

Gazetteer

San Francisco

2026 Media Kit

sf.gazetteer.co

Gazetteer Inc.
575 Market St.
San Francisco, CA 94105

Email: info@gazetteer.co
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News for Humans by Humans

Gazetteer SF publishes original local news written by humans and delivers it directly to subscribers via email and text, bypassing algorithms.

We're supported by subscribers and a world class editorial team covering San Francisco.

Our mission: to revitalize local news by rejecting the platform economy and returning to direct reader connection.

Investors include Byron Perry (Coconuts Media) and David Finocchio (Bleacher Report).

Visit our website: <https://sf.gazetteer.co/>



Gazetteer
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The *Gazetteer SF* Audience

10,000

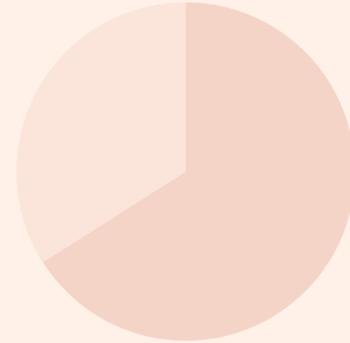
print copies per quarter distributed free to over 200 venues across San Francisco

17,000

unique visitors on website per month
(2025 average)

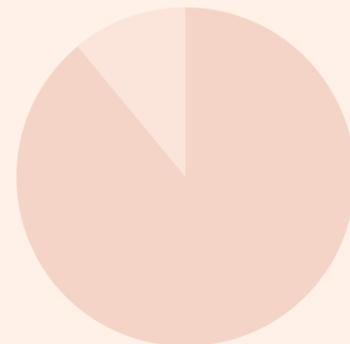
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66%

