

# broke-ass stuart

you are young, broke and beautiful



# SFSOUNDS

THE SOUNDS AND STORIES OF THE SAN FRANCISCO BAY AREA

## MEDIA KIT • 2016



# broke-ass stuart's

media kit



About Broke-Ass Stuart.com:

BrokeAssStuart.com is an arts and culture site for the young, broke and beautiful people of San Francisco, New York, and everywhere in between. Topics covered range from local politics to, to artists interviews, to humor & nightlife.

Stuart Schuffman, aka Broke-Ass Stuart, is best known for his print and online guides to living cheaply in San Francisco and NYC as well as hosting the travel TV show Young, Broke & Beautiful on IFC.

Most recently he ran for Mayor of SF, winning nearly 20k votes. www.brokeassstuart.com has doubled in size each of the last 2 years, and shows no signs of slowing down. We only partner with companies we believe in, and we believe that we are only successful when they too, are successful.

"an Underground legend" -SF Chronicle  
"a SF cult hero" -SF Bay Guardian  
"the chief of cheap" -Time Out New York.

(Fall 2016)

February Partnerships



300,000+

Unique Monthly Website Visitors



18,900+

Twitter Followers



46,300+

Facebook Fans



10,900+

Instagram Follows



25,000+

Email Subscribers

**Demographics:** 58% Female 42% Male Age: 25-34: 40% 35-44: 28% 65% Readers in Bay Area 10% Facebook Engagement Rate (10x industry avg.) We spend 10% of your fee directly on boosting your Posts

## What We Offer:

We work with our partners to develop content that will be shared organically.

Our readers expect every one of our posts to be funny, creative or informative.

Our promotional campaigns are highly customized across:

BAS.com, Facebook, Twitter, Pinterest, Instagram & Email

Contact: alex@brokeassstuart.com

Phone: (415) 595-7385

## We Make Sure You Reach Your Audience

### Weekly Newsletter Sponsorship

Weekly Newsletter events listings & sponsorships

### Sponsored Editorial /Custom Articles & Promotion

Sponsored custom article written by our staff and fully promoted across all channels:

BAS.com Facebook, Instagram & Twitter & Email Newsletter

### Viral Video

We make amazing, sharable, videos that get your messaging across

### Ticket or Product Giveaway

Full Event Promotion across all channel

### Broke-Ass Stuart Site Banner Ads

ROS available & site takeover

# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA

THE SOUNDS AND STORIES OF THE SAN FRANCISCO BAY AREA

# SFSOUNDS



SF Sounds is your guide to San Francisco's music and entertainment scene. SF Sounds focuses on local arts, culture, character and the identity of the San Francisco Bay Area.

Our goal is to shine a spotlight on some of the brightest and most talented characters the city has to offer. As an independent, locally owned newspaper, we strive to give a voice to the community and to do our best in developing stories that make a difference.

SF Sounds is published monthly by Parish Entertainment Group.

For more information about article or advertisement submissions please contact us at [info@sfsoundsmedia.com](mailto:info@sfsoundsmedia.com)

1485 18TH STREET  
SAN FRANCISCO CA 94107  
650-271-9306  
SFSOUNDSMEDIA.COM



# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA



# broke-ass stuart

you are young, broke and beautiful



**40,000+**  
Newspapers  
Distributed Monthly



**445,000+**  
Social Media &  
Online Platforms



**350,000+**  
Unique Monthly  
Website Visitors



**17,000+**  
Instagram  
Followers



**37,000+**  
Twitter  
Followers



**93,000+**  
Facebook  
Fans

Totals represent all media platforms which include SF Sounds, Broke -Ass Stuart, The New Parish, Brick & Mortar Music Hall, The Rock Steady, Champion Sound Records, Bicycle Coffee Cafe Uptown, The Crafty Fox Ale House, Big Rec Tap Room and Sierra Valley Lodge

Half Page  
Right Column  
Large Banner

**300 X 600**

## WEB BANNERS

Top Banner  
(Leader Board) Display Ad

**728 X 90**

Large Mobile Ad  
(Mobile Leaderboard)

**320 X 100**

Top Right Column  
Medium Rectangle

**300 X 250**

# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA

# broke-ass stuart

you are young, broke and beautiful

## TOTAL CIRCULATION 40,000

**SFSOUNDS** is distributed in more than 1,200+ high traffic locations. These locations include highly visible street boxes, grocery stores, college campuses, convenience stores, restaurants, bars, various retail locations and public transportation.



