

Gazette



NOB HILL

OUR FORMULA

Know your audience. Not just as a demographic. Not just their ZIP codes. Not as a faceless archetype. Know the people.

Understand them and the ecosystem they inhabit. Build decades of credibility. Stay fresh. Stay relevant. Surprise and delight your readers.

This formula is what makes the Nob Hill Gazette different. We're more than the San Francisco Bay Area's most important luxury lifestyle magazine; we are the publication-of-record for the region's social, cultural and philanthropic activity — for 45 years and counting.

WHO WE ARE

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Locally owned and produced, the *Gazette's* regional roots are unshakable with a trademark oversized canvas unlike any other publication in the Bay Area market. Today, its editors scour the region — from Napa to Silicon Valley — to report on movers, shakers and changemakers, to produce stories with hyperlocal insight on culture, philanthropy and achievement.

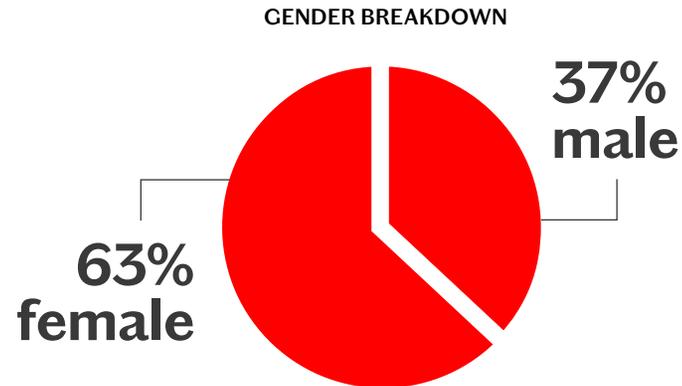
MOST POPULAR TOPICS

- Personalities
- Food/Wine
- Home/Design
- Real Estate
- Beauty/Fashion
- Travel
- Art/Music
- Social Events
- Philanthropy
- Wellness



OUR READERS

Unparalleled access to the influential, wealthy, politically active Bay Area residents. Owners of the highest-valued homes in our target area and those with the highest purchasing power.



AGE
47

AVERAGE HOUSEHOLD INCOME
\$559,000

75% of *Nob Hill Gazette* readers indicate interest in attending *Nob Hill Gazette* events

CULTURALLY & SOCIALLY ATTUNED
53% have visited an art museum or a paid music event in the past 12 months

77% of survey respondents "always" or "usually" read the *Nob Hill Gazette*

80% have donated to cultural, social, educational or health care nonprofits in the past 12 months

TOTAL DELIVERY OF
THE *NOB HILL GAZETTE*
100,000

In addition to our home delivery of 50,000, we sponsor the most impactful San Francisco fundraising events where our publication is available for attendees.

RIGHT ON TARGET

The San Francisco Peninsula — incorporating San Francisco, the Peninsula and Silicon Valley — is the most exceptional region in the world. With the highest incomes, net worth and home values in the United States, our region presents the greatest buying power anywhere.

IN HOME DELIVERY

Nob Hill Gazette circulation is compiled using a highly sophisticated geo-demographic analysis to isolate specific areas of affluence. *Nob Hill Gazette* Luxury Index saturation delivery model, along with its electronic presence, effectively and efficiently reaches advertisers' most coveted clients.

EVENTS

Annually we co-brand and sponsor the most impactful San Francisco events for your target market where you have the ability to be included in additional distribution placed at the following events:

The Fall Show
Decorator Showcase
FOG + art
San Francisco Opera
Festival Napa Valley
Holiday Heroes

2026 DISTRIBUTION

40,500 SAN FRANCISCO

Ashbury Heights
Cow Hollow
Forest Hill
The Marina
Nob Hill
North of Lake Street
Pacific Heights
Potrero Hill
Presidio Heights
Rincon Hill
Russian Hill
Seacliff
St. Francis Wood
Telegraph Hill
Union Square

