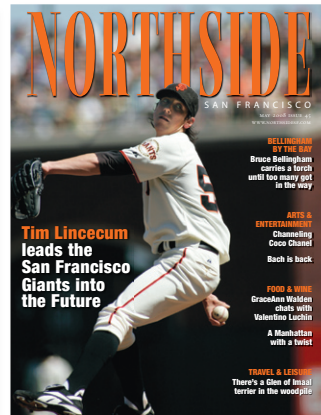


NORTHSIDE

SAN FRANCISCO



Northside San Francisco is a monthly lifestyle publication serving the well-educated, high income population of San Francisco's northern neighborhoods. Regular coverage includes: local news and information, profiles of community leaders, art and culture, food trends and wine reviews, restaurant reviews, weekend getaways, health and fitness, shopping tips, technology reviews, home and garden, real estate trends, and pets.

Distributed in piedmonts and select retail locations throughout the city and hand delivered door to door in Sea Cliff, Presidio Heights, Laurel Heights, Pacific Heights, the Marina, Cow Hollow and Nob Hill, Northside San Francisco reaches more of San Francisco's affluent Northern Neighbors than any other publication.

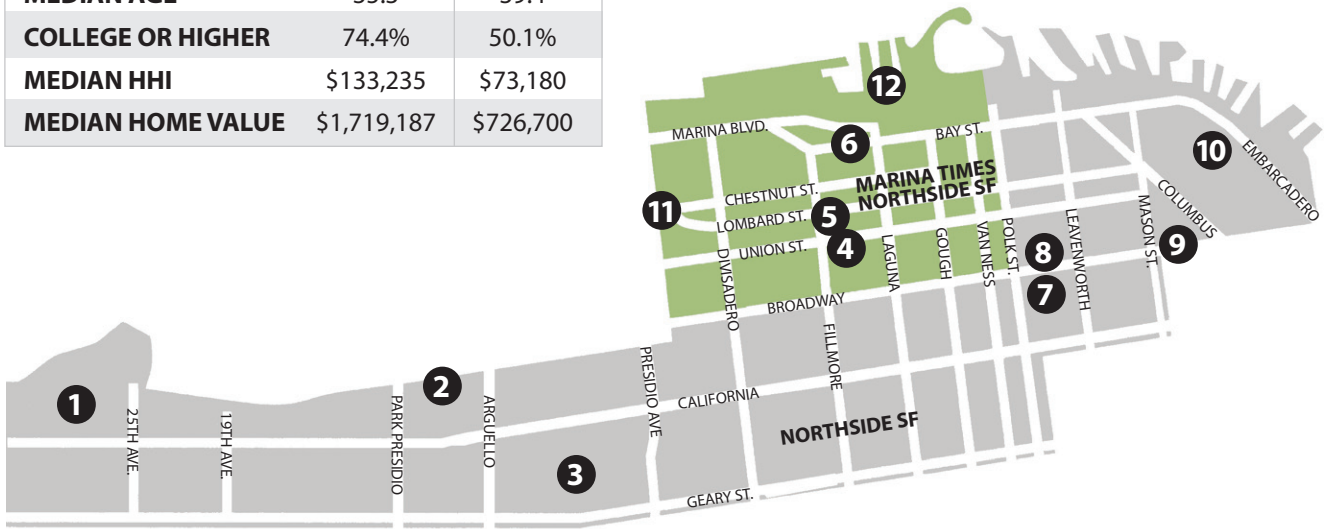


NORTHSIDE

SAN FRANCISCO

Circulation and 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



CIRCULATION

- 30,000 copies distributed monthly on the last weekend of the month preceding the Issue date

DISTRIBUTION

- 15,000 Home delivered
- 15,000 Distributed in piedmonts and select retail locations throughout the Northern Neighborhoods.

