

F R E S H • E X C I T I N G • A U T H E N T I C



CONTACT US  
hello@punchmonthly.com  
650.383.3636

{ 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 happier.

**IT IS ABOUT LIVING LIFE WELL.**

**PUNCH**  
SPIRIT OF THE PENINSULA

# {the peninsula}

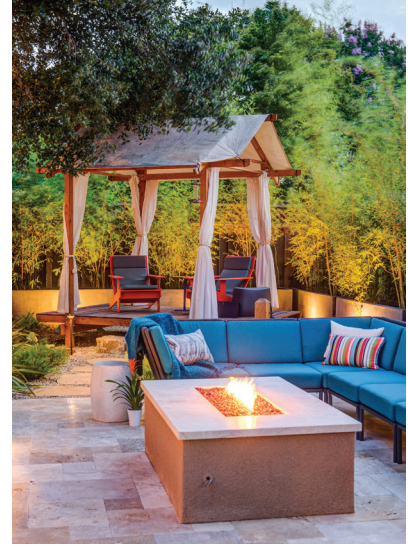
THE PENINSULA.  
THE CENTER OF THE UNIVERSE.  
ONE COMMUNITY. ONE MARKET.



**PUNCH**  
SPIRIT OF THE PENINSULA



# {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  
Medical • Health

## **Home & Design — 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

## **PUNCH Feature Articles**

Incredible People • Amazing Photography and Design  
Fascinating Ventures • And Much More

# **PUNCH**

**SPIRIT OF THE PENINSULA**

# {readers}

**80,000+** PRINT READERS PER ISSUE  
**180,000+** ONLINE PAGE VISITS PER ISSUE

**PUNCH** delivers an inspired audience of more than 80,000 passionate and outgoing print readers plus 180,000+ online page visits per issue 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: **\$6,225,000**

## **SUPERIOR DISTRIBUTION**

### **In-Home Delivery**

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

### **Additional Distribution**

Exclusive Newsstands  
Subscriptions/Comps  
Major Real Estate Offices

# **PUNCH**

**SPIRIT OF THE PENINSULA**

# {punchmagazine.com}

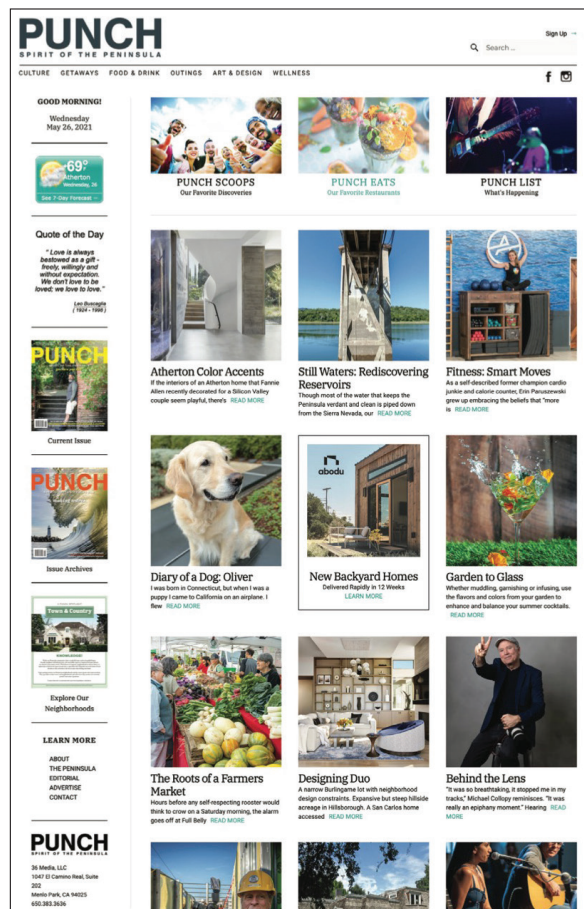
IN ADDITION TO OUR OUTSTANDING PRINT MAGAZINE,  
WE OFFER AN INCREDIBLE ROBUST DIGITAL SITE

The **PUNCH** digital site is an incomparable destination for viewers from the Peninsula and beyond. Build your brand and attract business opportunities by taking advantage of the **PUNCH** website's economical and attractive advertising choices.

