



MEDIA KIT
2017

THIS IS 7x7

Welcome to the San Francisco Bay Area, center of creativity and innovation. We are 7x7, the region's bellwether and scribe since 2001.

We curate original, authentic content around the Bay Area's favorite pastimes—dining and drinking; fashion, design and the arts; fitness, travel, and the great outdoors—and we share our discoveries online 24 hours a day, seven days a week.

From inside the heart of the city, we look outward to the burgeoning boroughs of Oakland, to the innovation hub of Silicon Valley, to the intoxicating vineyards of Wine Country and beyond. We support local philanthropic endeavors, and shine a light on our region's vast pool of globally recognized tastemakers and influencers. Because here at the nexus of ingenuity and progress—with unbeatable views and world-class everything—life is grand, to say the least.



THIS IS 7x7



7x7 READERS

7x7 readers are influencers and style makers who love to dine out and travel often. They are connoisseurs of fine wines and craft spirits, early adopters of trends and gadgets, and in the know about the hottest local happenings.

1.1 million pageviews

8.8 million impressions

55K email newsletter subscribers

155K+ Twitter followers

65K+ Facebook fans

50K+ Instagram followers

25-44 average age

90% college educated or higher

60% earn \$100k+/year

60% female

40% own homes

60% take 5+ trips per year



EDITORIAL CALENDAR

As a modern, all-digital media company, we publish original Bay Area content all day, every day. Our regular columns cover local innovators, fashion and beauty, workout trends, foodie news, real estate, architecture and design, the budding cannabis industry, arts, culture, live music and more. We also publish an array of seasonal stories. Here's a sneak peek.

WINTER Look for our annual Made in the Bay Area Holiday Gift Guide, January guides to resolutions and wellness, and The Big Eat.

SPRING It's all about design updates, spring fashion, and our complete guides to Bay Area beauty and nightlife.

SUMMER Best of the Bay Area rounds up the cream of the crop. Don't miss The Big Drink. Plus, it's travel season!

FALL Come autumn, we celebrate the Bay Area's most stylish tastemakers, as well as the region's game changers in the annual Hot 20. Get to Wine Country—it's harvest season!



EVENTS

7x7 has cultivated an audience of San Francisco's most influential residents who look forward to our fabulous events, whether at a fine art museum, a posh private club, on the field at the ballpark, or at a favorite local boutique. Ask about our signature events.

CUSTOM EVENTS

7x7's audience, your brand. If you can dream it, we can bring your vision to life.

Concept Strategy

Venue Sourcing

The Right Audience

Wine & Spirits Partners

Photographer

Post-Event Coverage



IN THE COMMUNITY

7x7 partners with the most beloved nonprofits and philanthropic groups to offer both promotional and in-kind support to those whose efforts are keeping the Bay Area brilliant.

San Francisco Ballet
San Francisco Museum of
Modern Art
For-Site Foundation—@Large:
Ai Weiwei on Alcatraz
SF General Hospital
GLIDE Foundation
de Young Museum
Litquake
SFJAZZ
SF Opera's BRAVO Club
Asian Art Museum
Legion of Honor
BottleRock Napa Valley
SF International Film Festival
Mill Valley Film Festival

Eat Real Oakland
Contemporary Jewish Museum
NewCo Festival
San Francisco SPCA
San Francisco Symphony
California Academy of
Sciences
Cinequest
San Francisco Fall Art &
Antiques Show
Make-a-Wish Foundation's Wine
& Wishes
Museum of the African
Diaspora
San Francisco Design Center



BRANDS LOVE US

FOOD + ALCOHOL

Anchor Distillery
Beefeater
Bulleit Bourbon
Chandon
Cuvaion
Distillery 209
Hangar 1
Jack Daniels
Maker's Mark
Methodology
Remy Cointreau USA
Sapporo
Stella Artois
Trumer Pils
Whole Foods

STYLE + DESIGN

Barney's New York
Bloomingdales
Chanel
Cinta Salon
Cole Haan
Cuyana
Filson
Freda Salvador
Gucci
Gump's
HD Buttercup

Indochino
Intermix
Kit & Ace
Lululemon
MAC
Macy's
Marc by Marc Jacobs
Neiman Marcus
Restoration Hardware
Roche Bobois
Room & Board
Saks Fifth Avenue
Sephora
Shinola
Shreve + Co.
Tiffany & Co.
Uniqlo