10,000 PENINSULA

Atherton
Burlingame
Hillsborough
Los Altos
Los Altos Hills
Portola Valley
San Mateo
Woodside



Sausalito
Belvedere
Tiburon



IN EVERY ISSUE

Each month, the *Nob Hill Gazette* delivers informed, innovative and brilliantly designed lifestyle coverage on food and wine, interior design, style, travel, arts and culture. With every issue, readers can expect to find stunning interiors in **Design Spotlight**, the latest restaurant openings and offerings in **Food & Wine**, curated luxury goods in **Must-Haves**, behind-the-scenes looks at upcoming performing and visual arts in **Arts & Culture**, or destinations to inspire a getaway in **Travel**. Not to mention our **Parties** pages, which are a bonafide who's who of San Francisco Bay Area society and philanthropy.



LIFESTYLE COVERAGE



Literature:
Reviews of new books by authors with ties to the Bay Area — from **Isabel Allende** and **Michael Lewis** to **Jennifer Egan** and **Jann Wenner**

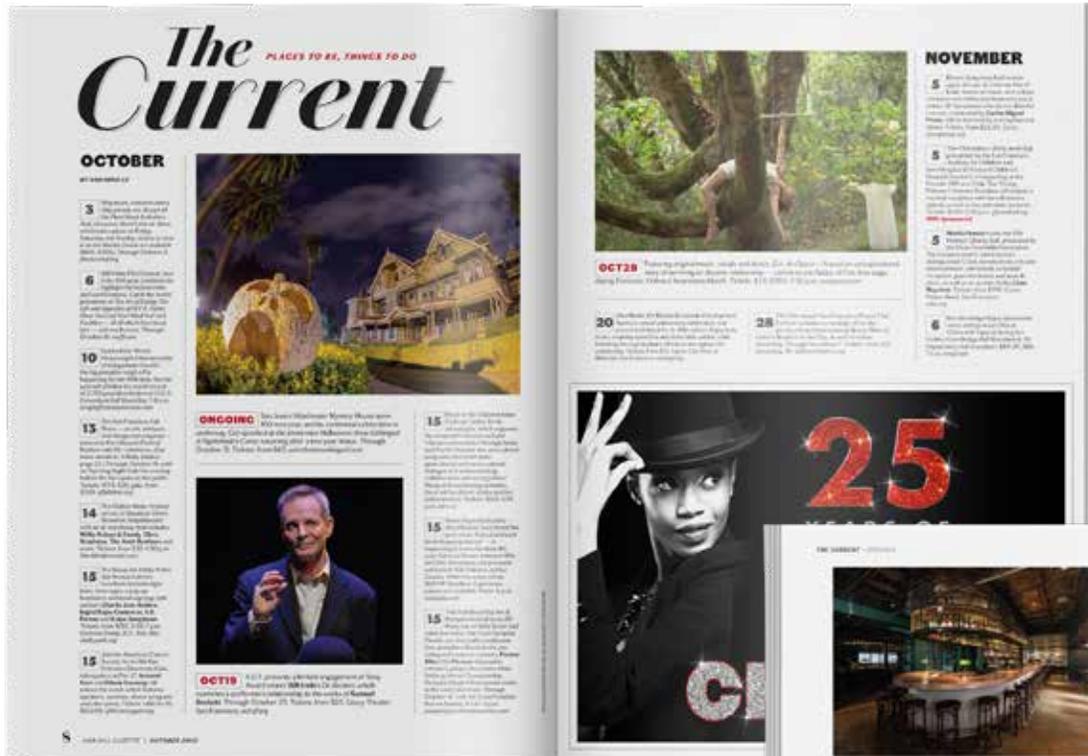


Food, Wine & Cocktails:
Culinary insights and new offerings from chefs, restaurateurs and winemakers



Arts & Culture:
An inside look at upcoming exhibitions and performances

LIFESTYLE COVERAGE



Social Calendar:

