

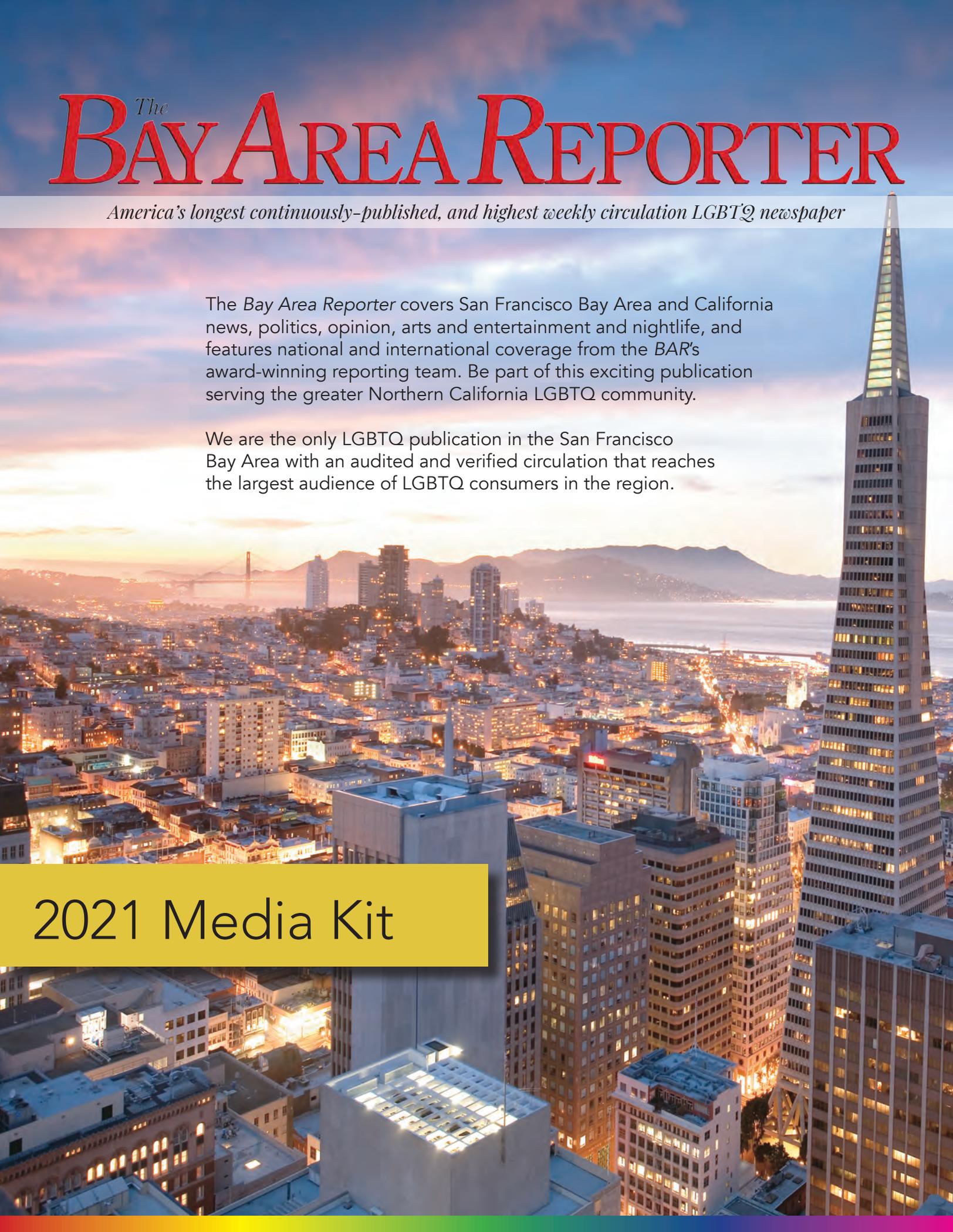
The BAY AREA REPORTER

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

As the longest continuously-published LGBTQ newspaper in the United States of America, and the highest-circulation LGBTQ weekly, the *Bay Area Reporter*, since 1971, has been the undisputed newspaper of record for the San Francisco Bay Area's vibrant LGBTQ community.

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:

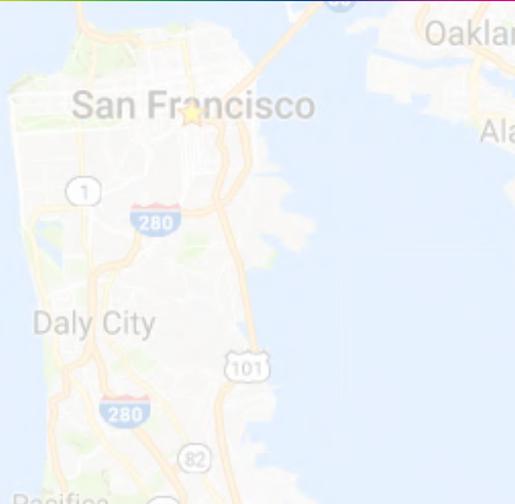
- Community News
- Politics (local, state and national)
- Transgender Issues
- Opinion (editorial, guest editorial, letters to the editor)
- Sports
- Business
- News Briefs
- Music
- Fine Art
- Theatre
- Dance
- Television & Film
- Book Reviews
- Nightlife
- BARchive (historical perspective)
- Sexuality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