TRAVEL

Alaskan Airlines
Carmel Valley Ranch
Cathay Pacific
Celebrity Cruises
Charlie Palmer Hotels
Destination New South Wales
Fairmont
Four Seasons
L'Hermitage
Hawaiian Airlines

Hyatt
Hyatt Lake Tahoe
Kimpton Hotels
Lake Tahoe Resort Hotel
Marin County Visitors Bureau
Marriott
Qantas
Ritz Carlton
Sheraton Ka'anapali
St. Regis
SurfAir
Viceroy
Virgin
Visit Oakland
Visit Phoenix
W Hotels

REAL ESTATE

Alain Pinel
Blu
The Harrison
KB Home
Knox
McGuire
Olume
Paragon
Pacific Union
Solaire
Sotheby's

Station House
Zephyr

FINANCIAL

Chase Sapphire Preferred
First Republic Bank
SoFi
Wells Fargo

AUTOMOTIVE

Audi
Audi on Demand
Audi Sportscar Experience
BMW
City CarShare
Lyft
Uber
Zipcar

CANNABIS

Dark Heart by Alchemy
Flow Kana
Harvest
Medithrive

MUSIC + THEATER

Another Planet
Goldenvoice
LiveNation
SHN Theatre

ADVERTISE WITH US

DISPLAY BANNERS

Align your brand with relevant content across 7x7 verticals, whether by region or category.