A roundup of events in support of local philanthropic organizations

New & Noteworthy:

An assortment of timely delights from the regional worlds of restaurants, hospitality and retail

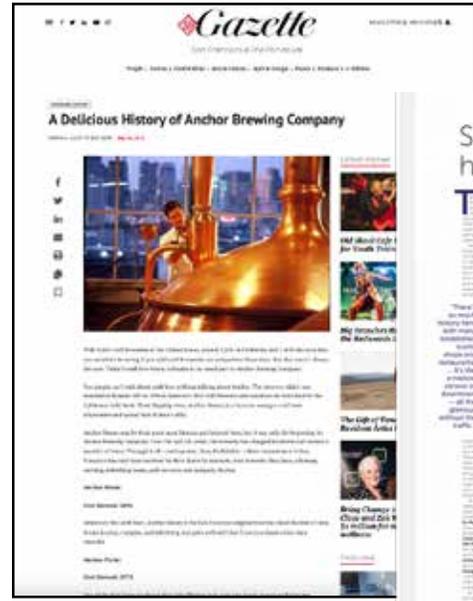


Parties: A place to see and be seen in the pages of the *Cazette*, highlighting prominent events

CUSTOM CONTENT

Branded Content is essential for today's marketing mix. The *Nob Hill Gazette* has writers, photographers and video productions services to create impactful storytelling experiences across all platforms.

- Publishes in the *Gazette* magazine
- Emailed to 50,000 opt-ins
- Promoted on social media
- SEO optimized article on our website
- Additional persona targeting available



EVENTS

San Franciscan of the Year Icons Event

November, 2026
Gala in the Julia Morgan Ballroom
250 Attendees
SF Icons, Business Leaders and
Philanthropists

The San Francisco Examiner and the Nob Hill Gazette honors leaders and stewards of our community. From a list of nominees, readers will choose the top San Franciscans whose innovative work and leadership have left an indelible mark on our city.

Sponsorships Available:
\$25,000 - \$100,000 Levels
Total of 4 Sponsors
On-stage or video messages
Logo branding at event
Promotion of event inclusion
Table(s) at event for sponsors



EVENTS

Holiday Celebration On Nob Hill

December 2026
Merchants Exchange Building
300 Attendees (Invite Only)

Our annual gathering to celebrate the holidays and to offer unwavering and much-needed optimism about San Francisco's future.

Sponsorships Available:
\$10,000 - \$50,000 Levels



EVENTS

Inspiring Women Awards

April 2026

Julia Morgan Ballroom

250 Attendees

Influencers, Government
Officials, Business Leaders
within the San Francisco Bay
Area

In recognition of Women's
History Month, the Nob
Hill Gazette spotlights the
journeys of 26 inspiring Bay
Area women, from established
to emerging leaders, who have
left their own imprints on vital
industries and sectors, shoring
up the region's success.

Sponsorships Available:

