



The BAY AREA REPORTER

America's longest continuously-published, and highest weekly circulation LGBTQ newspaper

The *Bay Area Reporter* covers San Francisco Bay Area and California news, politics, opinion, arts and entertainment and nightlife, and features national and international coverage from the *BAR's* award-winning reporting team. Be part of this exciting publication serving the greater Northern California LGBTQ community.

We are the only LGBTQ publication in the San Francisco Bay Area with an audited and verified circulation that reaches the largest audience of LGBTQ consumers in the region.

2021 Media Kit

LGBT data collection underway in CA, SF



Content driven

Our coverage includes Bay Area and California news, politics, opinion, arts and entertainment and nightlife, and features national and international coverage from the *BAR*'s award-winning reporting team. Regularly-occurring columns and features include:

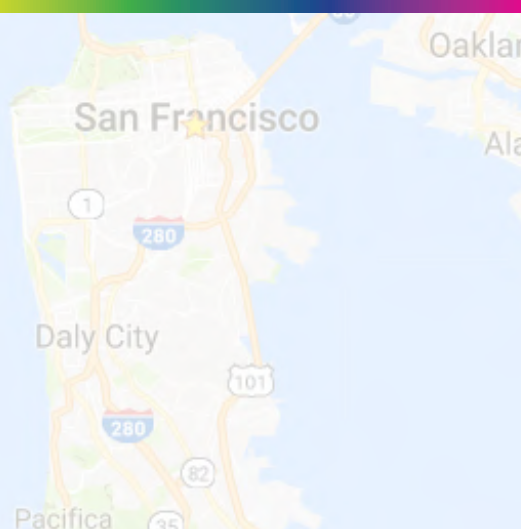
- Community News
- Politics (local, state and national)
- Transgender Issues
- Opinion (editorial, guest editorial, letters to the editor)
- Sports
- Business
- News Briefs
- Music
- Fine Art
- Theatre
- Dance
- Television & Film
- Book Reviews
- Nightlife
- BARchive (historical perspective)
- Sexuality
- Society

The BAY AREA REPORTER

44 GOUGH STREET, SUITE 204 SAN FRANCISCO, CA 94103 • (415) 861-5019 • ADVERTISING@EBAR.COM



Distribution



WEEKLY CIRCULATION:
WEEKLY READERSHIP:

27,000
110,700

Circulation refers to the number of papers printed, and readership identifies the number of people reading the paper. Readership figures are higher than circulation numbers because on average more than one person reads each issue of the *Bay Area Reporter*. This is important when evaluating the publication as an advertising vehicle.

The *BAR* boasts a 94% pick up rate. Published each Thursday, the weekly print edition is distributed in 500+ high foot-traffic locations. These locations include highly-visible street boxes throughout San Francisco, as well as LGBTQ and/or allied-owned businesses, college campuses, cafés, libraries, restaurants, bars, various retail locations and public transportation stations throughout the Bay Area. View our distribution map at: <http://bit.ly/2eQYYnV>