728x90, 300x600,
300x250

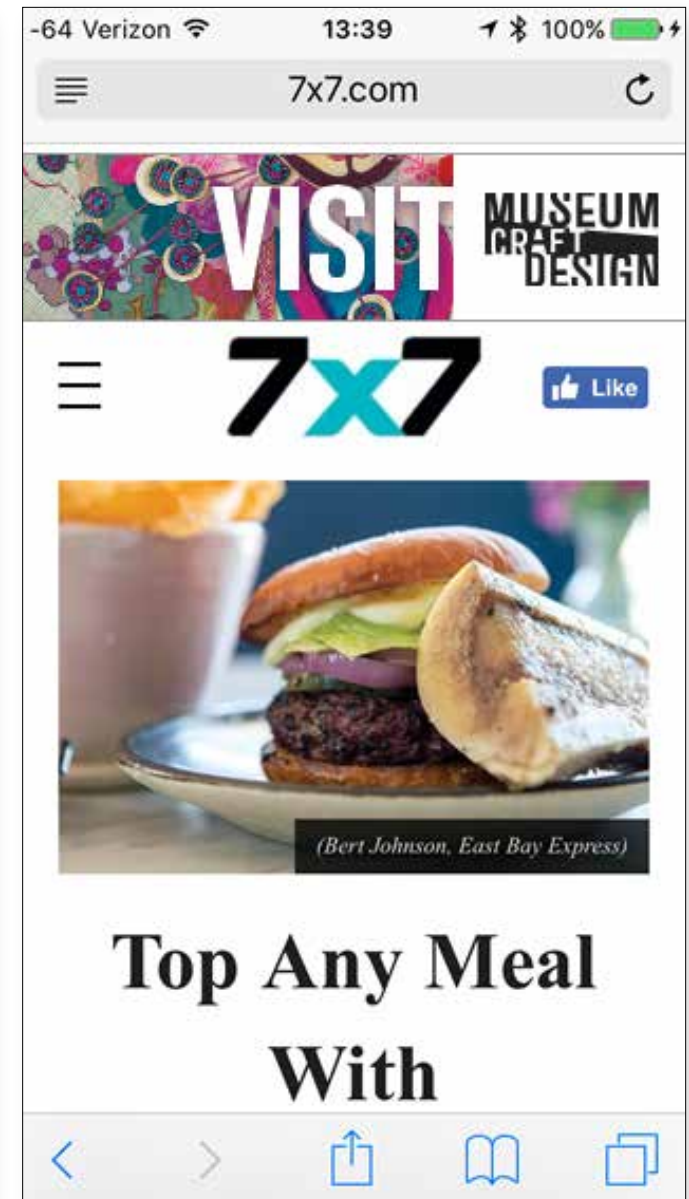
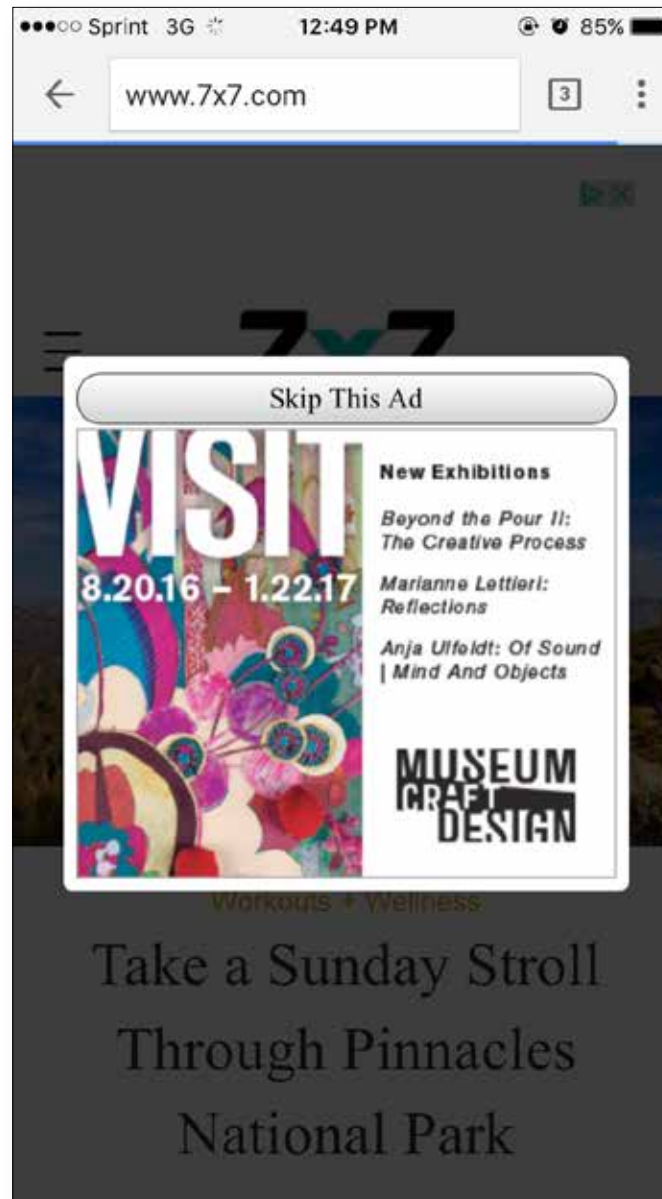
The screenshot displays the 7x7 website interface. At the top, a navigation bar includes a red 'Buy Tickets' button and the 'SF MO MA' logo. Below this is the large '7x7' logo and a menu with links for 'SAN FRANCISCO', 'EAST BAY', 'MARIN', 'SILICON VALLEY', 'WINE COUNTRY', and 'GETAWAYS'. A search icon is located in the top right corner. The main content area features a large banner for a 'Property Porn' article titled '\$25 Million Buys an Endless Resort Vacation Home in Woodside', accompanied by a high-quality photograph of a modern interior. Below the main banner, there are three smaller content blocks: a 'Drink Here Now' article about happy hours in San Jose with a photo of a cocktail, a 'Secret Recipe' article about chocolate brownies with a photo of the treats, and a 'SF MO MA' 'Buy Tickets' button. At the bottom right, a dark blue box encourages users to 'DON'T MISS A BAY AREA BEAT! SUBSCRIBE TO OUR NEWSLETTER.' with a photo of a scenic landscape.

ADVERTISE WITH US

MOBILE DISPLAY

Sixty percent of 7x7 readers access our content through their phones and tablets. Get their attention above and below the fold with maximum share of voice (50% minimum SOV) and our singular mobile pop-up.

320x80, 300x250



ADVERTISE WITH US

CUSTOM CONTENT

Reach 7x7 readers organically via custom content that has the same look, feel, and voice as 7x7's popular editorial features.

Image specs:
900x600px;
150-300 words

*Please include suggested title, your brand or event's URL, and optional photo caption/credit.



✓ Like

Q

SAN FRANCISCO EAST BAY MARIN MORE



(Olume)

Olume Luxury Apartments Offer City Living in the Heart of Mid-Market

By [7x7 Partner](#) | Jul 14, 2016

Like us on Facebook

Like

Share on Facebook

Olume is San Francisco's newest and chicest apartment destination, putting residents in the heart of the burgeoning arts, culinary, and music scene at Mid-Market. Located on historic Mission Street, Olume features striking architectural details and unparalleled access to the trendy Mission District and vibrant SoMA.

ADVERTISE WITH US

DAILY NEWSLETTER

Reach our 55,000 email subscribers seven days a week with prominently placed ads and advertorials, all mingling with our top stories that day.