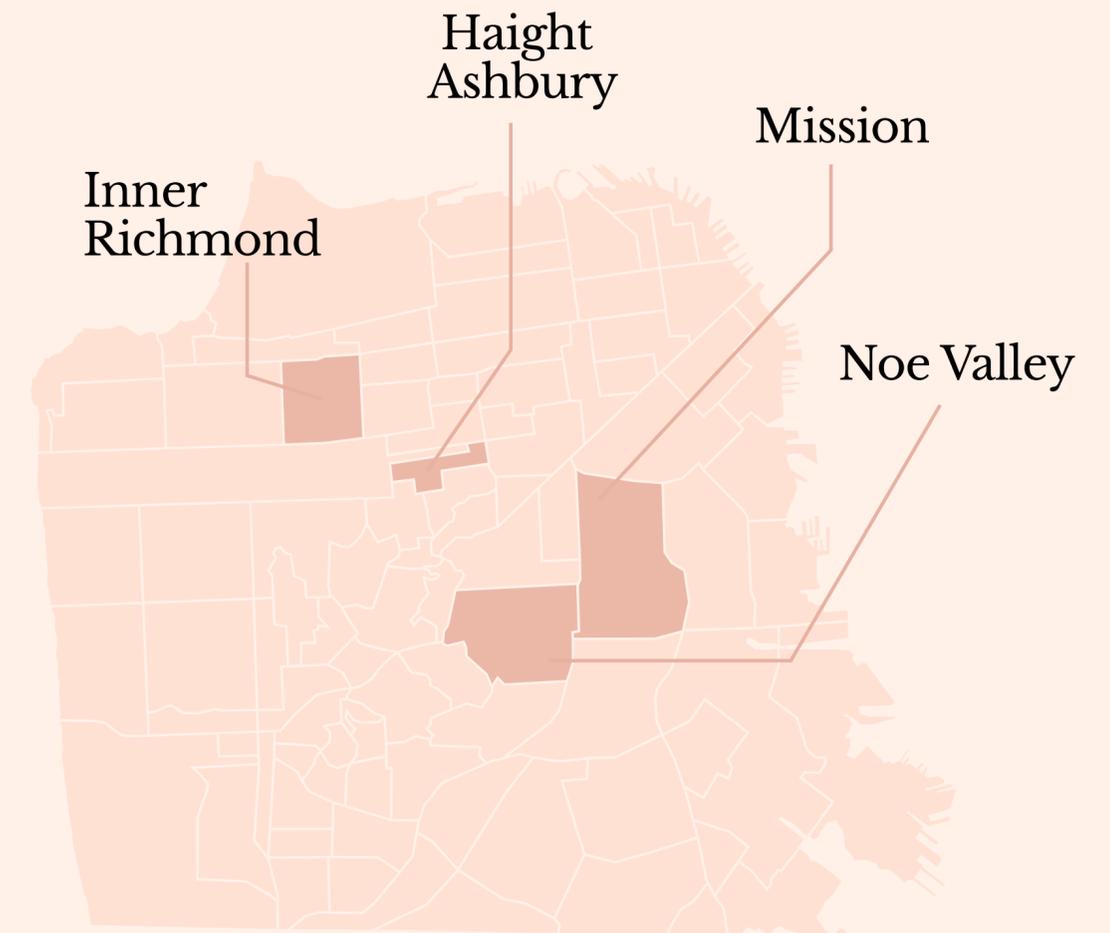
live in San Francisco



89%

live in the Bay Area

Top neighborhoods



Media Coverage

The New York Times

Local News Is Dying, but Not in San Francisco



Gazetteer CEO Byron Perry is betting on local news

NiemanLab

In the world's tech capital, Gazetteer SF is staying off platforms to produce good local journalism



MISSION LOCAL

Gazetteer: No social media, no photographer, no problem

Readers Are Saying

“I love what you’re doing so far! A welcome addition to the Bay Area mediasphere!”

“I haven’t felt like this since I picked up a fresh (soon to be the final) Spy magazine at Caffe Trieste back in 1998 and chilled for an hour enjoying my coffee slowly and reading something so wonderfully crafted and composed.”

“Your Friday newsletter/recap is fantastic and always so informative!”

“I really appreciate what you do, and your thoughtfulness around advertising and physical media.”

“The billboard on Bayshore brought me here! Keep up the great work!”

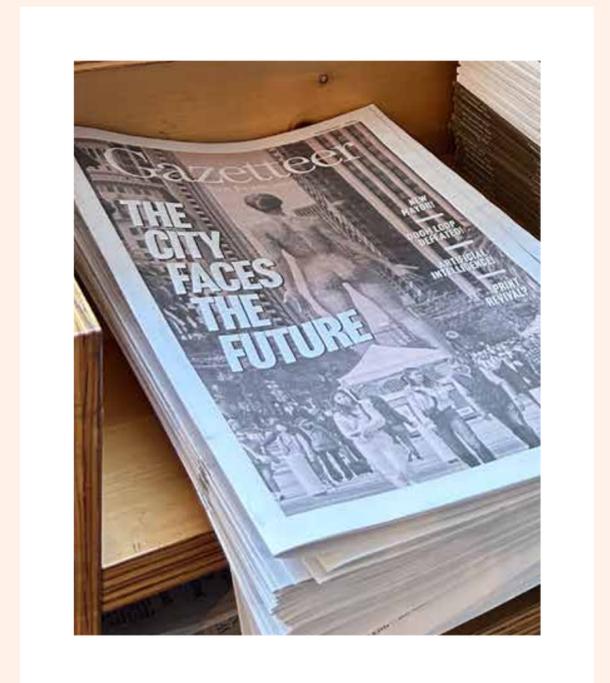
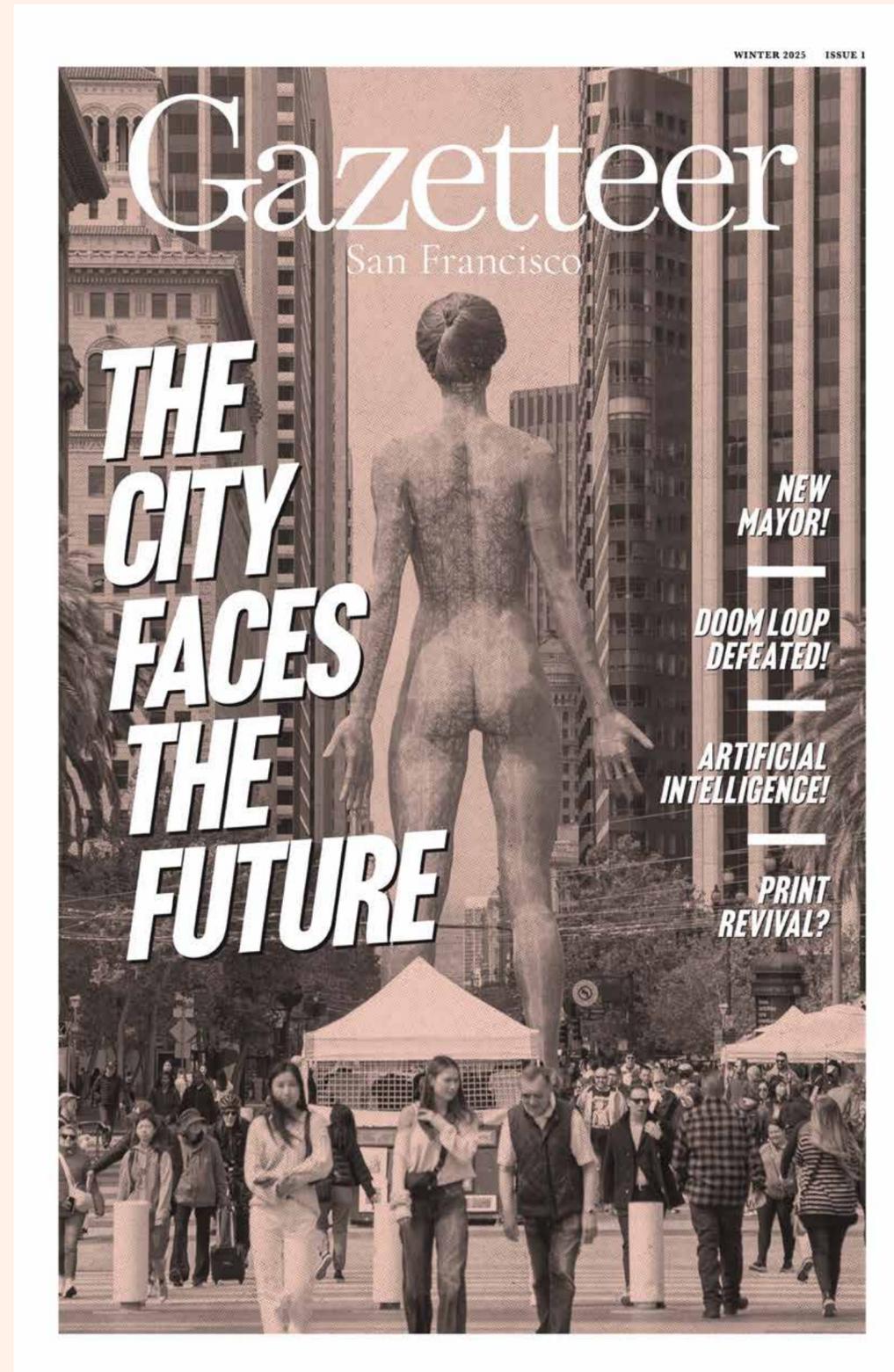
“I stay up to date with the main pubs for work, but this is my favorite pub for my own enjoyment.”

