

NORTHSIDE

SAN FRANCISCO



Northside was launched to recognize and serve the common demographic and perspective of the northern most neighborhoods of San Francisco: a well-educated, high-income population whose politics are generally more moderate than other areas of the city.

Northside is primarily a lifestyle publication with content that features food & wine articles & columns, a calendar of events, travel articles and pet columns. Most months the publication includes an in-depth interview with a local community leader.

The vast majority of Northside's 40,000 monthly copies are hand-delivered, door-to-door to homes, condos, apartments and business in Pacific Heights, Presidio Heights, Jordan Park, Laurel Heights, The Marina, Cow Hollow, Telegraph Hill, Nob Hill, Russian Hill, North Beach and Sea Cliff. Ad rates offer clients an exceptionally low CPM that results in significant savings for the advertiser.

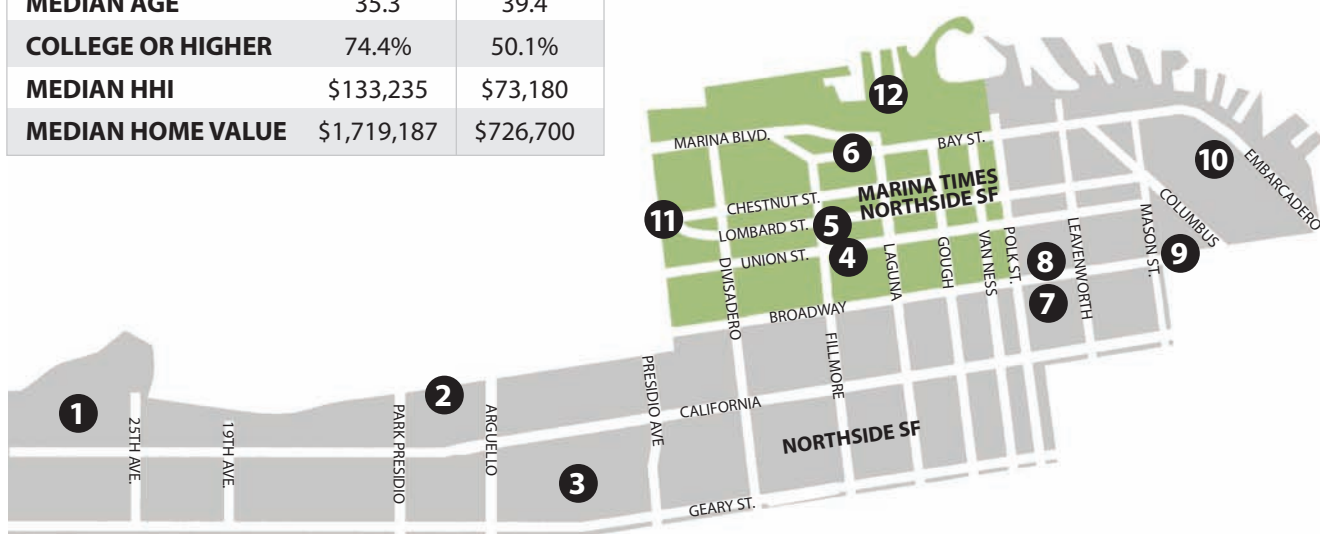
The median age of Northside readers is 35.3 – 53.3% are female and 46.7% are male. Average household income \$133,235. median home value: \$1,719,187. Seventy-four percent have a college degree or higher.

NORTHSIDE

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Distribution Area & Demographics

DEMOGRAPHICS		
	NSF	CITY
FEMALE	53.3%	49.5%
MALE	46.7%	50.5%
MEDIAN AGE	35.3	39.4
COLLEGE OR HIGHER	74.4%	50.1%
MEDIAN HHI	\$133,235	\$73,180
MEDIAN HOME VALUE	\$1,719,187	\$726,700