The BAY AREA REPORTER

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



Distribution



WEEKLY CIRCULATION: 27,000
WEEKLY READERSHIP: 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>

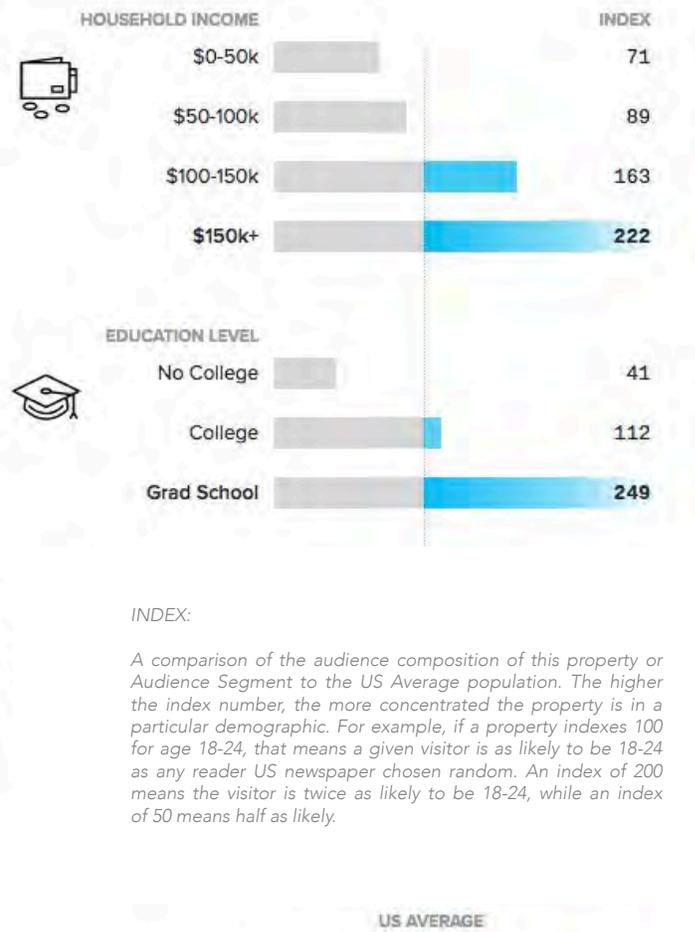
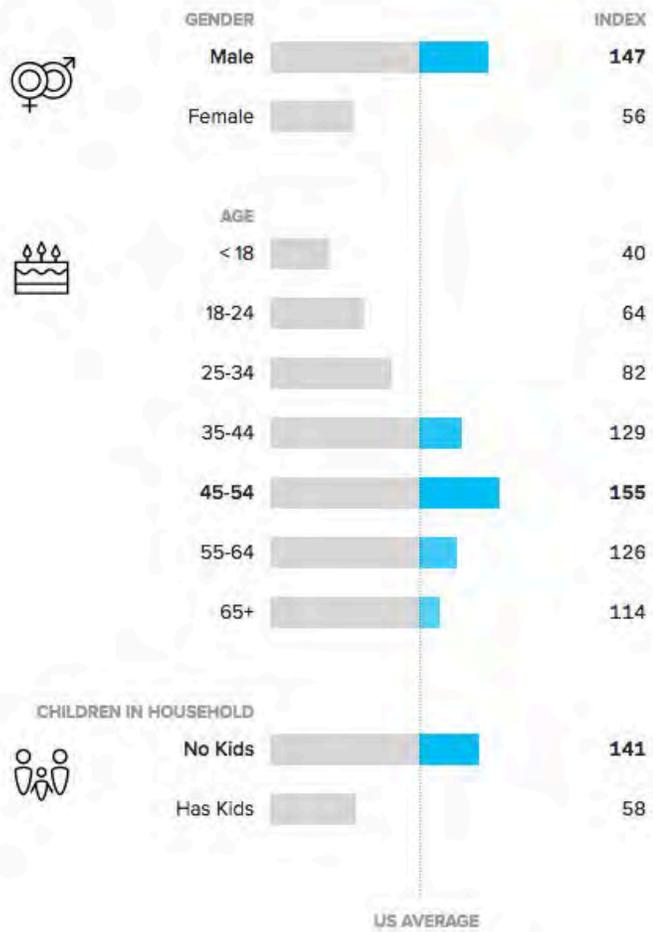
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San Jose



Audience Profile



INDEX:

A comparison of the audience composition of this property or Audience Segment to the US Average population. The higher the index number, the more concentrated the property is in a particular demographic. For example, if a property indexes 100 for age 18-24, that means a given visitor is as likely to be 18-24 as any reader US newspaper chosen random. An index of 200 means the visitor is twice as likely to be 18-24, while an index of 50 means half as likely.

