

Steer visitors to your
Monterey Bay business.

Holidays in Monterey Bay

Sunday, Dec. 5 Stand Alone Section – Monterey/Carmel/Pacific Grove

The staff of **Food&Wine** is preparing a special section devoted to the attractions of Monterey/Carmel/Pacific Grove. It will be filled with **exclusive content about local shopping, history, art and entertainment.**

Last year, 287,700 Chronicle readers made a day trip to Monterey/Carmel.

That's **more than 5,500 visitors each week**, with many visiting **multiple times.**

If each person spends an average of **\$250** during their trip on food, wine, shopping, spas and other local items, that's **\$71.9 million in annual spending.** Make sure some of that cash is directed toward your business by advertising in the December 5 Monterey/Carmel/Pacific Grove section.

Deadlines

Space Reservation:
Friday, Nov. 26, noon

Camera-Ready:
Wednesday, Dec. 2



Extend your reach with SFGate.com, the online home of The Chronicle.

- **The Bay Area's No. 1 local media site** — with 66% more local traffic than the next closest site.
- **Valuable added reach** — two-thirds of SFGate local visitors are not daily Chronicle readers.

"We couldn't be happier with the response we received. Customers said, 'We saw your ad this weekend in The Chronicle.' They've ordered our free map and bought our Ticket to the Wine Road. **It was an excellent investment for us."**

Beth Costa, Executive Director
Wine Road, Northern Sonoma County



» Reserve your space now!

Contact your San Francisco Chronicle account executive or **Barbara Belanyi** at bbelanyi@sfchronicle.com, or call **(415) 777-7790.**

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