“Love your gumption.”

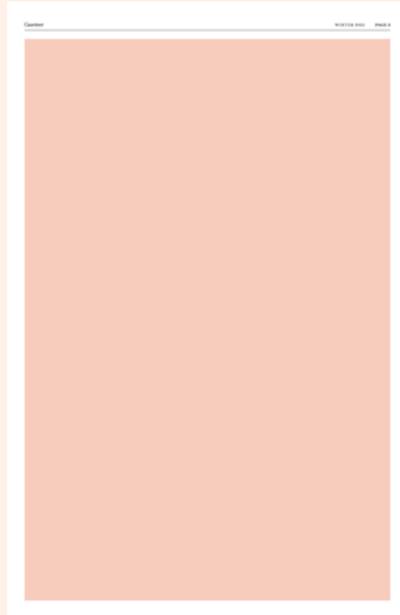
Print Advertising

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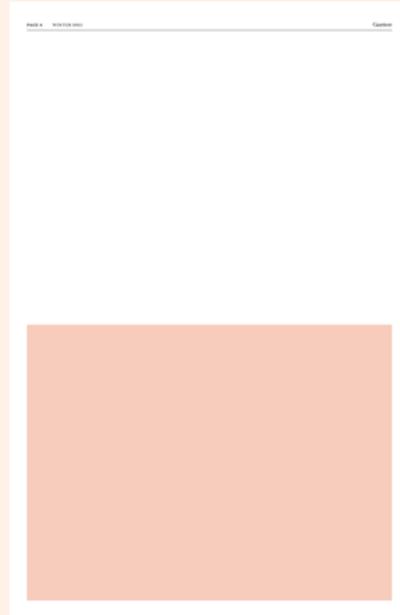
Gazetteer SF Print Advertising Units



Full page
10.25" x 15.75"

Back Cover
\$9,500

Inside Page
\$7,700



Half page (horizontal)
10.25" x 7.75"

\$4,900



Half page (vertical)
5" x 15.75"

\$4,900



Quarter page
5" x 7.75"

\$2,500

We provide creative design for ads at \$100 per hour.

