



# PUNCH

SPIRIT OF THE PENINSULA

## {DIGITAL MEDIA KIT}

FRESH • EXCITING • AUTHENTIC

# {PUNCHMAGAZINE.COM}

## MISSION & CONTENT

**PUNCH** is the only website that moves from the Pacific Ocean to the heart of the Silicon Valley, from outdoor pursuits to personal discoveries, from arts and culture to style and design, from interesting personalities to adventurous travel, from innovative food and cooking to incredible wines and spirits.

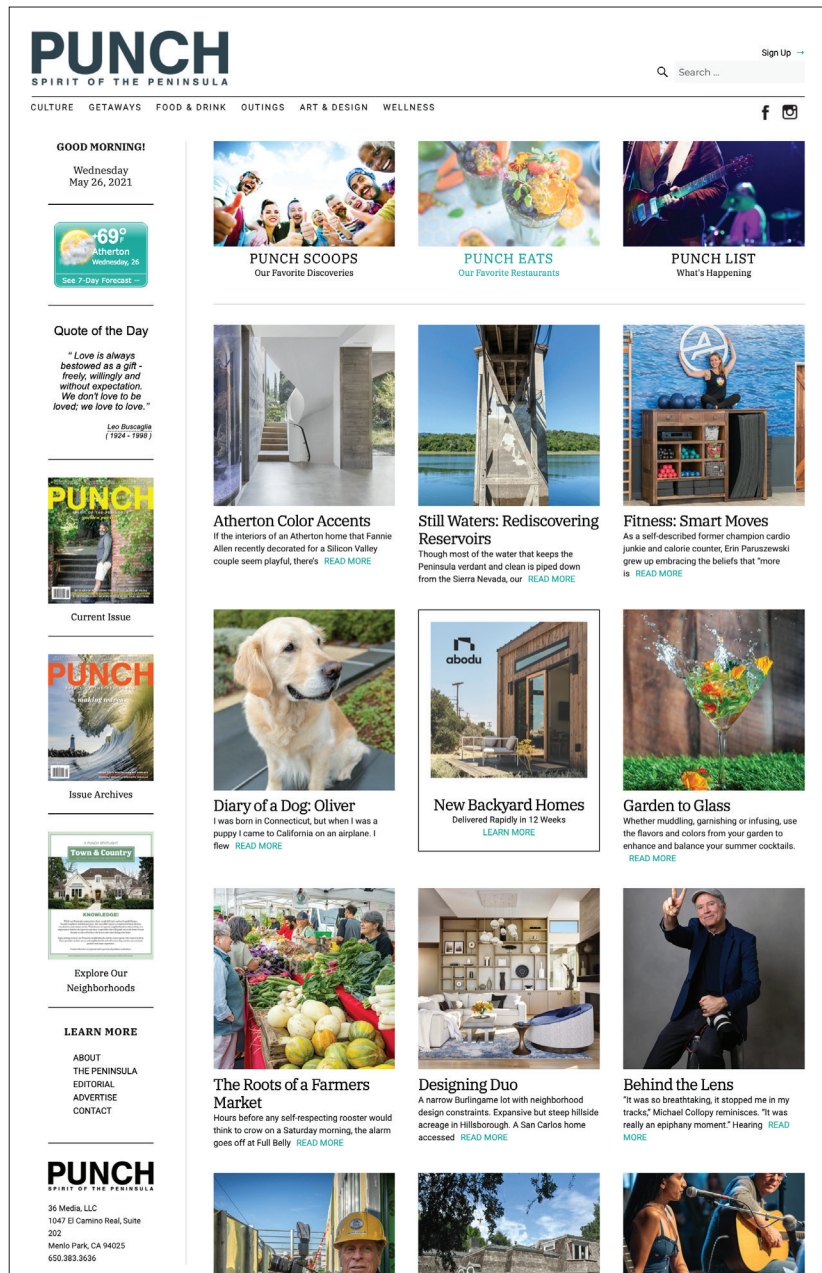
**PUNCH** is an idea about how to live a life that is more engaging and authentic, from personal adventures, growth and what we feed our bodies and souls to the culture that fulfills us and the traditions and new discoveries offered by the Peninsula. It is about appreciating and exploring the richness of where we live and how that understanding can enhance our lives and make them more fulfilling and happy.

**PUNCH's** outgoing, affluent readers lead active, involved, adventurous lives, and our spirited and charismatic editorial inspires them to get the most out of those lives.

**PUNCH's** digital site contains all of PUNCH Magazine's content (Culture, Getaways, Food & Drink, Outings, Art & Design, Wellness) plus inside scoops, favorite restaurants, a complete Peninsula calendar—and much more.







# {PUNCHMAGAZINE.COM}

## OVERVIEW

The **PUNCH website** is an incomparable destination for viewers from the Peninsula and beyond.

Build your brand and attract business opportunities by taking advantage of the PUNCH site's economical and attractive advertising choices.

**100,000+**

AVERAGE PAGE  
VIEWS / MONTH

**30,000+**

AVERAGE VISITS /  
MONTH

**25,000+**

AVERAGE MONTHLY  
VISITORS

**3.3**

PAGE VIEWS / VISIT

IT IS ABOUT LIVING LIFE WELL.

Views based on prelaunch estimates

THE PENINSULA.  
THE CENTER OF THE UNIVERSE.  
ONE COMMUNITY. ONE MARKET.



# {AUDIENCE}

## VISITOR DEMOGRAPHICS

**PUNCH Magazine online** gives our readers a place to connect and engage in their passions while providing a brand experience that offers a unique sense of community, culture, style and sophistication.

