

Northside San Francisco **ANIMAL HEROES EDITION** October 2008



The October 2008 Northside San Francisco will showcase animal heroes (individuals and organizations) in the Northside community who have dedicated themselves to helping animals in need and giving a voice to the voiceless. On the cover we'll feature an interview with Northside 2008 Animal Hero, **Rachael Ray**, Emmy award winning television personality and author. Rachael recently established Rachael's Rescue, which is dedicated to helping at-risk animals through adoption, medical care, and educational programs.

THE EDITION WILL INCLUDE:

- Profiles and photos of selected animal heroes
- Rescue animal success stories with photos
- Stories and photos of animals currently in need of assistance
- WHAT YOU CAN DO section detailing the ways Northside readers can assist animals in need

Don't miss the opportunity to show your support and reach our dynamic, affluent, and influential audience of animal enthusiasts.

A significant percentage of Northside's readership are pet owners. Many of those who aren't pet owners are animal lovers. How do we know? They tell us, with their letters and emails telling us about their pets and thanking us for covering animal related issues.

Northside will distribute 60,000 copies of our Heroes edition to households in Sea Cliff, Pacific Heights, Presidio Heights, Laurel Heights, Jordan Park, Cow Hollow, the Marina, Russian Hill, Telegraph Hill and North Beach

NEW DIGITAL EDITION

Northside's October 2008 Heroes issue will also be available as a digital edition on northsidesf.com which enables our readers to interact, in real time, with both the editorial and advertising content. Northsidesf.com gets more than 70,000 unique visitors monthly.

Space Deadline: **Monday, September 22**

Materials Deadline: **Friday, September 26**

Paper hits the streets: **Saturday, October 4**

For more information, contact your account manager at **415.823.7797** or advertising@northsidesf.com

