

# Who reads San Francisco Guide®?



- Over 3 million readers/year.
- At 300 points of distribution.
- At 200 hotel concierge and front desks.
- The *best* maps, *best* info and *best* way to reach visitors to the Bay Area.

Every week, tens of thousands of readers use San Francisco Guide®. The magazine is distributed at over 300 locations, including SFO, CalTrain and other transit depots, airport desks, tour operators, visitor centers, shopping centers, meeting planners, apartment complexes, local offices and businesses, senior centers, RV parks, and over 200 hotels, B&Bs, inns, motels, and hostels from Nob Hill to Union Square, Union Street to Van Ness, Sausalito to SFO to Oakland.

## NOT JUST FOR VISITORS

SFCVB statistics confirm that San Francisco is not only a favorite destination for Out-of-state and International travelers. Of the \$97 Billion spending in 2007 (the latest available stats), **50% was from In-State Tourism**. San Francisco Guide® is distributed regularly and sent out by request to apartment complexes, universities, office suites, consulates, relocation specialists, and for wedding kits, gift baskets, and residents in the Bay Area.

## DEMOGRAPHICS\*

### Profile of the San Francisco Guide® Reader:

Average household income \$87,900  
Male/Female ratio 6:4  
Percentage college grads 75%

## AS AN ADVERTISER, YOU GET:

Ad space to showcase your business and help readers find your location. **Make sure they spend their dollars with you first!**

Editorial listing in the magazine and on sfguide.com.

Discounts on advertising on sfguide.com.

A free coupon on our web site (if applicable).

A 12% discount on any annual contract.

\* based on SF Convention & Visitor Bureau Research

# Who sees us on the web?

## sfguide.com



According to Google statistics: Visitors download over 1.3 million pages of information about the Bay Area from our site - 84% while planning their trip. 49.7% of visitors bookmark sfguide.com as a Favorite site.

Every week, thousands of readers visit sfguide.com. Over 30,000 unique viewers monthly, many returning several times rack up 225,000 hits (averaging close to 70 hits per visit) on sfguide. And our numbers have grown at least 10% the last two years. Our new website, launched last year, features state of the art cross platform design including downloadable and interactive maps, enhanced search engine technology, easy-to-use navigation and better visibility for advertisers.

Call now for best placement.

### One Channel:

Listings (w/ link)	\$125/mo
Featured Listing	\$200/mo
Tile Ad	\$200-\$400/mo
Banner Ad	\$150-\$500/mo

### Additional Channels:

Listings (w/ link)	\$100/mo
Featured Listing	\$150/mo
Tile Ad	\$150-\$325/mo
Banner Ad	\$100-\$595/mo

### Home Page (Premium):

Featured Listing	\$300/mo
Tile Ad	\$350-\$500/mo
Banner Ad	\$300-\$600/mo

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### 2009 Circulation

January	75,000
February	75,000
March	100,000
April	100,000
May	115,000
June	115,000
July	150,000
August	150,000
September	115,000
October	115,000
November	85,000
December	85,000