**40**

MEDIAN AGE

**\$485,000**

AVERAGE INCOME

FEMALE **52%**  
MALE **48%**

**\$3,070,000**  
HOME VALUE

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## ADVERTISING OPPORTUNITIES



### A Polish Artist on the Peninsula

Polish-born artist Justyna Kislewicz is a proud Burlingame resident who moved here with old-fashioned training in a new-fashioned way. After [READ MORE](#)



### Zareen's Turns Up the Heat

Despite it being a chilly, wintery weekday, Zareen's Restaurant on California Avenue in Palo Alto surges with patrons awaiting orders. [READ MORE](#)



### Coffee Makers: Roasting the Freshest Cup

In the constant debate over what fuels innovation in Silicon Valley, caffeine is certainly a contender, evidenced by the countless [READ MORE](#)



### Stanford Style: Getting Your Tailgate On

Under the dappled shadows of eucalyptus trees in Stanford's Toyon Grove, Mike Yurochko is manning the barbecue. Ask him what's [READ MORE](#)



### Love Your Smile!

Peninsula Center of Cosmetic Dentistry [LEARN MORE](#)



### Cuzzolino's Family Farm

On the Bay side of the Peninsula, it's difficult to imagine that the area was once peppered with ranches, dairy [READ MORE](#)



### Bay Trail Treks

Did you know that you can walk or cycle around the entire San Francisco Bay? Well, not quite all around [READ MORE](#)



### New Drinks for the New Year

Protégé bills itself as a casual fine dining restaurant, which sounds like an oxymoron but is actually an apt description. [READ MORE](#)



### America's Best Baker

The bar is packed; the crowd roars. All eyes are focused on the fierce competition playing out on TV. But [READ MORE](#)

### PANEL ADS

Panel ads run in the body of the article panels, which include all articles run in PUNCH Magazine since inception. Your advertisement works seamlessly within the editorial format with a click-link to your website.

Position your brand within a qualified and highly targeted environment. Rotation on content pages.

	Size	12x	6x	3x
Editorial Panel	300 x 300 px	\$350/ month	\$395/ month	\$445/ month

All periods are by calendar month (i.e. June is from June 1–June 30)

Please submit:

- A headline, sub-headline and an image of your choice.
- For the text lines, short copy is best.
- For the image, please send images up to 1024px1024 for best resolution. We appreciate file sizes less than 150kb.



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## ADVERTISING OPPORTUNITIES

### PUNCH LIST Ads

**PUNCHLIST** is our site's extraordinary events listings with everything to do, see or visit on the Peninsula. With exceptional viewership it is an ideal attractively-priced online marketing opportunity. There are three distinct locations for your message.

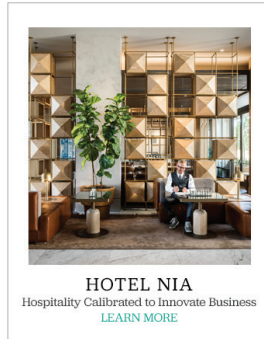
- **FEATURED EVENTS** / Promote your event by highlighting it in this space. An efficient and effective way to make sure your event is noticed and attended. Click through to calendar page.
- **CALENDAR SPONSORSHIP** / An excellent way to position your brand in a site where there is great ongoing viewership. This position does not rotate and only your ad is shown. Click through to website.
- **SIDEBARS** / Reach our qualified readership with a larger, prominent sidebar. Displays repeatedly on the calendar as page is scrolled. Guaranteed calendar appearance. Click through to website.

	Size	12x	6x	3x	Daily
<b>Featured Events</b>	_____	_____	_____	_____	\$10/ daily
<b>Calendar Sponsorship</b>	300 x 90 px	\$295/ month	\$345/ month	\$395/ month	_____
<b>Calendar Sidebars</b>	300 x 250 px	\$240/ month	\$260/ month	\$295/ month	_____

All periods are by calendar month (i.e. June is from June 1–June 30) except Featured events.

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## SPECIFICATIONS



### PANEL ADS

**Size 300 x 300px**

Panel ads run in the body of the articles panels, which include all articles run in PUNCH Magazine since inception.

**Head: 18 character/spaces**

**Tagline: 40 character/spaces**

*\*Please send images up to 1024x1024px for best resolution, we appreciate file sizes less than 150kb.*



**DUTCH UNCLE w/NEW AMERICAN VILLAINS**

Jun 29 Club Fox ★ Redwood City, CA

### FEATURED EVENTS

**Fixed Size Size 600 x 90px**

Promote your event by highlighting it in this space.

An efficient and effective way to make sure your event is noticed and attended. **Must be done by client online site.**



Proposing a responsible  
General Use Permit.  
**Elevating the  
community.**

[Learn More](#)

### SIDEBARS

**Fixed Size 300 x 250px**

Reach our qualified readership with a larger, prominent sidebar. Displays repeatedly on the calendar as page is scrolled. Guaranteed calendar appearance. Presence maintained throughout page.



### CALENDAR SPONSORSHIP

**Fixed Size Size 300 x 90px**

An excellent way to position your brand in a site where there is great ongoing viewership. This position does not rotate and only your ad is shown.

### PLEASE SEND ALL MATERIALS TO AIRIEL@PUNCHMONTHLY.COM

Direct production questions to:

Airielle Mulvaney • 510.593.8311 • [airielle@punchmonthly.com](mailto:airielle@punchmonthly.com)

- Punch will create you an ad for a \$95 fee or you can supply your own ad.
- We accept jpg, png, or gif file formats under 300K in size.
- Please supply a URL for the click through desired.

### Notes:

- **Deadline is the 20th of the month prior to calendar month (i.e. May 20th for June)**
- **Client must supply credit card for monthly billing upfront for entire month.**