

# Gazetteer

San Francisco

2026 Media Kit

[sf.gazetteer.co](http://sf.gazetteer.co)

Gazetteer Inc.  
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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.

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

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

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

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



# The *Gazetteer SF* Audience

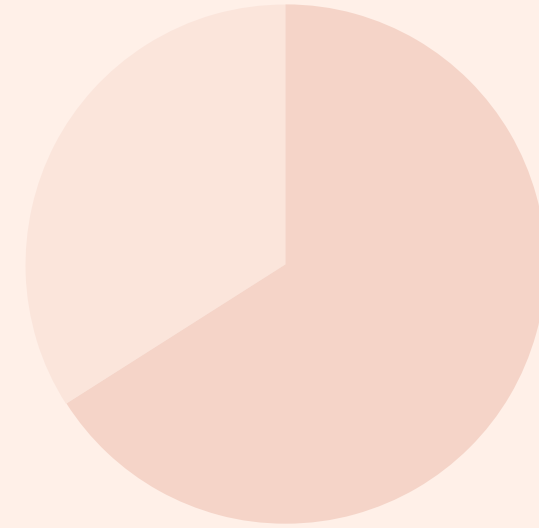
10,000

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

17,000

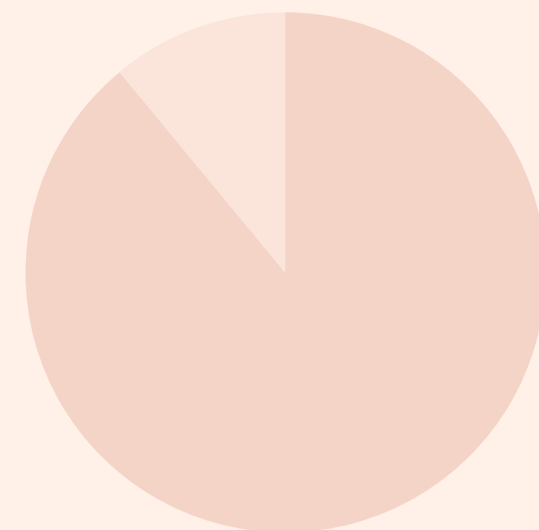
unique visitors on website per month  
(2025 average)

