

{ 2019 }

FRESH • EXCITING • AUTHENTIC



{ media kit }

# {mission}



**PUNCH** is the only magazine 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.

**IT IS ABOUT LIVING LIFE WELL.**

**PUNCH**  
SPIRIT OF THE PENINSULA

# {the peninsula}

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



# { editorial pillars }



**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** readers don't just skim the pages to look at pictures, they consume our compelling pages and use them as a guide for living big.

### **Punch Line — Your Guide to Peninsula Culture**

The Peninsula Life • Neighborhoods • Notable People  
Craftsmanship • Arts and Literature

### **Due West — Travel, Adventure, and Wellbeing**

Day Trips & Adventure • Outdoor Life • Exercise • Discoveries  
Our Bodies & Souls

### **Elements — The Best of Peninsula Style, Homes, and More**

Amazing Properties and Homes • Architecture • Historical Finds  
Shopping • Home Decor

### **Food Coloring — Celebrating Food and Drink**

Peninsula Food Culture • Entertaining • Everything Restaurants  
Recipes • Wineries and Distillers • Notable Chefs

### **Punchlist — Goings-on on the Peninsula**

Entertainment • Things to Try • Shows and Concerts  
Offbeat Locales • Galleries and Museums

**PUNCH**  
SPIRIT OF THE PENINSULA

# {readers}

**80,000** PRINT READERS PER ISSUE  
**30,000** ONLINE READERS PER ISSUE

**PUNCH** delivers an inspired audience of 80,000 passionate and outgoing print readers plus 30,000 online readers through our site and extensive social media exposure. **PUNCH** gives our readers a place to connect and engage in their passions while providing a brand experience that offers unique sense of community, culture, style, and sophistication.



MEDIAN AGE: **40**  
AVERAGE INCOME: **\$1,970,000**  
SEX: **FEMALE 52% / MALE 48%**  
HOME VALUE: **\$4,350,000**

#### **In-Home Delivery**

Atherton • Burlingame • Hillsborough • Los Altos • Los Altos Hills • Menlo Park  
Palo Alto • Redwood City • San Carlos • San Mateo • Portola Valley • Woodside

#### **Superior Distribution**

Newsstands Everywhere  
Luxury Hotels  
High-end Coffee Houses  
Major Real Estate Offices

# **PUNCH**

**SPIRIT OF THE PENINSULA**

# {5}

## P U N C H   A D V A N T A G E S

### 1

**PUNCH** is a beautifully printed, oversized magazine with bright fresh editorial, amazing photography and design, and inspired writing. Your advertising will look great.

### 2

**PUNCH** readers are hip, active trendsetters, excited to have a new magazine to help them get the most out of life on the Peninsula.

### 3

**PUNCH** is the spirited magazine that goes beyond society and parties to capture the soul of the Peninsula. Our affluent, outgoing readers connect with **PUNCH** and your advertising.

### 4

**PUNCH** distribution is solely on the TRUE Peninsula. By concentrating on where your customers live, none of your advertising dollars go to waste.

### 5

Because the publishers of **PUNCH** are innovative and amazingly efficient, **PUNCH** advertising rates are substantially lower than those of our competitors.

INVIGORATING AND NEW,  
PUNCH MAGAZINE IS THE PLACE TO BE SEEN!

**PUNCH**  
SPIRIT OF THE PENINSULA

# {special ad calendar}

## 2019 LINEUP

### **JANUARY • BEST OF HOME & DESIGN**

The Peninsula's Best Builders, Interior Designers, Architects, and Home Stores  
Full Pages with Photo & Editorial-Type Coverage/Limited to 10 Clients

### **FEBRUARY • 10 WAYS TO A PERFECT VALENTINE**

Special Valentine's Ideas  
Full Pages with Photo & Editorial-Type Coverage/Limited to 10 Clients

### **MARCH • WOMEN OF THE PENINSULA**

Elegant Stylized Photos in Editorial-Type Format  
Portrait Photography Included



### **APRIL • TOWN & COUNTRY**

One Top Real Estate Agent per Town  
Two-Page Spread with Town Info on Left; Agent on Right