Locations include:

**The Crafty Fox Ale House**  
1700 Mission St, San Francisco, CA 94103

**Bernie's**  
3966 24th St, San Francisco, CA 94114

**The Social Study**  
1795 Geary Blvd, San Francisco, CA 94115

**Coffee Mission**  
3325 24th St, San Francisco, CA 94110

**Local Brewing Company**  
69 Bluxome St, San Francisco, CA 94107

**Philz Coffee on 24th and Folsom**  
3101 24th St, San Francisco, CA 94110

**Dogpatch Cafe**  
2295 3rd St, San Francisco, CA 94107

**Farley's**  
1315 18th St, San Francisco, CA 94107

**Four Barrel Coffee**  
375 Valencia St, San Francisco, CA 94103

**Big Rec Tap Room**  
3066 24th St, San Francisco, CA 94133

**SFMOMA Cafe**  
151 3rd St, San Francisco, CA 94103

**SF Main Library**  
100 Larkin St, San Francisco, CA 94102

**Vesuvio Cafe**  
1255 Columbus Ave, San Francisco, CA 94133

**Café de la Presse**  
352 Grant Ave, San Francisco, CA 94108

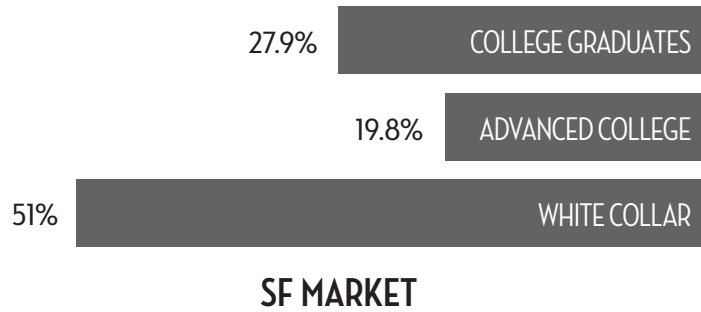
# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA

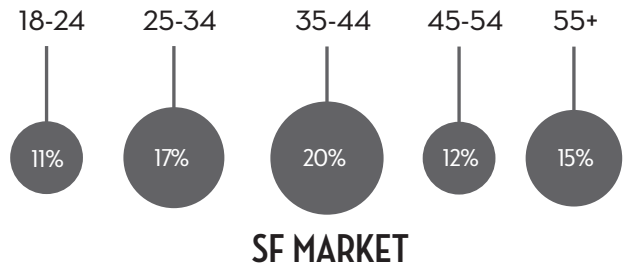
# broke-ass stuart

you are young, broke and beautiful

## EDUCATION

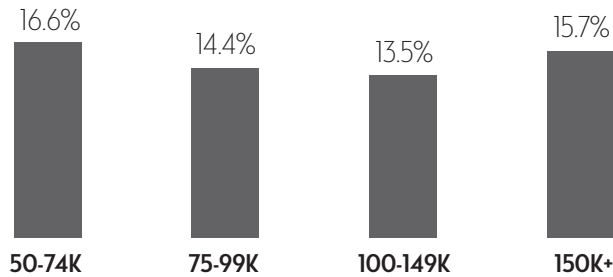


## AGE GROUP

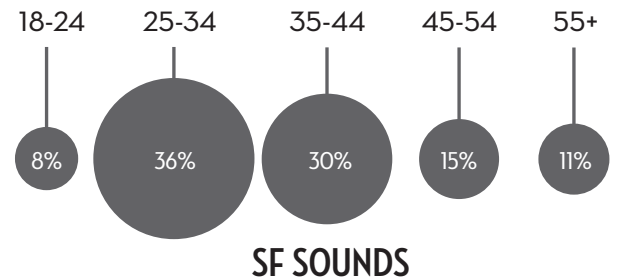


SF MARKET

## HOUSEHOLD INCOME



SF MARKET



SF SOUNDS

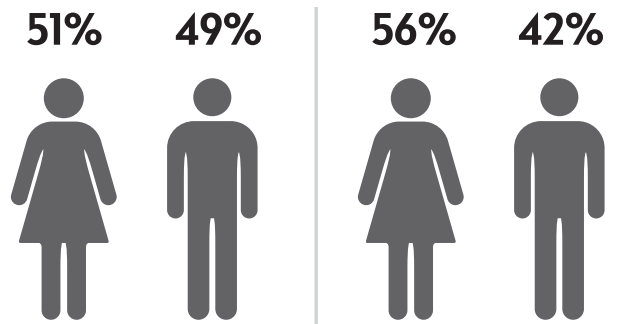
## MARITAL STATUS

59%  
SINGLE

41%  
MARRIED

SF MARKET

## DEMOGRAPHIC GENDER



SF MARKET

SF SOUNDS



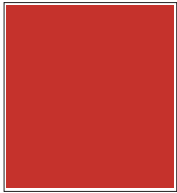
# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA

# broke-ass stuart

you are young, broke and beautiful

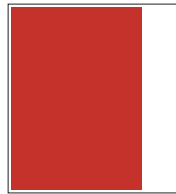
## AD DIMENSIONS



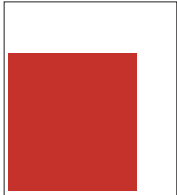
FULL PAGE



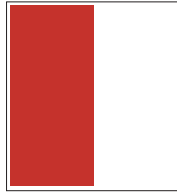
3/4 PAGE (H)



3/4 PAGE (V)



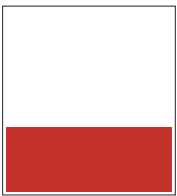
JUNIOR PAGE



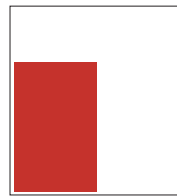
1/2 PAGE (V)



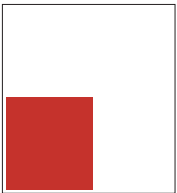
1/2 PAGE (H)



1/3 PAGE (H)



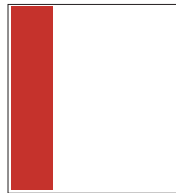
1/3 PAGE (V)



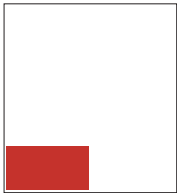
1/4 PAGE (V)



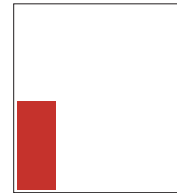
1/4 PAGE (H)



1/4 PAGE (ST)



1/8 PAGE (H)



1/8 PAGE (V)

SIZE	AD DIMENSIONS (w x h)
FULL	10.125" x 10.82"
3/4 H	7.55" x 10.82"
3/4 V	10.125" x 8.065"
JUNIOR	7.55" x 8.065"
1/2 V	10.125" x 5.321"
1/2 H	4.971" x 10.82"
1/3 H	4.971" x 7.16"
1/3 V	10.125" x 3.5"
1/4 V	2.394" x 10.82"
1/4 H	10.125" x 2.563"
1/4 ST	4.971" x 5.321"
1/8 H	2.394" x 5.321"
1/8 V	4.971" x 2.563"

KEY: SQ=Square  
ST=Strip  
H=Horizontal  
V=Vertical

## SPECIFICATIONS FOR ADVERTISEMENTS

- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff and jpg.
- Ads should be produced at 85 line screen at 300 DPI.
- Ads can also be submitted to [info@sfsounds.rocks](mailto:info@sfsounds.rocks)
- All ads are due at 5:00 pm the Thursday prior to publication date - unless otherwise specified.

# SFSOUNDS

THE SOUNDS & STORIES OF THE SAN FRANCISCO BAY AREA

# broke-ass stuart

you are young, broke and beautiful

## RETAIL RATES

AD SIZE	1X	3X	5X	3X	5X
	Print	Print	Print	Online & Print	Online & Print
FULL	\$2400	\$2100	\$1800	\$2800	\$2500
3/4	\$1950	\$1750	\$1550	\$2200	\$2000
JUNIOR	\$1750	\$1500	\$1300	\$2000	\$1750
1/2	\$1300	\$1200	\$1100	\$1800	\$1600
1/3	\$1100	\$1000	\$900	\$1600	\$1300
1/4	\$850	\$700	\$600	\$1000	\$900
1/8	\$500	\$450	\$400	\$600	\$500

## SPECIFICATIONS FOR ADVERTISEMENTS

- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff and jpg.
- Ads should be produced at 85 line screen at 300 DPI.
- Ads can also be submitted to [info@sfsoundsmedia.com](mailto:info@sfsoundsmedia.com)
- All ads are due at 5:00 pm the Thursday prior to publication date - unless otherwise specified.
- 5MB or less: If files are larger than 5MB, please send via YouSendIt, WeTransfer or similar service.