\$25,000 - \$100,000 Levels

Total of 4 Sponsors

On-stage or video messages

Logo branding at event

Promotion of event inclusion

Table(s) at event for sponsors



ON THE MARKET

Luxury Real Estate Newsletter

On the Market

Luxury Real Estate Newsletter

10,000 Opt-in VIP subscribers

45% Open Rate

Saturday Deployment

Featured Property

\$500 Each

Image, Headline

50 words

Agent Name, Email, Phone and DRE#

Click-thru URL



On The Market
Exquisite Real Estate Listings



Stanly Ranch Auberge Resorts Collection

200 Stanly Crossroad | Napa | Starting at \$3.6M

Neighborhood: Stanly Ranch, Napa Valley

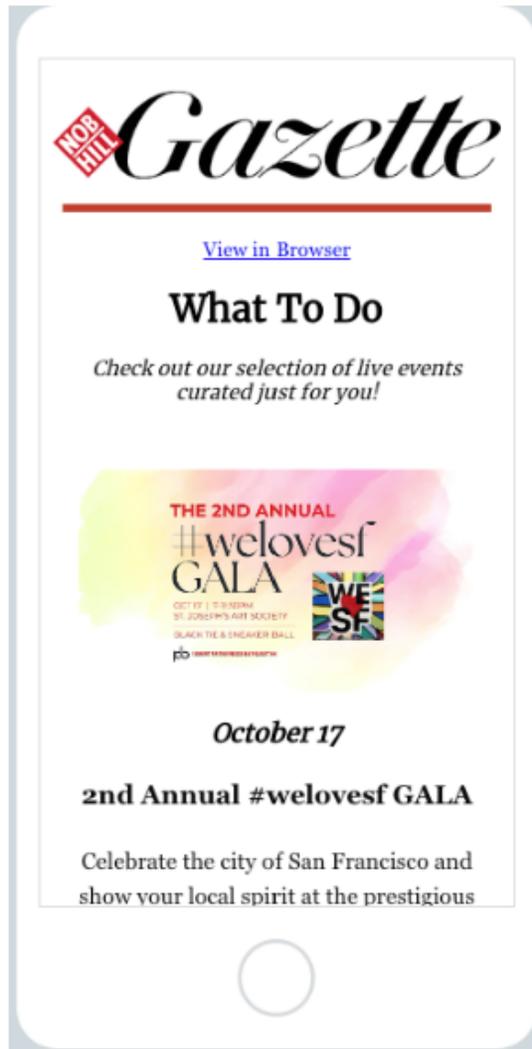
The Residences at Stanly Ranch Auberge Resorts Collection offer Napa Valley's premier turnkey lifestyle. Each home promises a unique retreat with Auberge's unmatched service. Designed with wellness, ease, and community in mind, the Vineyard Homes & Villas blend rolling vines and distant mountains into the living space.

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[VIEW HOME](#)

“WHAT TO DO” NEWSLETTER

Events And Fundraisers Around Town



November 2

San Francisco Achievers (SFA) is proud to announce its **2024 Changemakers Ball**, taking place on November 2, 2024, at the prestigious **Julia Morgan Ballroom** in the Merchant's Exchange building, downtown San Francisco.

This year's event will honor two of the most influential figures in the Bay Area for their extraordinary contributions to the community. The black-tie gala will feature an elegant evening of celebration, including a casino-night, gourmet dinner, and exclusive silent and live auctions.

Funds raised from the event will support San Francisco Achievers' programs, which provide mentorship, scholarships, and career development opportunities for young African American men in the San Francisco Unified School District (SFUSD).

Tickets: \$300 per person

INFO

What to Do Events Newsletter

8,700 Opt-ins
40% Open Rate
Thursday Deployment

Featured Event

\$500 Each
Image, Headline
50 Words
Click thru to Info / Tickets

NOB HILL GAZETTE LUXURY INDEX

Dedicated email marketing: targeting and persona options

EMAIL MARKETING STAND ALONE PRODUCT

If you tell us about your ideal customer, we can help build the persona. Here are the most popular selections, ask if there is something you don't see – we can dig into our database of up to 200,000 opt-ins

**Starting Bundle \$1,500
For 50,000 Opt-ins**

[View in a browser](#)



FROM OUR PARTNER

The Art and Science of Healthy Living from San Francisco Concierge Medicine



Many people have heard about healthspan versus lifespan. Healthspan is about living healthier longer. What's surprising to many is that inflammation is at the root of many processes that contribute to aging. Chronic inflammation can accelerate the aging process and trigger common diseases as we get older, including Alzheimer's, rheumatoid arthritis, cancer, heart disease, and type 2 diabetes.

