

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



{ 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

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

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{readers}

80,000+ PRINT READERS PER ISSUE
100,000+ ONLINE READERS PER ISSUE

PUNCH delivers an inspired audience of more than 80,000 passionate and outgoing print readers plus 100,000+ 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**

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
High-end Coffee Houses
Major Real Estate Offices

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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!**

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{love}



"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

"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



"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

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{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

Issue contains several prominent home-related editorial articles

ART & ARTISTS

Special section with editorial content on each advertiser

INTRODUCING REAL ESTATE AGENTS

Formatted section with professional client portrait and editorial

FEBRUARY

HEALTH & WELLNESS

Special section with editorial content on each advertiser

REAL ESTATE TEAMS

Formatted section with team professional portrait and editorial

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 professional portrait and editorial content

KITCHEN TOUR

Presentation ownership of one Sol Mateo Tour kitchen

STAYCATIONS

Two-page spread with compelling editorial on left with client ad on right



FACES OF THE PENINSULA



STAYCATIONS



TOWN & COUNTRY



GIVE PENINSULA

JUNE

GO-GETTERS: DYNAMIC REALTORS UNDER 40

Formatted section with professional portrait and editorial content

CELEBRATING OUR SCHOOLS

Special section with editorial content on each school

JULY

LOVE PENINSULA

Two-page spread with client ad on left presenting nonprofit on right

DOG DAYS OF SUMMER

Formatted section with client/dog professional portrait and editorial content

AUGUST

TOP AGENT INTERVIEWS

Formatted section with professional agent portrait and PUNCH interview

SEPTEMBER

FACES OF THE PENINSULA

Formatted section with professional client portrait and editorial content

OCTOBER

REALTOR GOLD STANDARD: REAL TRENDS LIST

Formatted section with professional agent portrait and editorial content

NOVEMBER

THE REAL ESTATE ISSUE

Issue contains several prominent real estate-related editorial articles

HOLIDAY HOTELS

Two-page spread with compelling editorial on left with client ad on right

DECEMBER

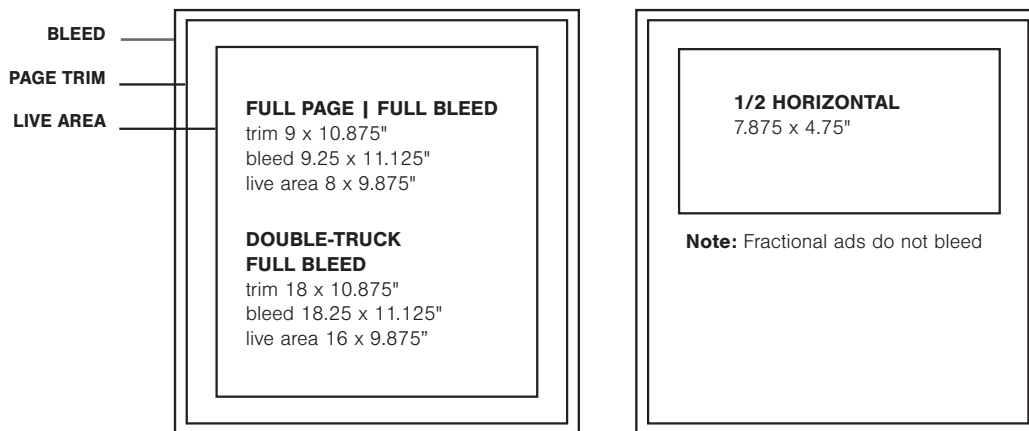
GIVE PENINSULA

Two-page spread with client ad on left presenting nonprofit on right

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{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 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

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

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: airiel@punchmonthly.com

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

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