Gazetteer  
San Francisco  
M E D I A K I T



66%

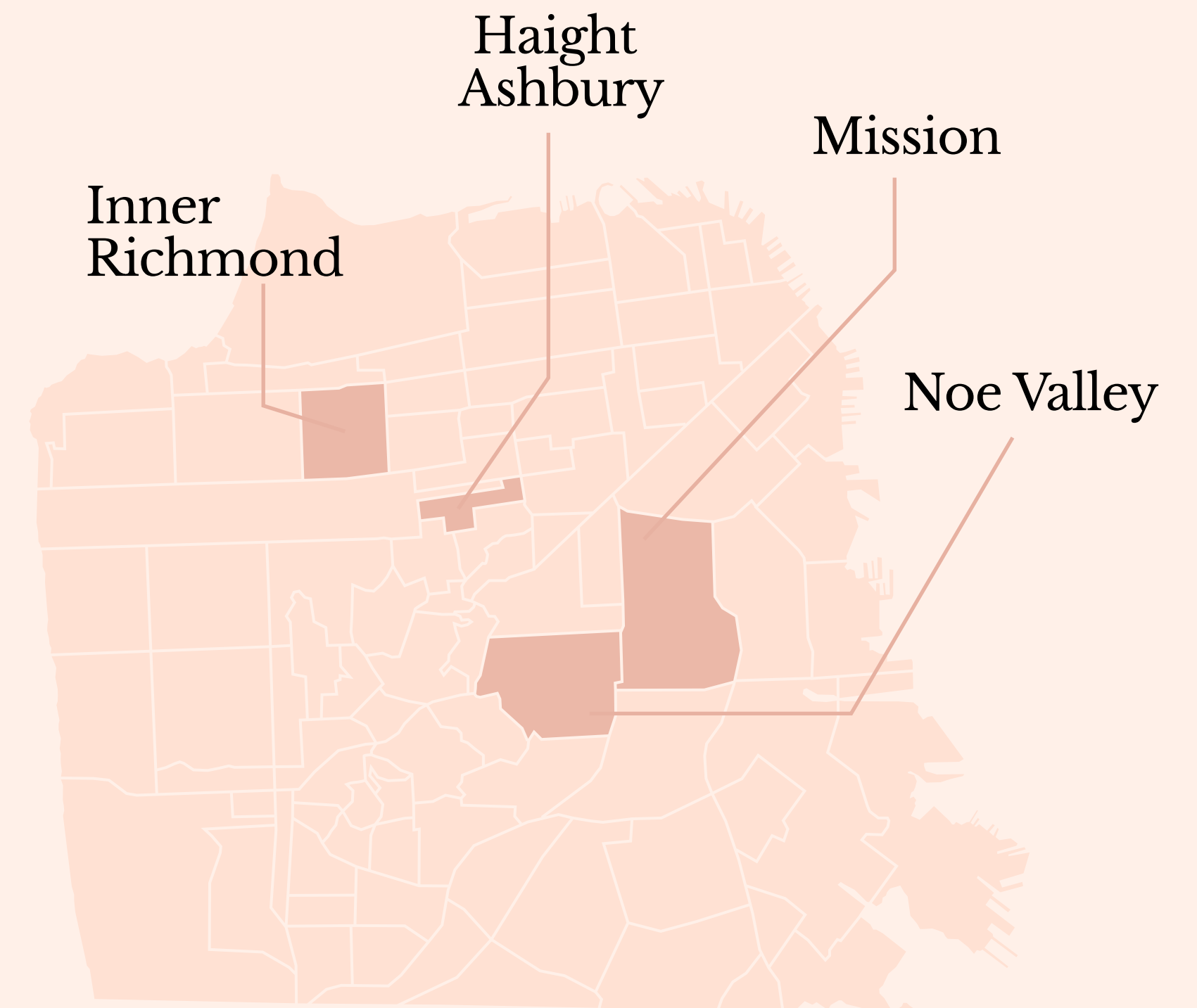
live in San Francisco



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!”

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“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.”

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

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

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

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

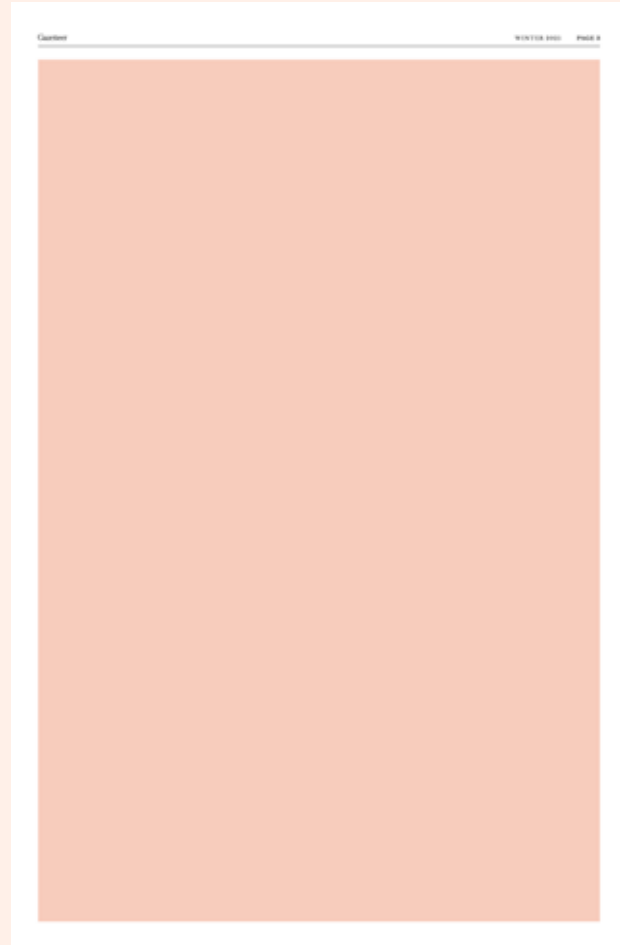
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“Love your gumption.”