The BAY AREA REPORTER



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)

The
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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



Display Ad Rates

	1x	6x	13x	26x	52x
FULL PAGE	1,204	1,804	1,805	1,127	1,134
JUNIOR PAGE	1,190				492
HALF PAGE	1,154				192
3/10 PAGE	1,805				641
1/5 PAGE	1,804				440
1/8 PAGE	1,207				174
1/10 PAGE	1,202				128
BUSINESS CARD	1,171				18
PER COLUMN INCH	1,275	1,440	1,235	1,136	1,135

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

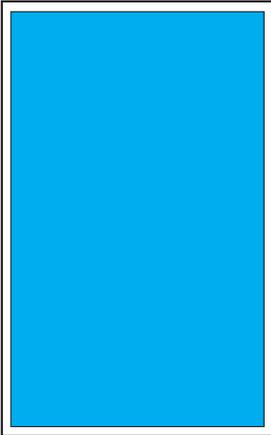
PREMIUM POSITIONING AVAILABLE WITH 20% CHARGE ABOVE LISTED FREQUENCY RATES.
 INSIDE FRONT COVER, PAGE 3, 5, 7 OF SECTIONS AND BACK COVER UNITS ARE CONSIDERED PREMIUM POSITIONS.
 ALL RATES INCLUDE FOUR COLOR. ADVERTISERS USING BLACK AND WHITE MAY TAKE A 20% DISCOUNT ON RATES SHOWN.

The BAY AREA REPORTER

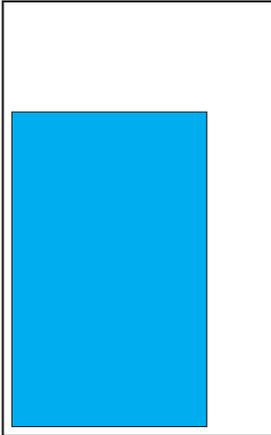


Specifications

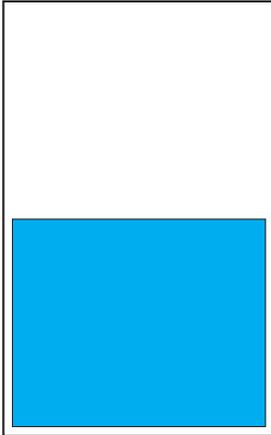
Column Widths: One Col. (1.75"), Two Col. (3.75"), Three Col. (5.75"), Four Col. (7.75"), Five Col. (9.75")



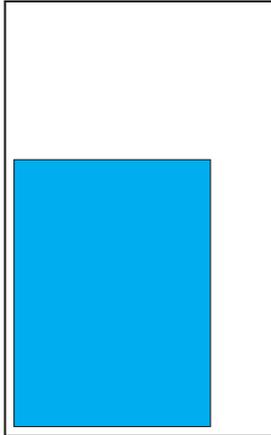
Full Page
9.75" x 16"



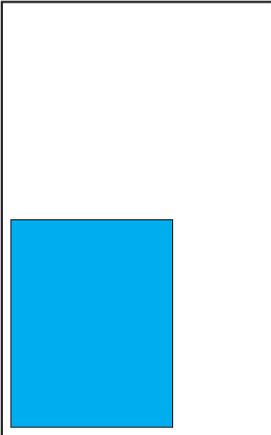
Junior Page
7.75" x 13"



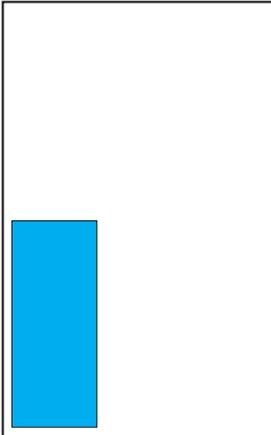
Half Page (H)
9.75" x 7.625"



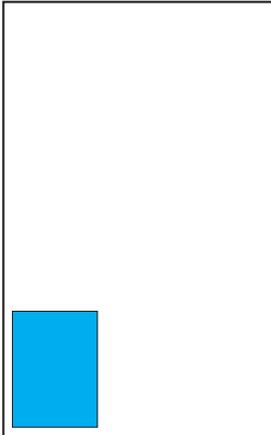
Half Page (V)
7.75" x 10"



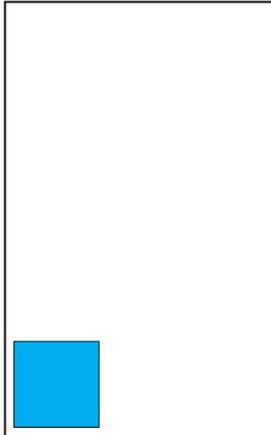
3/10 Page
5.75" x 7.625"



1/5 Page
3.75" x 7.625"



1/8 Page
3.75" x 5"



1/10 Page
3.75" x 4"

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.