200,000+ AVERAGE PAGE VISITS A MONTH

50,000+ AVERAGE MONTHLY VISITORS

4.7+ PAGE VIEWS/VISIT



**PUNCH**'s beautiful, well-designed digital site contains every article ever published in **PUNCH** + all current and archived issues of **PUNCH** + complete calendar listings + carefully curated advertisements. The perfect place for your digital marketing.

# PUNCH

SPIRIT OF THE PENINSULA



## P U N C H   A D V A N T A G E S

### 1

**PUNCH** is beautifully created with upbeat award-winning editorial and design, amazing photography and inspired writing. **PUNCH** goes beyond society and parties to capture the soul of the Peninsula.

### 2

**PUNCH** readers are hip, active, affluent trendsetters who lead by example, influencing the buying patterns for those around them.

### 3

**PUNCH** advertisers gain new clients and increased business by reaching **PUNCH's** dedicated readers who read and relish every page.

### 4

**PUNCH** distribution is solely on the TRUE Peninsula. By concentrating on where your customers live, none of your advertising dollars go to waste. In addition, your advertising is a part of our online magazine, with more than 100,000 bonus readers.

### 5

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

*PUNCH advertisers get a better product, superior distribution and lower rates.  
It's the right advertising decision*

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

**PUNCH**  
SPIRIT OF THE PENINSULA



# {love}



"I just wanted to say I literally read your magazine from cover to cover this morning. Every article was sincere and thoughtful, and I learned just a little bit more about some of the hidden gems in our beautiful area. I just wanted to say great job!!!"

—Lesa Renner, Assistant to Jim Arbeed, Burlingame

**"We have received great feedback from our ads in the last couple of PUNCH issues. Thank you for the opportunity!"**

**Wendy Garrish, Associate Director of Marketing and PR  
Caminar, San Mateo**

"I love your magazine. I read it cover to cover every month, and then pass it on to my neighbor. I moved to the Peninsula last year and Punch is helping me discover so many new and interesting people and places." —Lynn Davis, Palo Alto

"Congrats on the magazine. It's really beautiful, and so nice to see something that focuses on us peninsula folk instead of looking through the SF mags. Places and people I might actually know!"

—Michelle Gee, Menlo Park

**"I LOVE PUNCH! From the first issue, I was addicted."**

**—Sue Subbotin Riviello, Design Principal, Burlingame**

"I am thrilled! I can't tell you how much I love PUNCH!"

—Allyson Hobbs, Associate Professor, Stanford University

**"I love your new magazine Punch!! And I love your editorials and articles. Awesome job!! I do love the very local focus of Punch and look forward to it each month!!!"**

**—Sue Diekman**



"What a great magazine! I really like the fresh look, the easy to handle size, the short, interesting and informative content." —Sally Jean Brudos, Menlo Park

**"Just wanted you to know the new venture is working! Our new client Pam Pontius, Hillsborough, loves your magazine and loves Home Preservation Services!"**

**—Steve Spratt, HPS, Palo Alto**

"I'm not much of a magazine reader (except New Yorker) but I am relishing PUNCH! I can't seem to resist reading every page of every issue! All issues are still on my kitchen counter for quick reference." —Jane Tight, Woodside

# PUNCH

SPIRIT OF THE PENINSULA



# {special ad sections}

**PUNCH'S** award-winning publishers deliver a fresh and exciting mix of culture, entertainment, people, travel, design, and much more. Many issues contain a special advertising section as follows:

