

Lead ready-to-spend shoppers to the perfect presents.

# Holiday Gift Guide

Specialty Publication | Wednesday, Dec. 1

Bay Area shoppers are preparing their lists, eager to find the season's hottest gifts. With this full-color glossy guide, direct them to your business to find the gifts that'll be the biggest hits for the holidays.

**Reach a readership that knows the joy of giving.**

The Gift Guide will feature items in categories for all interests:

- Green-conscious items
- Items for the home
- Jewelry
- Gadgets
- Classic gifts for him or her
- Kids gifts
- Gifts for pets

**San Francisco**  
— nearly  
**377,000**  
readers

**Investment Levels:** San Francisco — National  
(all prices include full color)

Premium page	9.75" x 9.83"	\$2,235.29
Full page	9.75" x 9.83"	\$1,941.18
1/2 page	(Horiz.) 9.75" x 4.75" (Vert.) 4.792" x 9.83"	\$1,000
1/4 page	4.792" x 4.75"	\$647.06
1/8 page	4.792" x 2.33"	\$441.18

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10% discount off each additional zone added.

National rates are gross and commissionable.

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**Deadlines:**

Space Reservation: Monday, November 15, 5 p.m.

Camera-Ready: Thursday, November 18, 5 p.m.

**Reserve your space now!**

Contact your Hearst Media Services account executive or **Andre Erne** at [aerne@sfchronicle.com](mailto:aerne@sfchronicle.com), or call **(415) 777-7483**.

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