

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 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.



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
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

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{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



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}

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

PUNCHHOME: HOME AND DESIGN

Attract high-end clients through this professional portfolio of design professionals, sources, products, and services

FEBRUARY

SPECIAL ART ISSUE

Reach and connect with high-end art consumers. Perfect for artists, galleries, museums, framing, and more

MARCH

INSPIRING PENINSULA WOMEN!

Develop new clients and business with your compelling story and elegant complimentary photo in this focused section

APRIL

TOWN & COUNTRY

Exclusive sponsorship of your desired Peninsula neighborhood. Includes bonus exposure on the PUNCH website

MAY

SUMMER STAYCATIONS

Create new weekend guest visits with this compelling editorial package featuring hotel article along with advertisement

JUNE

GO-GETTERS: DYNAMIC REALTORS UNDER 40

Create awareness and develop new clients by targeting PUNCH's younger affluent readers. Includes complimentary photography



DOG DAYS OF SUMMER



TOP AGENTS INTERVIEWS



TOWN & COUNTRY



STAYCATIONS

JULY

DOG DAYS OF SUMMER

Build your business by connecting with fellow dog lovers with this compelling editorial format. Includes complimentary framed portrait

AUGUST

TOP AGENT INTERVIEWS

Build your client base by connecting with Punch readers. You will be interviewed by an editor and professionally photographed

SEPTEMBER

FACES OF THE PENINSULA

Attract new clients and build business relationships by introducing yourself with your story and our professional photography

OCTOBER

SCHOOLS & EDUCATION

Attract affluent new families through our education issue with editorial and open house info on all participants

NOVEMBER

REAL ESTATE RALLY

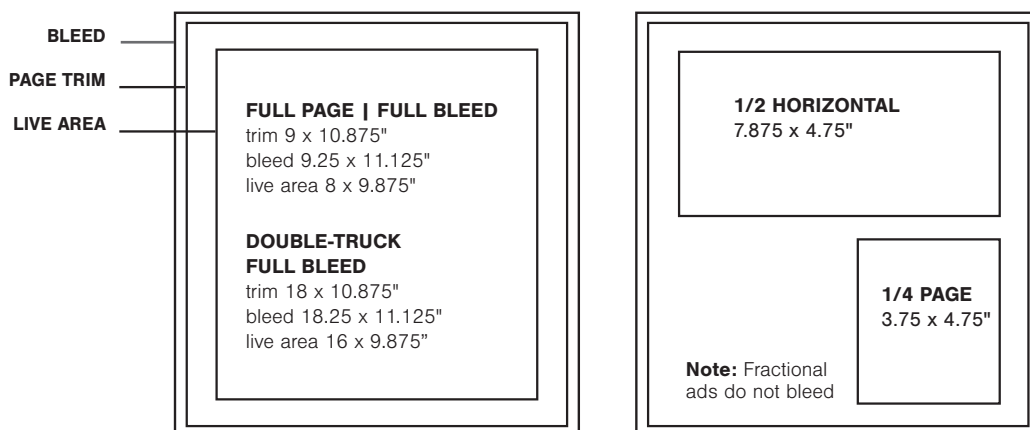
Be part of an exceptional PUNCH event especially for real estate professionals. See your colleagues, learn and have fun!

DECEMBER

GIVE PENINSULA

You benefit and a non-profit benefits when you support them with this elegant two-page spread at peak giving time

{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, 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

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