



PUNCH

SPIRIT OF THE PENINSULA

{DIGITAL MEDIA KIT}

FRESH • EXCITING • AUTHENTIC

{PUNCHMAGAZINE.COM}

MISSION & CONTENT

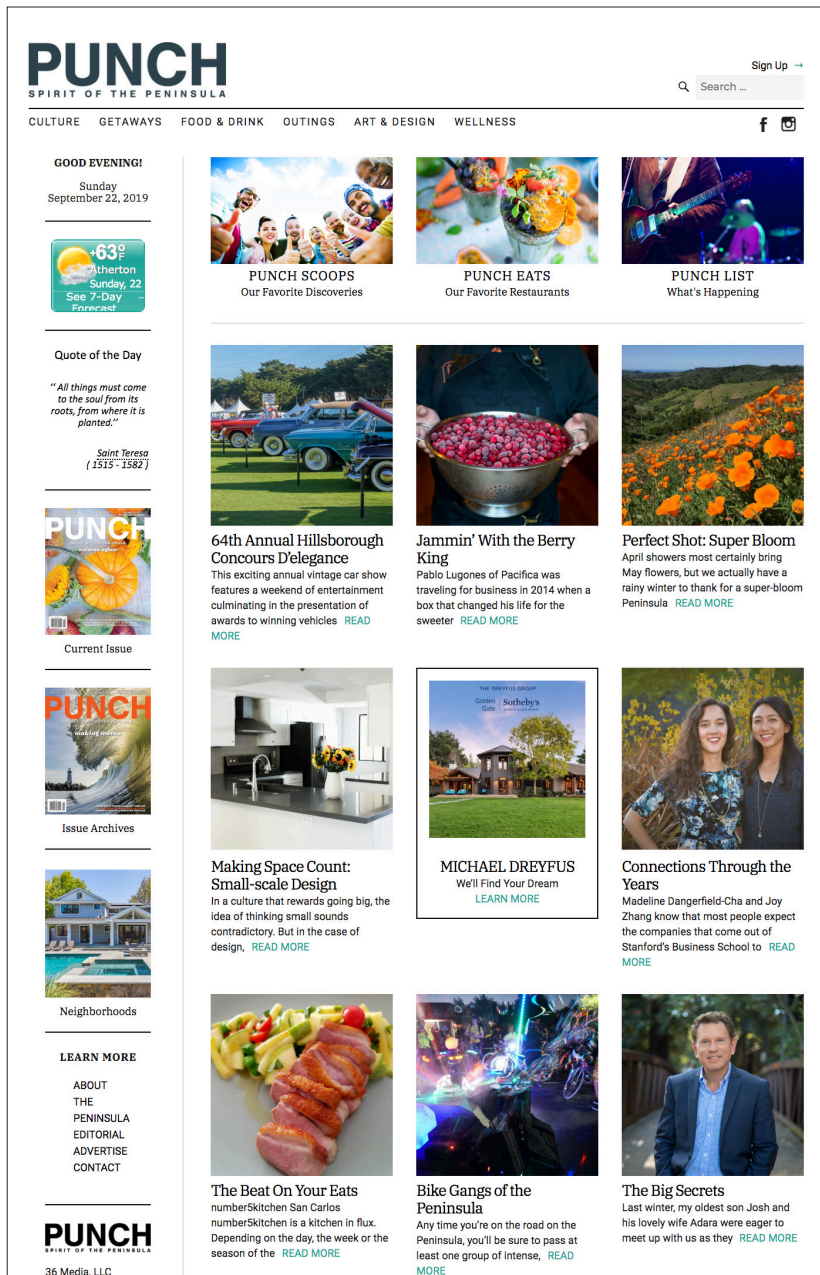
PUNCH is the only website that moves from the Pacific Ocean to the heart of the Silicon Valley, from outdoor pursuits to personal discoveries, from arts and culture to style and design, from interesting personalities to adventurous travel, from innovative food and cooking to incredible wines and spirits.

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.





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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.

125,000+

AVERAGE PAGE
VIEWS / MONTH

150,000+

AVERAGE HITS /
MONTH

20,000+

AVERAGE MONTHLY
VISITORS

6.8

PAGE VIEWS / VISIT

IT IS ABOUT LIVING LIFE WELL.

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



64th Annual Hillsborough Concours D'elegance

This exciting annual vintage car show features a weekend of entertainment culminating in the presentation of awards to winning vehicles [READ MORE](#)



Jammin' With the Berry King

Pablo Lugones of Pacifica was traveling for business in 2014 when a box that changed his life for the sweeter [READ MORE](#)



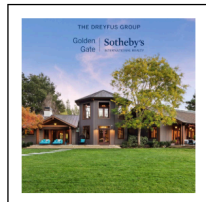
Perfect Shot: Super Bloom

April showers most certainly bring May flowers, but we actually have a rainy winter to thank for a super-bloom Peninsula [READ MORE](#)



Making Space Count: Small-scale Design

In a culture that rewards going big, the idea of thinking small sounds contradictory. But in the case of design, [READ MORE](#)



MICHAEL DREYFUS

We'll Find Your Dream [LEARN MORE](#)



Connections Through the Years

Madeline Dangerfield-Cha and Joy Zhang know that most people expect the companies that come out of Stanford's Business School to [READ MORE](#)



The Beat On Your Eats

number5kitchen San Carlos number5kitchen is a kitchen in flux. Depending on the day, the week or the season of the [READ MORE](#)



Bike Gangs of the Peninsula

Any time you're on the road on the Peninsula, you'll be sure to pass at least one group of intense, [READ MORE](#)



The Big Secrets

Last winter, my oldest son Josh and his lovely wife Adara were eager to meet up with us as they [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.

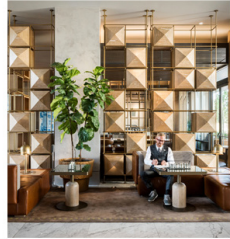
- **FEATURED EVENTS** / Promote your event by highlighting it in this space. An efficient and effective way to make sure your event is noticed and attended. Click through to calendar page.
- **CALENDAR SPONSORSHIP** / An excellent way to position your brand in a site where there is great ongoing viewership. 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
Featured Events	_____	_____	_____	_____	\$10/ daily
Calendar Sponsorship	300 x 90 px	\$295/ month	\$345/ month	\$395/ month	_____
Calendar Sidebars	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



HOTEL NIA
Hospitality Calibrated to Innovate Business
[LEARN MORE](#)

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 TASHA@PUNCHMONTHLY.COM

Direct production questions to:

Tasha Monserrat • 415.935.3692 • tasha@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.**