





SFiS:

The premier lifestyle publication that embodies San Francisco style

From the San Francisco Chronicle, the source that knows this market best, comes a Bay Area advertising opportunity unlike any other. Packed with inspired design, exciting fashion runway reports, glittering scenes from the social calendar and previews of the hottest vehicles on four wheels, the pages of SFiS deliver upmarket essentials to coveted Bay Area addresses. SFiS benefits from The Chronicle's long association with San Francisco's colorful history and its appreciation of elegance and innovation. Through arresting photography and engaging writing, this publication celebrates the art of living life in the Bay Area to its full potential.

Discerning advertisers will discover **a glossy forum** where extravagance is always in style and the desires of an affluent readership are always at the forefront. Rely on SFiS to cater to **readers with sophisticated appetites** — and **the financial wherewithal to indulge their passions.**

SFiS:

Nearly 210,000 readers per issue

SFIS arrives at Bay Area homes in affluent areas via San Francisco Chronicle subscription. The SFIS distribution model assures advertisers **access to an exclusive Bay Area audience** — from affluent families to high-income, upwardly mobile couples and singles. No competing publication — not 7x7, San Francisco Magazine or Nob Hill Gazette — can match **the reach, focus and impact of SFIS.**













LOOKBOOK



Catwalk gleams with Samii's gloss













Opportunity

Targeted distribution reaches prospects ready to purchase — **today.**

Full-color, glossy paper draws customers to your ad.

Surrounding content's affinity with your product draws target audiences to your message — and your business.

Editorial calendar is available upon request.



SFiS:

In the hands of the right audience

Distributed to 75,500, including San Francisco Chronicle subscribers in affluent neighborhoods such as:

Nob Hill Menlo Park Piedmont Russian Hill Palo Alto Kensington **Pacific Heights** Belvedere Moraga **Sea Cliff** Tiburon Orinda Hillsborough Sausalito Danville Atherton Ross Lafayette

Additional distribution of 10,000 copies are **available in four-star hotels, high-end boutiques and select, upscale shopping destinations** in Union Square and throughout San Francisco. SFiS is also archived on SFGate.com, **the Bay Area's No. 1. local media site** that ranks among the top 10 newspaper sites in the nation.

SFiS:

Spending power

SFIS reaches a collection of A-list prospects — 210,000 targeted readers who consistently out-earn, out-spend and out-perform the rest of this already affluent market.

\$250,000+ Household Incomes **16% of target SFiS readers** 7% of the Bay Area

Live in Million - Dollar Homes 33% of target SFiS readers11% of the Bay Area

Have College Degrees 64% of target SFiS readers 37% of the Bay Area Shop Union Square*
32% of target SFiS readers
17% of the Bay Area

Own a Foreign Luxury Car 21% of target SFiS readers 9% of the Bay Area

Overseas Travelers**
30% of target SFiS readers
22% of the Bay Area

*Past three months

**Three+ trips outside the continental U.S. in the past three years Sources: Scarborough Research, July 2009; Target SFiS reader is the daily Chronicle reader who receives the paper via home delivery in the SFiS distribution area.











SFiS: National Advertising

Regular features cover the social scene (Out & About), fashion (Lookbook), home design (Household Words), food and household products (The Good Life), accessories and beauty products (Appearances) and retail (Window Shopping).

Issue	Pub. Date	Space Reservation	Camera-Ready Materials	
February	Jan. 28, 2010	Jan. 4, 2010	Jan. 8, 2010	
March	Feb. 25, 2010	Feb. 1, 2010	Feb. 5, 2010	
April	Mar. 25, 2010	Mar. 1, 2010	Mar. 5, 2010	
May	Apr. 29, 2010	Apr. 5, 2010	Apr. 9, 2010	
June	May 27, 2010	May 3, 2010	May 7, 2010	
July	June 24, 2010	May 28, 2010	Jun. 4, 2010	
August	July 29, 2010	July 2, 2010	July 9, 2010	
September	Aug. 26, 2010	Aug. 2, 2010	Aug. 6, 2010	
October	Sept. 30, 2010	Sept. 3, 2010	Sept. 10, 2010	
November	Oct. 28, 2010	Oct. 4, 2010	Oct. 8, 2010	
December	Nov. 24, 2010	Nov. 1, 2010	Nov. 5, 2010	
January 2011	Dec. 23, 2010	Nov. 29, 2010	Dec. 3, 2010	

Please contact your account executive or visit www.sfgate.com/chronicle/advertise for 2010 publication dates.