DISTRIBUTION AREA

- 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



Circulation and Advertising Rate Comparison

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

PUBLICATION	CIRCULATION	FULL PAGE	COST/1,000 COPIES
NORTHSIDE	30,000	\$1,800	\$60
THE MONTHLIES			
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

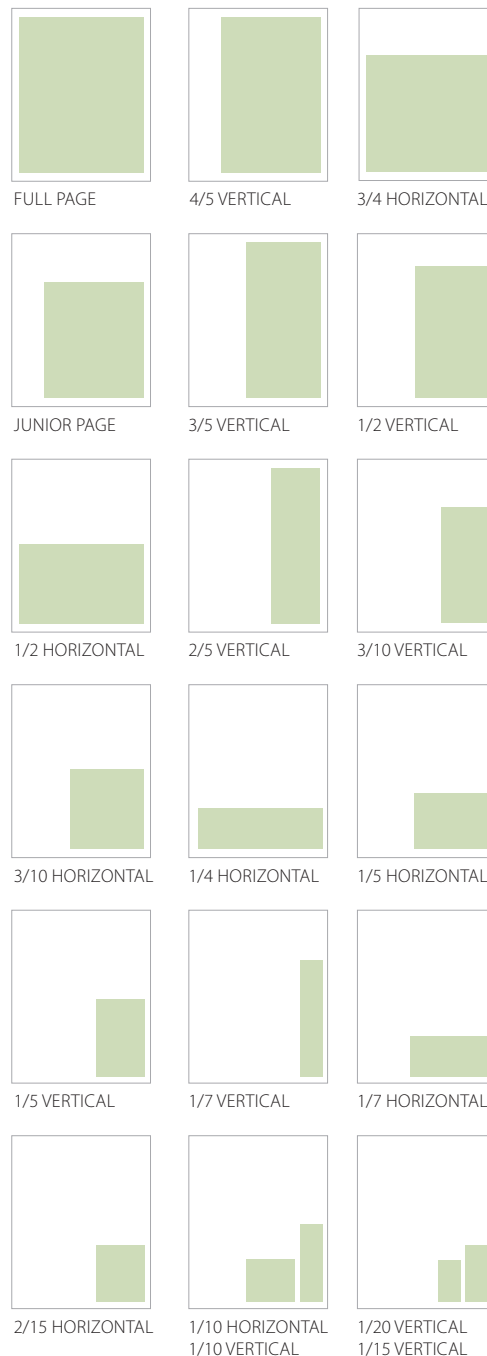
SAN FRANCISCO'S NORTHERN NEIGHBORHOODS:

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

Ad Sizes, Dimensions, and Specifications

AD SIZES		
UNIT	COLUMNS	DIMENSIONS
FULL PAGE	5 cols. x 12"	9.67" wide x 12" high
4/5 VERTICAL	4 cols. x 12"	7.7" wide x 12" high
3/4 HORIZONTAL	5 cols. x 9"	9.67" wide x 9" high
JUNIOR PAGE	4 cols. x 9"	7.7" wide x 9" high
3/5 VERTICAL	3 cols. x 12"	5.75" wide x 12" high
1/2 VERTICAL	3 cols. x 10"	5.75" wide x 10" high
1/2 HORIZONTAL	1/2 page	9.67" wide x 6" high
2/5 VERTICAL	2 cols. x 12"	3.79" wide x 12" high
3/10 VERTICAL	2 cols. x 9"	3.79" wide x 9" high
3/10 HORIZONTAL	3 cols. x 6"	5.75" wide x 6" high
1/4 HORIZONTAL	5 cols. x 3"	9.67" wide x 3" high
1/5 HORIZONTAL	3 cols. x 4"	5.75" wide x 4" high
1/5 VERTICAL	2 cols. x 6"	3.79" wide x 6" high
1/7 VERTICAL	1 col. x 9"	1.813" wide x 9" high
1/7 HORIZONTAL	3 cols. x 3"	5.75" wide x 3" high
2/15 HORIZONTAL	2 cols. x 4"	3.79" wide x 4" high
1/10 HORIZONTAL	2 cols. x 3"	3.79" wide x 3" high
1/10 VERTICAL	1 col. x 6"	1.813" wide x 6" high
1/15 VERTICAL	1 col. x 4"	1.813" wide x 4" high
1/20 VERTICAL	1 col. x 3"	1.813" wide x 3" high

AD DIMENSIONS:



AD SPECIFICATIONS:

- We only accept PDF files, flattened TIFF files and EPS files with outlined fonts as print-ready ads
- All images / logos must be CMYK and at 300 dpi
- Type under 6pt is not recommended
- Use 100% K (100% Black) for all black type in color ads, not a mixture of CMYK colors as they will print poorly
- No crop marks necessary, no bleed – please build to spec