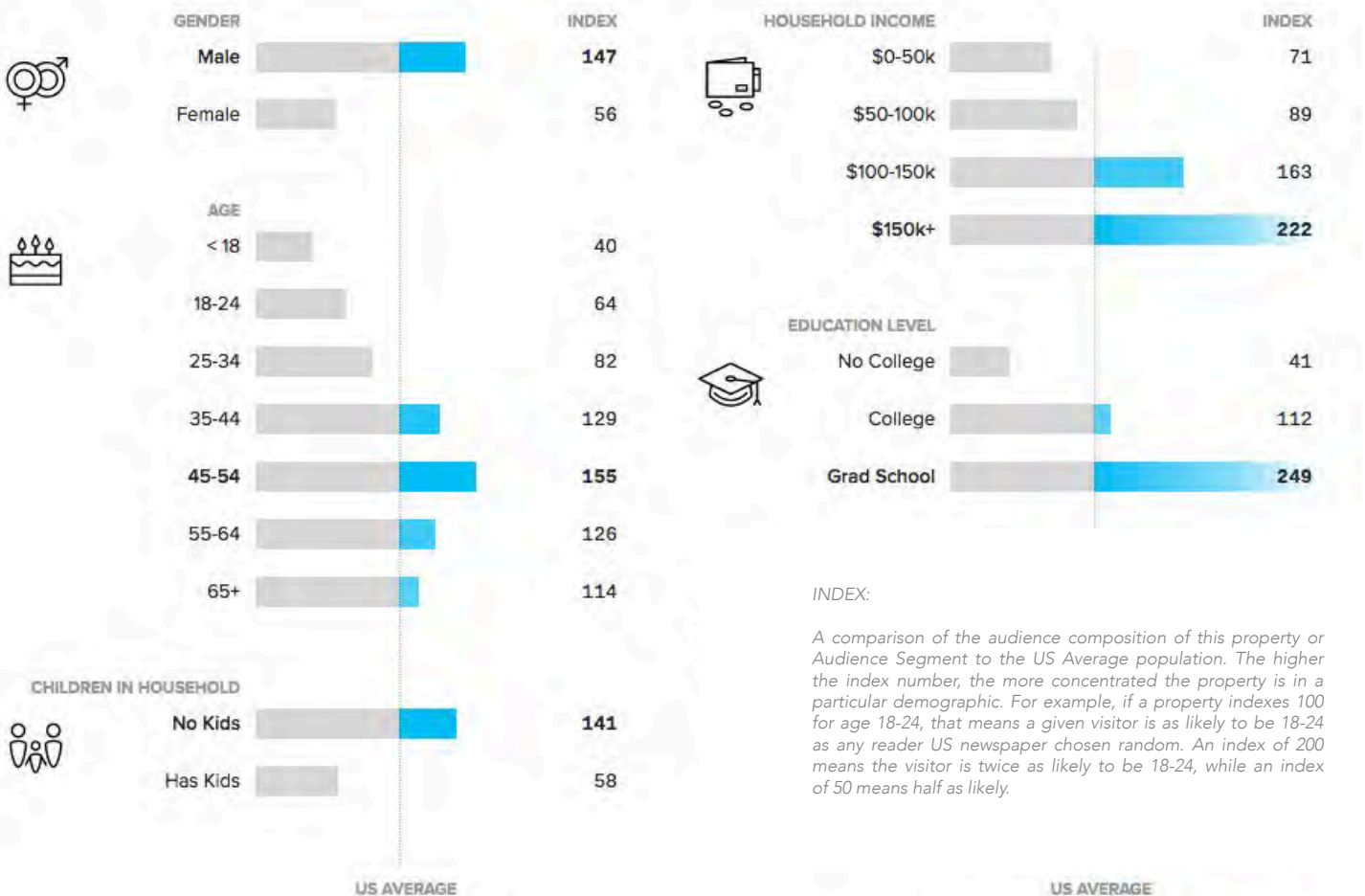
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San Jose



Audience Profile



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Consumer habits

IN THE PAST 12 MONTHS BAY AREA REPORTER READERS....

18.8%	Purchased or leased a new automobile
30.3%	Purchased a major piece of furniture (U.S. \$500+)
7.9%	Purchased a new primary home or condo
52.8%	Purchased a new smartphone
20.5%	Purchased a major kitchen appliance (U.S. \$500+)
23.2%	Purchased a new suit, dress or expensive item (U.S. \$500+)
32%	Purchased audio or visual electronics for home (U.S. \$500+)
4.6%	Purchased a vacation home or timeshare
64.7%	Purchased tickets to a live theater production
44.3%	Purchased salon services or spa treatments
38.5%	Purchased a new laptop or desktop computer for personal use
76.8%	Purchased a short vacation of 1 to 3 nights away
67.7%	Purchased a longer vacation of 4+ nights away
39.9%	Purchased tickets to a headliner music concert or music festival
35.1%	Purchased tickets to a nonprofit fundraising event of U.S. \$100 or more
77.1%	Purchased tickets to a cultural performance (e.g. ballet, opera, symphony)