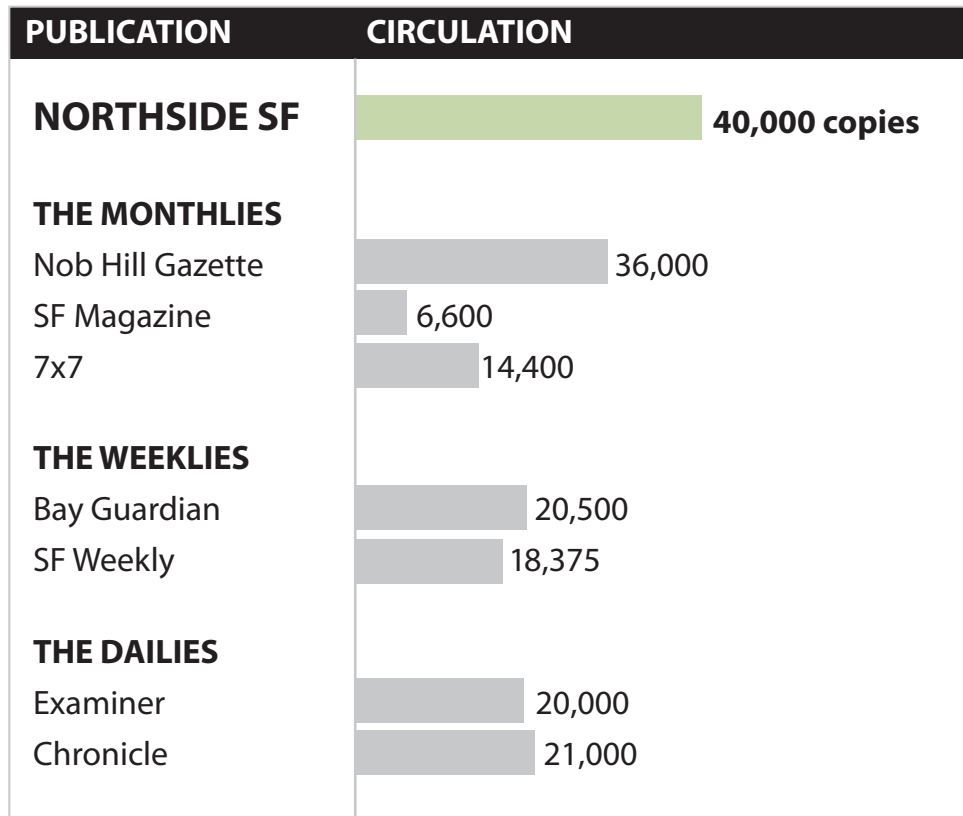


NORTHSIDE SAN FRANCISCO
CIRCULATION:
40,000 COPIES

- 1 Sea Cliff
- 2 Presidio Heights
- 3 Laurel Heights
- 4 Pacific Heights
- 5 Cow Hollow
- 6 The Marina
- 7 Russian Hill
- 8 Nob Hill
- 9 North Beach
- 10 Telegraph Hill
- 11 The Presidio
- 12 Fort Mason

Northside Circulation Comparison

NORTHSIDE COMPARED TO OTHER PUBLICATIONS DISTRIBUTED
IN SAN FRANCISCO'S NORTHERN NEIGHBORHOODS



SAN FRANCISCO'S NORTHERN NEIGHBORHOODS:

Sea Cliff, Presidio Heights, Laurel Heights, Jordan Park, Pacific Heights, The Marina, Cow Hollow, Russian Hill, Nob Hill, Telegraph Hill and North Beach



Northside Advertising Rate Comparison

NORTHSIDE COMPARED TO OTHER PUBLICATIONS DISTRIBUTED
IN SAN FRANCISCO'S NORTHERN NEIGHBORHOODS

PUBLICATION	CIRCULATION	FULL PAGE	COST/1,000 COPIES
NORTHSIDE	40,000	\$2,900	\$73
THE MONTHLIES			
Nob Hill Gazette	36,000	\$5,580	\$155
SF Magazine	6,600	\$7,485	\$1,134
7x7	14,400	\$5,790	\$402
THE WEEKLIES			
Bay Guardian	20,500	\$3,365	\$168
SF Weekly	18,375	\$5,070	\$281
THE DAILIES			
Chronicle	21,000	\$8,605	\$409
Examiner	20,000	\$3,818	\$190

SAN FRANCISCO'S NORTHERN NEIGHBORHOODS:

*Sea Cliff, Presidio Heights, Laurel Heights, Jordan Park, Pacific Heights, The Marina,
Cow Hollow, Russian Hill, Nob Hill, Telegraph Hill and North Beach*

Northside San Francisco Display Rate Card

EFFECTIVE JANUARY 2011

RATES				
AD SIZES	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Full page	\$2900	\$2610	\$2465	\$2320
1/2 page	\$1450	\$1305	\$1233	\$1160
3 cols. x 6"	\$862	\$776	\$733	\$690
3 cols. x 4"	\$575	\$517	\$489	\$460
2 cols. x 6"	\$568	\$511	\$483	\$455
3 cols. x 3"	\$517	\$465	\$439	\$413
2 cols. x 4"	\$455	\$410	\$387	\$364
2 cols. x 3"	\$341	\$310	\$290	\$273
1 col. x 4"	\$326	\$294	\$277	\$261
1 col. x 3"	\$253	\$228	\$215	\$202

DISPLAY AD MECHANICALS
AD SIZE
1 Column = 1.813" wide
2 Columns = 3.792" wide
3 Columns = 5.75" wide
Half page horizontal = 9.667" wide x 6" high
Full page = 9.667" wide x 12" high

FREQUENCY

Published monthly

CIRCULATION

40,000 copies

DISTRIBUTION AREAS

Sea Cliff, Presidio Heights, Pacific Heights, Laurel Heights, The Marina, Cow Hollow, Russian Hill, Telegraph Hill, North Beach, Nob Hill

METHOD OF DISTRIBUTION

36,000 Home delivered

4,000 Distributed through key retail outlets, including restaurants, cafes, bookstores, grocery stores, etc.

DEADLINES

Space reservation:

approximately 15th of each month prior to publication month.

Artwork due: approximately 18th of each month prior to publication month.

Marina Times, at its discretion, under special circumstances, may extend deadlines.

PAYMENT

Due within 10 days of invoice date.

Visa, Mastercard or American Express preferred.

PAYMENT ADDRESS

Northside San Francisco
3053 Fillmore Street, Suite 238
San Francisco, CA 94123

Advertising Contract

Advertiser: _____ Date: _____

Billing Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

The above named and undersigned advertiser hereby agrees to contract with Northside Publications to run advertisements in:

Circle Publication(s): **NORTHSIDE** **MARINA TIMES**

Size of ad(s): _____

Length/dates of contract: _____

Cost: _____

Special terms/agreements: _____

Authorization By Advertiser:

Your Northside Account Representative:

Name

Name

Signature

Date

Circle Credit Card: **MC** **VISA** **AmEx**

Name On Card: _____

CC Number: _____ Exp. Date: _____

Billing Address: _____