Ad Rates

National (rate per run)

Ad Size	1x	3x	6x	12x
Full page	\$11,030	\$8,875	\$8,000	\$6,750
1/2 page	\$6,459	\$5,000	\$4,563	\$3,750
1/4 page	\$3,459	\$2,688	\$2,406	\$2,000
1/8 page	\$2,088	\$1,613	\$1,450	\$1,219
Double Truck	\$22.080	\$17.625	\$15.875	\$13.500

Premium Position Rates:

Back page of section or sections: +15% Inside cover-+10% Table of contents adjacency: +10% Inside back cover: +10% All other positions requests: +10%

General specs:

- A. Color-related issues
 - 1. Maximum ink density 300
 - 2. Press gain 22%
 - 3. CMYK color space only. No PMS spot colors.
- B. Linescreen to be used 150
- C. Traps (overlap) required .004"
- D. Proofs
 - 1. Color correct HP proofs on glossy base
 - 2. Color lasers on non-color-critical jobs (blue sky, green grass, red apples, yellow bananas, etc.)

Due to the nature of the printing process and paper stock that SFiS incorporates, color may vary slightly from preferred proofs.

Acceptable Media:

SFiS accepts CD, ZIP, Jaz or FTP site downloads. Film is not accepted.

File Types Supported:

We prefer PDF, along with the native QuarkXPress, Adobe Illustrator, Adobe Photoshop and InDesign files, as well as CT, TIFF and EPS files. SFiS only accepts native files for the Macintosh platform. Any files prepared for Windows platform must have all fonts converted to outlines. (Note to Quark users: XPress does not support this option.)

Required Proof:

In order to maintain the most accurate color reproduction in our publication, we prefer a calibrated, SWOP-coated, approved proof with color bars and marks. However, we reserve the right to optimize color on ads supplied with other types of proofs.

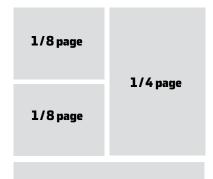
Contact Sue Taylor (415) 777-7723, staylor@sfchronicle.com

or call your San Francisco Chronicle account executive today.

San Francisco Chronicle SFGate.com Your Audience Delivered

Ad Sizes

Ad sizes reflect live image area.





Full Page 9.75" x 20" 1/2 Page Horizontal 9.75" x 9.83" 1/2 Page Vertical 4.792" x 20" 1/4 Page 4.792" x 9.83" 1/8 Page 3.139" x 7.33" **Double Truck** 20.75" x 20"

Production Notes:

- 1. Large black areas need a 30% cyan support screen only.
- 2. Avoid reverse type less than 8 points in size, or out of more than 2 colors.
- 3. Type reversing out of a rich black must have a hold-back trap.
- 4. Trap (overlap) required .004"
- 5. Scan resolutions should be as follows: a. Images - 300 DPI should be twice the linescreen.
 - b. Lineart elements supplied should be bitmappped TIFFs.
- 6. Use a layout program for layouts, such as QuarkXPress or InDesign. It's not advisable to do layouts in Photoshop or Illustrator.

Use a bitmap editing program, such as Photoshop, for photo images. Use Illustrator or Freehand for vector-based elements

The design of an ad is an integral part of the style of SFiS. SFiS reserves the final approval rights on designs and photography used in advertisements. Artwork should be approved by SFiS before final production commences.

Please send all materials to the attention of your account executive at: 901 Mission Street, San Francisco, CA 94103.