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Editorial Calendar

January

- 7 Winter Arts
- 14 Business / LGBTQ Aging
- 21
- 28

February

- 4
- 11 Business
- 18
- 25

March

- 4
- 11 Business
- 18
- 25

April

- 1 **50th Anniversary/**
LGBTQ Aging
- 8 Business Lesbian Visibility /
- 15 LGBTQ Aging
- 22
- 29

May

- 6
- 13 Business
- 20 Harvey Milk Day
- 27

June

- 3 Pride month begins
- 10 Business
- 17
- 24 **SF Pride 2021**

July

- 1
- 8 Business
- 15 Besties Voting Begins
- 22 Up Your Alley Fair
- 29

August

- 5
- 12 Business
- 19 Besties voting ends
- 26 Silicon Valley Pride

September

- 2 Fall Arts Preview Business /
- 9 Oakland Pride
- 16
- 23 Folsom St. Fair
- 30 Castro St. Fair / **Besties 2021**

October

- 7 LGBTQ History Business/
- 14 LGBTQ History LGBTQ
- 21 History
- 28 LGBTQ History

November

- 4
- 11 Business / Transgender DOR
- 18
- 25 Thanksgiving / World Aids Day

December

- 2 World Aids Day
- 9 Holiday Guide I
- 16 Holiday Guide II
- 23 Holiday Guide III
- 30 New Year's Adobe

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Display Ad Rates

	1x	6x	13x	26x	52x
FULL PAGE	\$284	\$1,704	\$1,805	\$1,727	\$1,704
JUNIOR PAGE	\$1,704				\$482
HALF PAGE	\$1,704				\$102
3/10 PAGE	\$482				\$482
1/5 PAGE	\$482				\$482
1/8 PAGE	\$127				\$127
1/10 PAGE	\$102				\$102
BUSINESS CARD	\$127				\$127
PER COLUMN INCH	\$284	\$482	\$1,805	\$1,727	\$1,704

The *Bay Area Reporter* offers general advertising rates in addition to discounted rates for local small businesses and non-profit organizations.

Please contact our VP of Advertising for specific display advertising pricing for your business by calling 415 829 8937 or emailing advertising@ebar.com

PREMIUM POSITIONING AVAILABLE WITH 20% CHARGE ABOVE LISTED FREQUENCY RATES.

INSIDE FRONT COVER, PAGE 3, 5, 7 OF SECTIONS AND BACK COVER UNITS ARE CONSIDERED PREMIUM POSITIONS.

ALL RATES INCLUDE FOUR COLOR. ADVERTISERS USING BLACK AND WHITE MAY TAKE A 20% DISCOUNT ON RATES SHOWN.

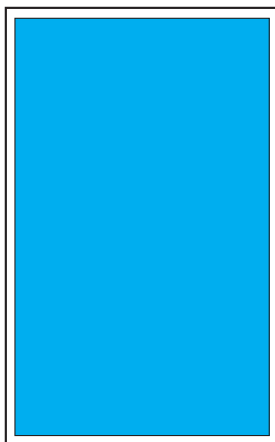
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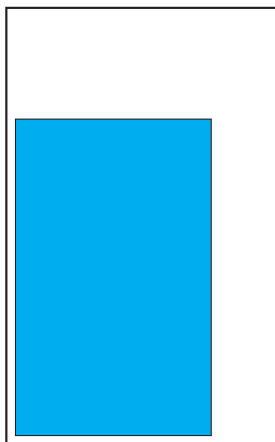


Specifications

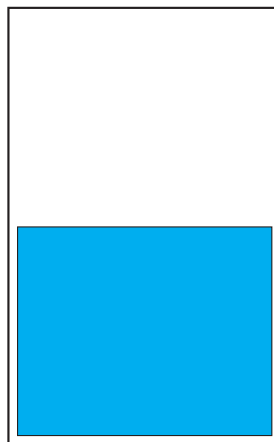
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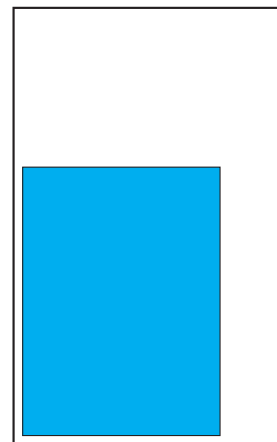
Full Page
9.75" x 16"