Blood Glucose and Aging

The fact that inflammation impacts aging and age-related diseases is becoming well-established, but if you zoom in further, you'll see that **inflammation plays a key role in insulin resistance**. Insulin resistance becomes more likely as we gain weight and get older. Most people can expect to gain about 10 pounds a decade after 40 until their later years. And chronic stress can worsen insulin resistance, raise

TARGETING OPTIONS

Blended to Build Personas

Geo + Demo:

Zip Code
Age, Gender, Marital Status
Has Children in Home (Age)
Language
Political Party

Financial Information:

Net Worth (\$1.5M to \$8M+)
HHI (\$250k+, \$400k+)
Political Donor
Frequent Nonprofit Donor
Real Estate Investor

Home Features:

Luxury Auto
Hybrid Auto
Boat Owner
Pool

Interests:

Philanthropy
Gala & Fundraising Events
Wine Enthusiast
Foodie
Golf
High End Fashion & Retail
Wellness & Spa Treatments
Home Remodeling

Travel & Entertainment:

Frequent Business Travel
Luxury Travel
International Travel
Live Music / Concert Goer
Arts & Theater Events

2026 EDITORIAL COVERAGE

JANUARY	Longevity & Innovation
FEBRUARY	Love / Power Couples
MARCH	The Women's Issue
APRIL	Travel
MAY	Home
JUNE	Summer & Family

JULY	250th Anniversary of the United States
AUGUST	Fall Arts Guide
SEPTEMBER	TBD
OCTOBER	Food & Wine / Harvest
NOVEMBER	The Community Issue
DECEMBER	Holiday Entertaining

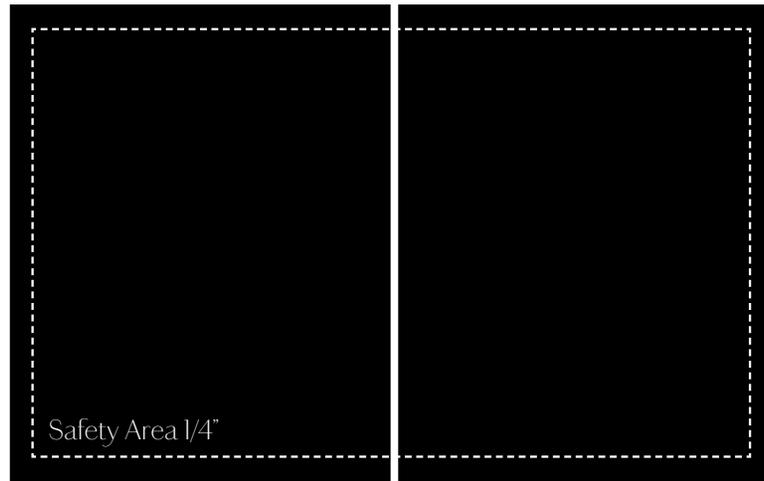
Editorial calendar subject to change.

DISPLAY AD SPECS

Art creation fees vary depending on scope of project.

Safety: All live elements must be kept inside these dimensions on all four sides. Clint Reilly Communications will not be responsible for any live matter placed outside the safety guides. Preferred file format: PDF/X-1a:2001. Native application files not accepted. Minimum resolution of 300 dpi and CMYK color profiles.

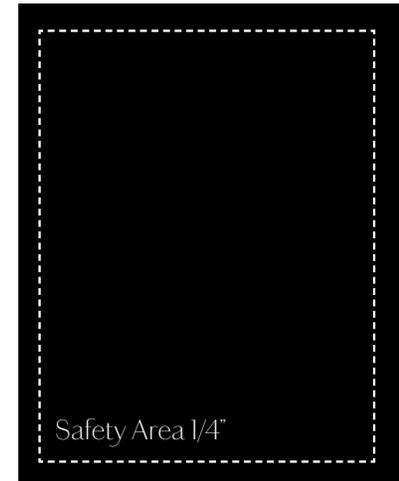
Material Submission: You may email digital files less than 8 MB to Jill Pietrowiak at creative@nobhillgazette.com.