### **JUNE • LOVE PENINSULA**

Two-Page Spreads with Client on Left; Non-Profit on the Right  
Elegant Editorial-Type Format



### **JULY • DOG DAYS OF SUMMER**

Stylized Photos of People and Their Dogs with Editorial-Type Coverage  
Full Pages & Limited to 10 Clients



### **AUGUST • INTERVIEWS**

Editorial-Like Interviews with Top Real Estate Agents  
PUNCH Interviews You; Stylized Design with Photos

### **OCTOBER • FACES OF THE PENINSULA**

Elegant Stylized Photos of Local Business Leaders with Editorial-Type Coverage  
Portrait Photography Included

### **DECEMBER • GIVE PENINSULA**

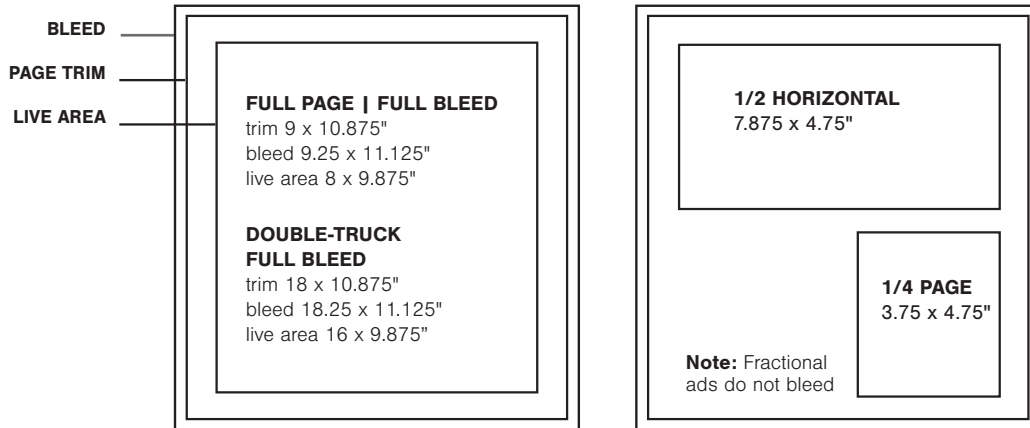
Two-Page Spreads with Client on Left; Non-Profit on the Right  
Elegant Editorial-Type Format



# PUNCH

SPIRIT OF THE PENINSULA

# { ad specs }



**SINGLE PAGE TRIM** 9" x 10.875"

**BLEED** 9.25" x 11.125" (.125" on all four sides)

**LIVE AREA** 8" x 9.875" (.5" from trim on all 4 sides)

**ADS MUST BE BUILT IN CMYK** no RGB or spot colors

**RICH BLACK BUILD** 60-C / 40-M / 30-Y / 100-K

**IMAGE QUALITY** Photos must be minimum 300dpi at 100% of usage.

**FONTS** Fonts must be embedded or outlined. If a font cannot be embedded due to a licensing restriction, please choose another font or submit the font with your file.

**EXPORTING TO PDF** PDF preset: Use the Adobe preset "Print Ready."

**MARKS BLEEDS TAB** DO NOT include crop or bleed marks. DO include a bleed of .125" on all four sides.

**PRODUCTION COSTS:** Production costs are not included in space rates. It is difficult to project production costs exactly. The following represents a guideline. Your final charge may be higher or lower. ADDITIONAL CHARGES MAY BE INCURRED FOR REVISIONS MADE FOLLOWING THE MATERIAL DEADLINE.

**COMPLETE AD DESIGN AND PRODUCTION/4 COLOR:** Full page: \$275, 1/2 page: \$195, 1/4 page: \$150

**ADDITIONAL CREATIVE SERVICES:** Design: \$80 per hour (min. 1 hour)

**MATERIALS & COMMUNICATIONS:**

**Ship materials to:** PUNCH Magazine • Attention: Production Department • 1047 El Camino, Suite 202, Menlo Park, CA 94025

**Email materials to:** tasha@punchmonthly.com

**Direct production questions to:** Tasha Monserrat • 415.935.3692 • tasha@punchmonthly.com

**PUNCH**  
SPIRIT OF THE PENINSULA