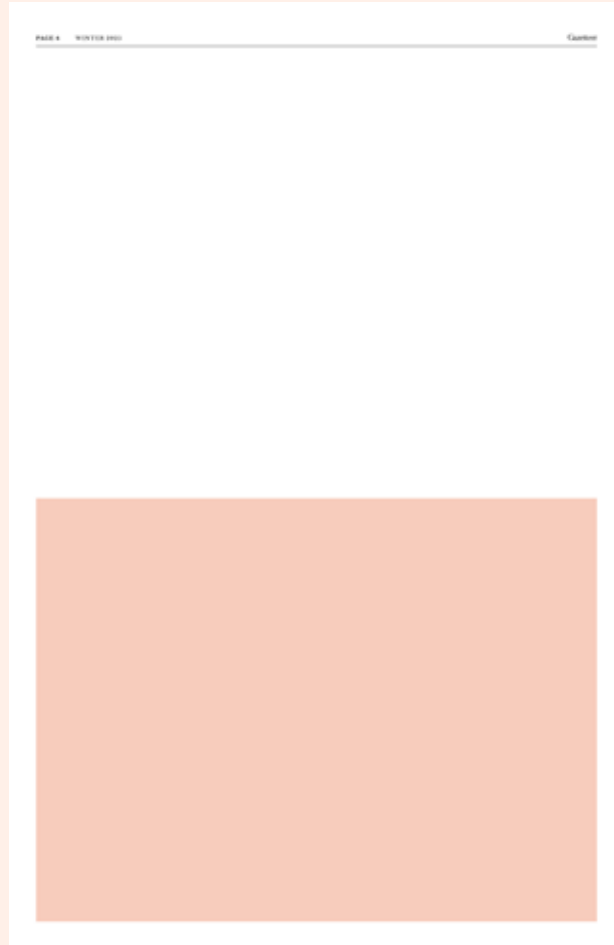
# Print Advertising



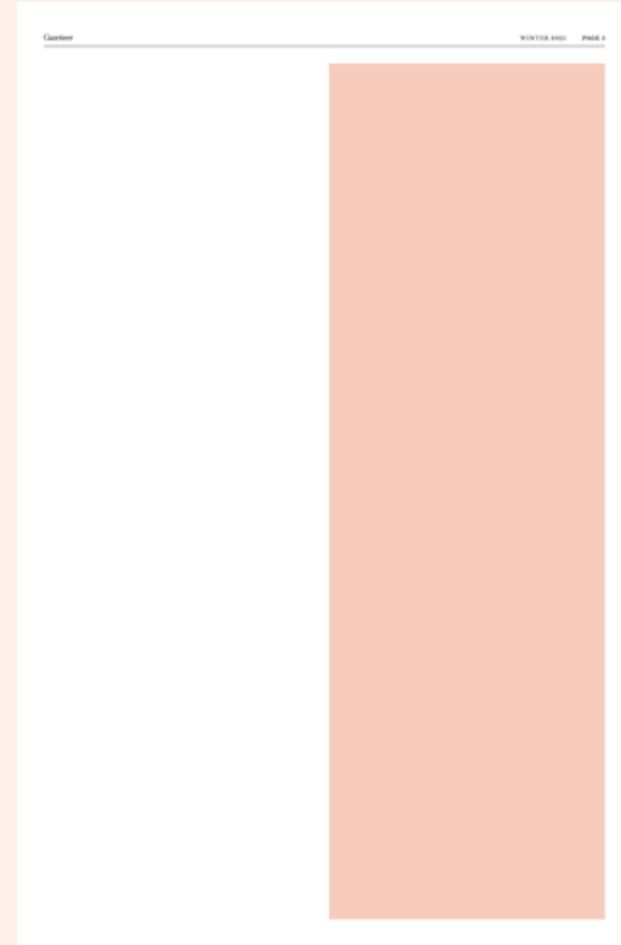
# Gazetteer SF Print Advertising Units



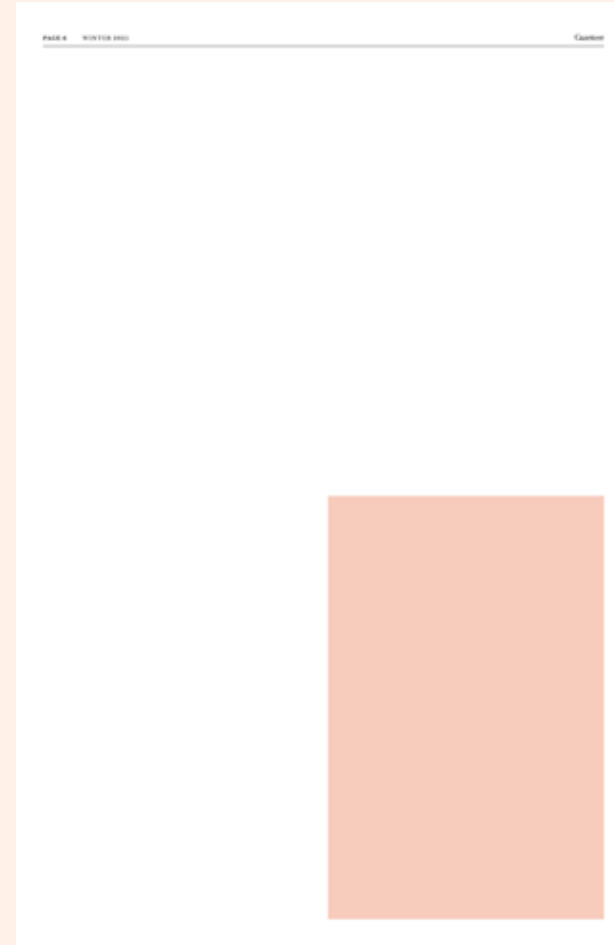
**Full page**  
9.75" x 14.85"  
Back Cover  
\$7,500  
Inside Page  
\$6,500



**Half page (horizontal)**  
9.75" x 7.375"  
\$4,500



**Half page (vertical)**  
4.8" x 14.85"  
\$4,500



**Quarter page**  
4.8" x 7.4"  
\$2,500

## Print Ad Technical Specs

*Gazetteer San Francisco* prints in black and white with accents of our signature pink spot color, Pantone 4031 U. All RGB and CMYK colors must be converted to grayscale. If you choose to use *Gazetteer's* spot color, use Pantone 4031 U only. Do not convert it as a process color or to CMYK.

Bitmap artwork should be no less than 250 ppi (pixels per inch) in resolution.

Turn all fonts into outlines where applicable.

We add a 0.25 border around all advertisements, offset 6 points from the display ad. You do not need to include this with your final artwork.

Preferred file format: jpg. Also accepted: .pdf, .eps, .ai, .png.

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

## Print Advertising Schedule

### 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.

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

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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.

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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 (*Florencia Panaderia*)

DJ Juanny

Anna Lee (*Lionness*)





# Chat Room Season Sponsorship Tiers

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

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

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Complimentary tickets for 8 team members or clients per event

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

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Verbal acknowledgment during event

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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

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Complimentary tickets for 4 team members or clients per event

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Verbal acknowledgment during event

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

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