Two-page spread

Trim: 21" x 15"

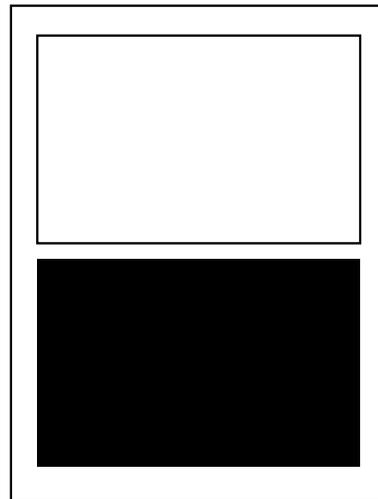
Bleed: 21.25" x 15.25"



Full page

Trim: 10.5" x 15"

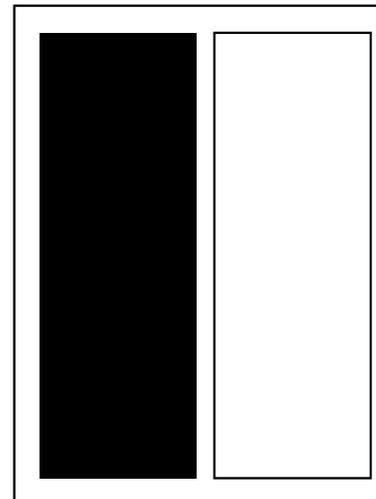
Bleed: 10.75" x 15.25"



Half horizontal

Non-Bleed:

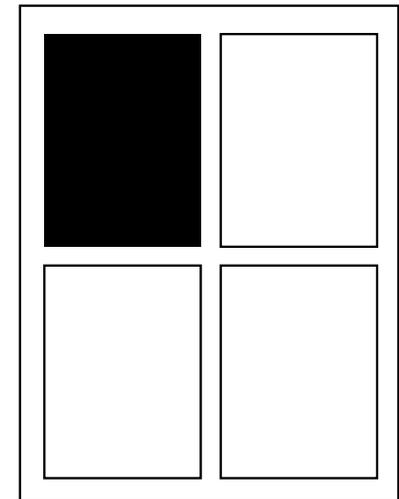
10" x 7.1667"



Half vertical

Non-Bleed:

4.9167" x 14.5"



Quarter

Non-Bleed:

4.9167" x 7.1667"

CLIENT & READER TESTIMONIALS

“*Nob Hill Gazette* — tasteful, authentic, fun and high-end — is perfectly aligned with my brand. More important, it generates a direct response. Web traffic, calls and emails have all spiked.”

— KAREN CALDWELL,
FASHION DESIGNER



“Prada, Kiton, Dolce & Gabbana, Valentino, Ferragamo and just about every other high-end clothing line were represented on the 300 swells who showed up.”

— WILLIE BROWN, FORMER MAYOR
OF SAN FRANCISCO, ON *NOB HILL
GAZETTE'S* PARTY FOR LOIS LEHRMAN



“The magazine is integral to our community, having captured San Francisco’s history and people for the past 40 years. If a picture is worth a thousand words, the *Gazette* is worth a million — its pages are filled with incredible photos that capture the verve of the City.”

— DIANNE FEINSTEIN,
U.S. SENATOR AND FORMER
SAN FRANCISCO MAYOR

“My favorite story is when I was traveling across country, I took my *Nob Hill Gazette* on the plane to read and as I sat down in my seat, the woman sitting next to me pulled out her *Gazette* at exactly the same time. We exchanged smiles and started reading.”

— BRIAN BOITANO,
OLYMPIC GOLD MEDALIST
AND SAN FRANCISCO RESIDENT

“The most important thing to understand about *Nob Hill Gazette* is that it knows San Francisco because it is San Francisco. No other publication has a more intimate understanding of its audience and what moves it. As an advertiser, that’s important to me.”



— JOEL GOODRICH, REAL ESTATE AGENT

CLINT REILLY PUBLICATIONS

Clint Reilly Communications boasts decades of unparalleled coverage of the political, social, cultural, philanthropic and civic life of the San Francisco Bay Area.



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