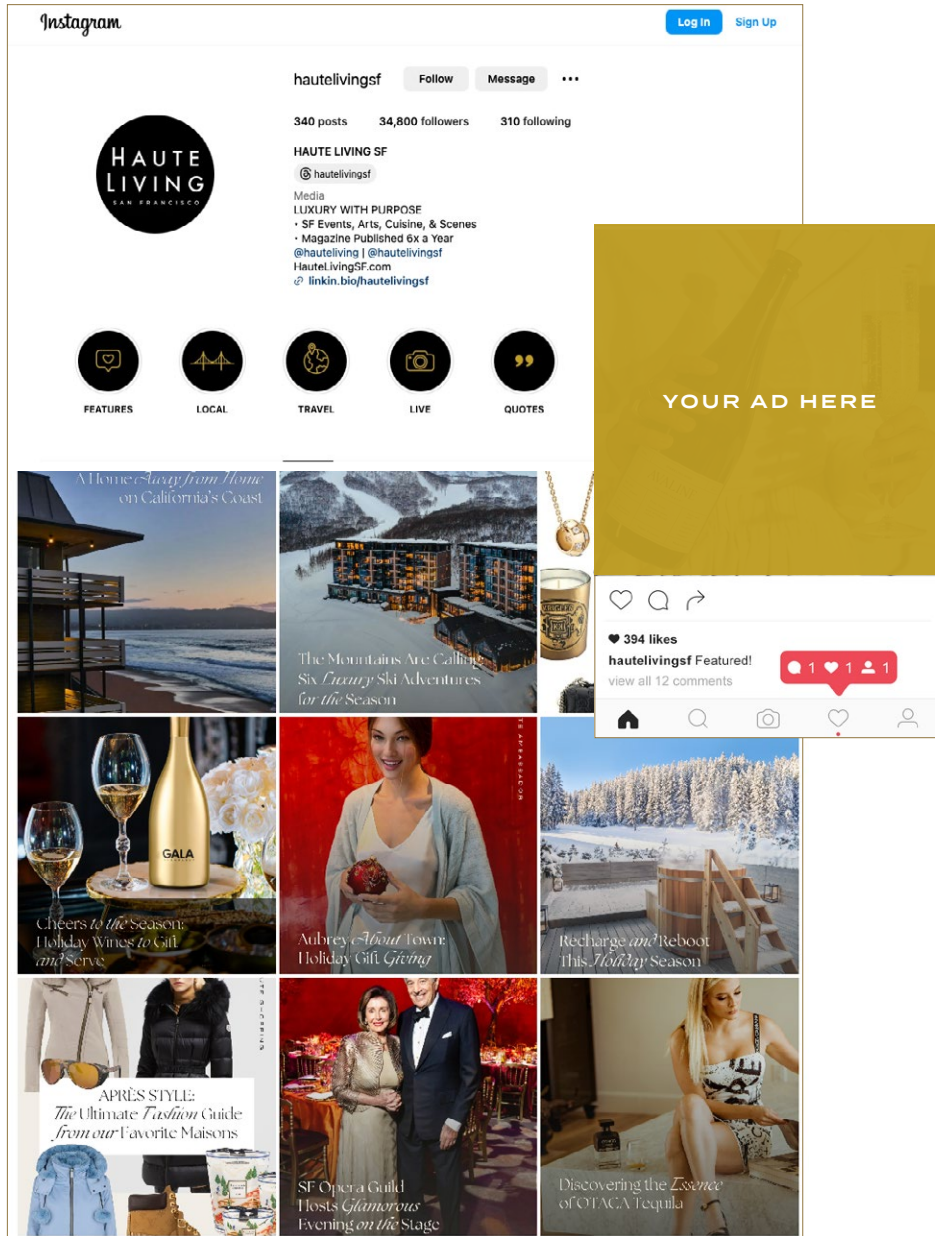


SOCIAL NETWORKS

Our magazine content is amplified on the right social channels. Get even more attention on Instagram, Facebook, and X.

FACEBOOK AD POST
1,200 X 630 px

INSTAGRAM AD POST
1080 X 1080 px
1080 X 1350 px



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



CONTACT

ADVERTISE@HAUTELIVINGSF.COM

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