300x250 ad + URL

300x300 advertorial image, headline, 1-2 sentences copy



THE BEST OF THE BAY AREA

SAN FRANCISCO | EAST BAY | MARIN | SILICON VALLEY | WINE COUNTRY

TOP STORIES



Care for a Cold One?

Top SF bartenders share their [recipes for cool summer drinks](#).



Designing Women

Meet the [trailblazing ladies of Bay Area architecture and design](#).



BRAND-NEW APARTMENTS IN MID-MARKET

OLUME

LIVEOLUME.COM








NEW EXHIBITIONS

Beyond the Pour It: The Creative Process

Marianne Lettieri: *Reflections*

Anja Ulfeldt: *Of Sound | Mind And Objects*

MUSEUM OF CRAFT AND DESIGN

SFMCD.ORG

Experience Engaging Exhibitions and Public Programs at the Museum of Craft and Design

A hub of creativity and inspiration in the Dogpatch, [this fall the museum will feature](#) the work of over fifty artists exploring objects of domestic labor, the act of listening, and the creative process.



Win a Trip to the Hawai'i Food & Wine Festival!

Mau's newest culinary hot spot, Kā'anapali, will host the festival this year, Oct. 14-16. [Enter to win a free trip for two](#), including airfare, hotel, and tickets to A Chef's Paradise!



TREVOR NOAH

HOST OF "THE DAILY SHOW" ON COMEDY CENTRAL

SAT, AUG 20 | 7:30 PM

WEILL HALL + LAWN

AT THE GREEN MUSIC CENTER

GMC.SONOMA.EDU | 1.866.955.6040

The Daily Show's Trevor Noah Live this Saturday!

Bringing a breath of fresh air to stand-up comedy, experience [The Daily Show host Trevor Noah live this Saturday 8/20!](#)



Argent Opens Pop-up Shop at Shinola

Through September 6th, San Francisco-based Argent will [host a pop-up shop in Shinola's Jackson Square store](#), showcasing their collection of functional work clothes. Argent is redefining the office dress code.

ADVERTISE WITH US

DEDICATED/ CUSTOM EMAIL BLAST

Send your message loud and clear to our full email subscriber base.

For pre-built dedicated email blasts, specs are 500x700.

For custom designs, please inquire.

View this email in your browser

MZ WALLACE
NEW YORK



Chic Bags For Gals On-The-Go at MZ Wallace

MZ Wallace, the Manhattan-based line of stylish accessories for women on the go, comes to San Francisco with a must-shop pop-up this month. Founded by two native New Yorkers, the collection is inspired by city life and designed for women who lead dynamic lives. [Shop the collection now.](#)



ADVERTISE WITH US

DEDICATED SOCIAL MEDIA

Engage with Bay Area denizens where they hang out the most—on Facebook, Twitter, and Instagram. We're social!

FB: 600x400 image
free of branding,
25 words, @handle,
hashtag, URL

TW: 600x400 image
free of branding, 100
characters, @handle,
hashtag, URL

IG: 500x500 IG
images, 25 words, @
handle, hashtag, vanity
URL optional



Published by Sarah Medina [?] · July 22 at 5:07pm · 🌐

Olume is San Francisco's newest and chicest apartment destination, putting residents in the heart of the burgeoning arts, culinary, and music scene at Mid-Market. [Dedicated]



Offer City Living in the

area
y Airport
ion, putting
scene at...



7x7 @7x7 · Jul 14

The @deyoungmuseum's new exhibit on #EdRuscha shows off iconic portraits of CA then and now 7x7.com/ed-ruschas-exh ...



7x7bayarea We've never been on a more comfortable, friendly, and elegant flight than the 14-hour trek to Sydney w/ @qantas. See you in a week, SF. 🇺🇸 🇦🇺

mattstone15 @joshagoldsmith

brianapineud @sompaylim Qantas first class has the glasses we needed

quetrecentscoups I think British Airways and AIRFRANCE outdo Qantas. And then there is Etihad...

sugarbakercp Enjoy!

perfectpopsf 🍷 🍷 🍷

bmerry I was just there! Great city. Loved the ferry system, the Opera dining eateries and the huge weekend crowds. Bondi and Shelly beaches, a Thai place called Home (long lines but worth the wait)...etc... Have fun!!! #beautifulsydney

bobcutmag Yassssssss! 💕

📖 Add a comment...



Natalie Wages
Publisher
natalie@7x7.com