JANUARY

## **THE HOME ISSUE**

Spectacular home content with bonus editorial

## **ART & ARTISTS**

Special section with bonus editorial

## **MENLO PARK DESIGN DISTRICT**

Special section with bonus editorial

FEBRUARY

## **\$200 MILLION AGENTS/TEAMS**

Formatted section with professional portrait and editorial

## **SCHOOLS & SUMMER PROGRAMS**

Special section with school/program editorial content

MARCH

## **INSPIRING WOMEN**

Formatted section with professional portrait and editorial content

## **NOTABLE MEN**

Formatted section with professional portrait and editorial content

APRIL

## **TOWN & COUNTRY**

Exclusive neighborhood ownership for agents

MAY

## **ALL IN THE FAMILY**

Formatted section with family portrait and editorial content

## **KITCHEN TOUR**

Inclusion in Sol Mateo Kitchen Tour editorial

## **STAYCATIONS**

Compelling editorial with client advertisement

## **HALF MOON BAY FESTIVAL**

Promotional article about the wine/music festival

JUNE

## **BOUTIQUE REAL ESTATE**

Formatted section with professional portrait and editorial content

## **GO-GETTERS: DYNAMIC LEADERS UNDER 40**

Formatted section with professional portrait and editorial content

## **CELEBRATING OUR SCHOOLS**

Special section with editorial content and open houses



FACES OF THE PENINSULA



STAYCATIONS



TOWN & COUNTRY



GIVE PENINSULA

JULY

## **LOVE PENINSULA**

Promoting non-profits with exquisite spreads/pages

AUGUST

## **SENIOR LIVING**

Special section with editorial content on each advertiser

## **DESIGN RESOURCES**

Exquisite, formatted editorial-like pages/spreads

SEPTEMBER

## **FACES**

Formatted section with professional portrait and editorial content

## **SKIN DEEP: MED SPAS, FACIALS, SURGERY & MORE**

Special section with bonus editorial content

OCTOBER

## **REALTOR GOLD STANDARD: REAL TRENDS LIST**

Formatted section with professional agent portrait and editorial content

## **SCHOOLS & EDUCATION**

Special section with editorial content and open houses

## **STAYCATIONS**

Single and spreads with compelling editorial content on hotel/resort

NOVEMBER

## **THE REAL ESTATE ISSUE**

Real estate-related content with bonus editorial

## **CUSTOM HOME BUILDERS**

Formatted section with professional portrait and editorial

## **DESTINATIONS: VACATION PROPERTIES, HOTELS AND RESORTS**

Formatted section with editorial content

DECEMBER

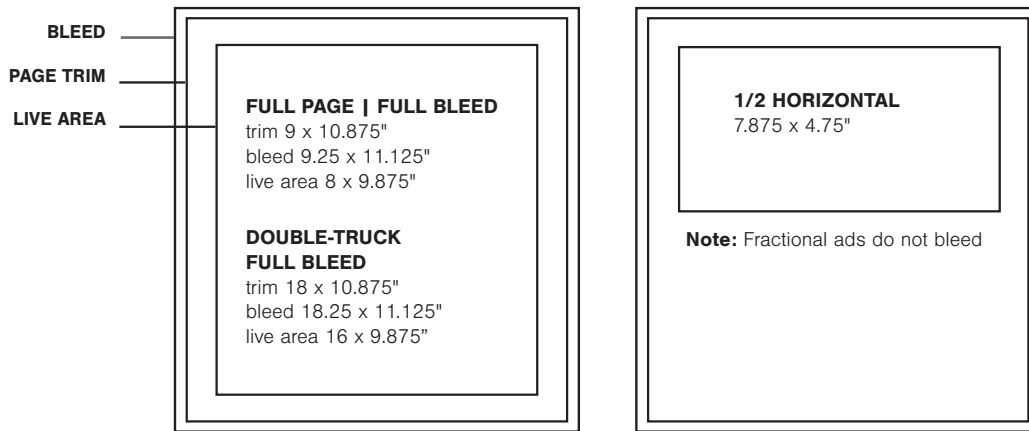
## **GIVE PENINSULA**

Promoting non-profits with exquisite spreads/pages

# 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**  
For optimal printing, on large areas of black color we require **this** CMYK build

**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 since each ad is unique and some clients may want complete advertising development, from concept to design, and others might just need a simple layout. PUNCH uses an independent creative designer. If you wish to use her services, she will work with you separately of PUNCH and will supply you with her own production cost list and will bill you directly. PUNCH has no markup on her rates and receives no compensation from the prices that are charged.

**COUPONING ETC.:** No coupons, "mentions for discounts," or other types of printed discounts or free goods or services are acceptable in advertisements and will be removed by publisher if and when necessary.

**MATERIALS & COMMUNICATIONS:**

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

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

**Direct production questions to:** Airlie Mulvaney • 510.593.8311 • ariel@punchmonthly.com

**PUNCH**  
SPIRIT OF THE PENINSULA