Print Advertising Schedule

SPRING ISSUE

Bookings Due	February 20
Materials Due	February 26
Distribution Date	March 6

SUMMER ISSUE

Bookings Due	May 22
Materials Due	May 28
Distribution Date	June 3

FALL ISSUE

Bookings Due	August 21
Materials Due	August 27
Distribution Date	September 4

WINTER ISSUE

Bookings Due	November 20
Materials Due	November 26
Distribution Date	December 4

Chat Room Event Sponsorships

What is Chat Room?

Chat Room is a live, editorially-driven event series from *Gazetteer SF*, a fiercely independent, subscriber supported media company based in San Francisco. Hosted at Swedish American Hall, Chat Room brings cultural leaders, makers, and curious locals into a room for unscripted, deeply human conversations on San Francisco topics that matter. An open bar offered at each event.

Each event from Season 1 — Love, Music, and Food — offered attendees a highly produced experience, paired with sound, light, storytelling, drinks, and connection.

We're now expanding with Season 2 (2026) — a bigger, bolder, more ambitious slate of events that will delve deeper into the city's cultural fabric.

With Season 2, we will continue to partner with Swedish American Hall in the Castro to host three events in 2026 on topics to be announced, with capacity for 200 people per event.



Previous speakers at Chat Room events have included:

Caterina Fake (*Flickr, Etsy*)

Casey Wentworth (*Tartine Manufactory*)

Christen McFarland (*The Recording Academy*)

Carol Queen (*Good Vibrations*)

Craig Stoll (*Delfina*)

Christopher Renfro (*Two Eighty Project*)

Gabriel Lopez (*KEXP*)

Ben Ospital (*Mac Modern Appealing Clothing*)

Nastia Voynovskaya (*KQED*)

Lindsey Hansen (*The Future Past*)

Oscar Villalon (*ZYZZYVA*)

Stuart Brioza (*The Progress*)

Brandon Jew (*Mister Jiu's*)

Azikiwee "Z" Anderson (*Rize Up Bakery*)

Jessica Powell (*AudioShake*)

Eric Ehler (*Outta Sight Pizza*)

Blair Cardigan (*Good Luck Bakery*)

Ximena Williams (*Florecita Panaderia*)

DJ Juanny

Anna Lee (*Lionness*)

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Chat Room Season Sponsorship Tiers

We are offering three exclusive tiers of sponsorship to select brands aligned with our values and audience.

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Chat Room Season
Sponsorship Tiers

Tier 1

Marquee
Patron

\$25,000 per event



Exclusive “presented by” naming rights with name and logo placement in all physical and digital marketing of Chat Room event, including:

- *Gazetteer SF* promotional articles
- 1,000 flyers
- Event posts on SFGate, DoTheBay, Eddie’s List, FuncheapSF, and more
- Swedish American Hall and Cafe Du Nord website

Reserved and branded banquet table for your team (8 people)

Dedicated merch table for brand promotion and giveaways

Sponsor logo on custom cups or other branded object

Verbal acknowledgement during event

4 weeks of exclusive sponsorship of *Gazetteer SF* newsletter

Gazetteer SF brand campaign: 1 branded article with 1-week exclusive native ad run

Option for brand team members to moderate or speak on panel

Option to activate an auxiliary event at Chat Room, such as exclusive dinner, performance, after party etc (activation budgets provided by sponsor)

Chat Room Season
Sponsorship Tiers

Tier 2

Culture Builder

\$15,000 per event



Name and logo placement listed as Culture Builder in all physical and digital marketing for event, including:

- *Gazetteer SF* promotional articles
- 1,000 flyers
- Event posts on SFGate, DoTheBay, Eddie's List, FuncheapSF, and more
- Swedish American Hall and Cafe Du Nord website

Complimentary tickets for 8 team members or clients per event

Gazetteer SF brand campaign: 1 branded article with 1-week exclusive native ad run

Verbal acknowledgment during event

Option to activate a branded experience at event (budget provided by sponsor)

Tier 3

Supporting Partner

\$10,000 per event



Name and logo placement listed as Supporting Partner in all physical and digital marketing for event, including:

- *Gazetteer SF* promotional articles
- 1,000 flyers
- Event posts on SFGate, DoTheBay, Eddie's List, FuncheapSF, and more
- Swedish American Hall and Cafe Du Nord website

Complimentary tickets for 4 team members or clients per event

Verbal acknowledgment during event

Option to contribute to an event giveaway (budget provided by sponsor)

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