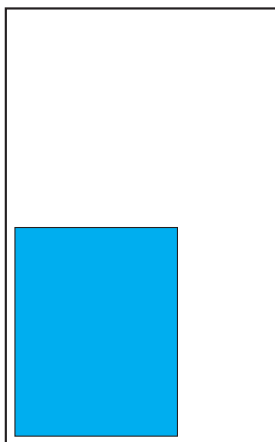
Junior Page
7.75" x 13"



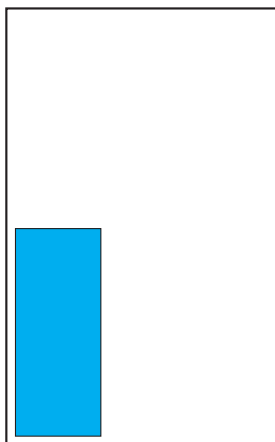
Half Page (H)
9.75" x 7.625"



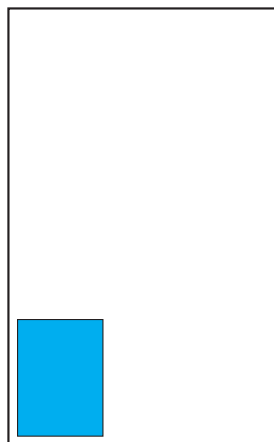
Half Page (V)
7.75" x 10"



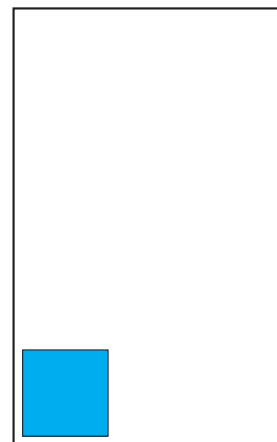
3/10 Page
5.75" x 7.625"



1/5 Page
3.75" x 7.625"



1/8 Page
3.75" x 5"



1/10 Page
3.75" x 4"

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Digital Ad Rates

The Bay Area Reporter's website, www.ebar.com, reaches more than 70,000 unique visitors in an average 30-day period. Online banner ads are available in a variety of sizes. All rates are based on a cost per one thousand impressions (CPM). Both run of site (ROS) and targeted campaigns are available.

STANDARD ONLINE BANNER ADVERTISING

UNIT	SPECIFICATIONS	CPM RATE
Half Page Display	300x600 pixels	\$12 ROS / \$17 Targeted
Leaderboard	728x90 pixels	\$12 ROS / \$17 Targeted
Rectangle	300x250 pixels	\$12 ROS / \$17 Targeted
Wide Skyscraper	160x600 pixels	\$10 ROS / \$14 Targeted
Narrow Skyscraper	120x600 pixels	\$8 ROS / \$12 Targeted



CUSTOM RESKINS

Reskins are available and appear on our home page and all main channel pages and offer the highest level of visibility to our audience. Reskins are available at an a la carte rate of \$1000 per day and discounts are available.

WEEKLY EMAIL NEWSLETTER ADVERTISING OPTIONS

Based on availability. Our weekly email newsletter includes links to our current edition's articles as well as sponsored advertising messages. Available sizes and weekly pricing are as follows.

UNIT	SPECIFICATIONS	RATE (per weekly insertion)
Half Page Display	300x600 pixels	\$350
Rectangle banner	300x250 pixels	\$250
Leaderboard Banner	728x90 pixels	\$250

DEDICATED EMAIL TO SUBSCRIBERS

(10,472 opt-in subscribers as of 4/12/2018)

Dedicated email blasts in a number of formats are available for \$500 per email and can be sent on any day of the week with the exception of Thursdays, when our weekly email newsletter is sent.