Welcome to the San Francisco Bay Area, center of creativity and innovation. We are 7x7, the region’s bellwether and scribe since 2001.

We curate original, authentic content around the Bay Area’s favorite pastimes—dining and drinking; fashion, design and the arts; fitness, travel, and the great outdoors—and we share our discoveries online 24 hours a day, seven days a week.

From inside the heart of the city, we look outward to the burgeoning boroughs of Oakland, to the innovation hub of Silicon Valley, to the intoxicating vineyards of Wine Country and beyond. We support local philanthropic endeavors, and shine a light on our region’s vast pool of globally recognized tastemakers and influencers. Because here at the nexus of ingenuity and progress—with unbeatable views and world-class everything—life is grand, to say the least.
7x7 READERS

7x7 readers are influencers and style makers who love to dine out and travel often. They are connoisseurs of fine wines and craft spirits, early adopters of trends and gadgets, and in the know about the hottest local happenings.

1.6 million pageviews
12.8 million impressions
55K email newsletter subscribers
210K+ Twitter followers
70K+ Facebook fans
70K+ Instagram followers

25-44 average age
90% college educated or higher
60% earn $100k+/year
60% female
40% own homes
60% take 5+ trips per year
As a modern, all-digital media brand, we publish original content all day, every day. Our regular columns and seasonal features cover food and drink, arts and culture, cannabis, architecture and design, workouts and wellness, style and beauty, travel and more. Here’s a sneak peek.

**WINTER** Look for our annual Made in the Bay Area holiday gift guide, seasonal escapes, and The Big Eat.

**SPRING** Get ready for a refresh with the best in fashion, beauty, wellness and design.

**SUMMER** Hit the road, baby, with some of our favorite summer vacation spots, from cool campsites to luxe retreats.

**FALL** It’s harvest season in Wine Country! Maximize autumn up north at the most festive events and luxurious stays. Plus, our tips for holiday entertaining in style.
7x7 has cultivated an audience of Bay Area’s most influential residents who look forward to our fabulous events, whether at a fine art museum, a posh private club, on the field at the ballpark, or at a favorite local boutique. Ask about our signature events.

CUSTOM EVENTS
7x7’s audience, your brand. If you can dream it, we can bring your vision to life.
Concept Strategy
Venue Sourcing
The Right Audience
Catering
Wine & Spirits Partners
Photographer
Post-Event Coverage
IN THE COMMUNITY

7x7 partners with the most beloved nonprofits and philanthropic groups to offer both promotional and in-kind support to those whose efforts are keeping the Bay Area brilliant.

San Francisco Ballet
San Francisco Museum of Modern Art
For-Site Foundation—@Large: Ai Weiwei on Alcatraz
SF General Hospital
GLIDE Foundation
de Young Museum
Litquake
SFJAZZ
SF Opera’s BRAVO Club
Asian Art Museum
Legion of Honor
BottleRock Napa Valley
SF International Film Festival
Mill Valley Film Festival
Eat Real Oakland
Contemporary Jewish Museum
NewCo Festival
San Francisco SPCA
San Francisco Symphony
California Academy of Sciences
Cinequest
San Francisco Fall Art & Antiques Show
Make-a-Wish Foundation’s Wine & Wishes
Museum of the African Diaspora
San Francisco Design Center
Outward Bound City Skyline Challenge
Girls on the Run
Sonoma International Film Fest Wine & Weed Symposium
Yerba Buena Gardens Festival
Union Square Business Improvement District
San Francisco Pride

Need volunteers? Email us at info@7x7.com.
# Brands Love Us

## Food + Drink
- Anchor Distillery
- Bacardi USA
- Beam Suntory
- Brown-Forman
- Diageo USA
- Chandon
- Distillery 209
- Hangar 1
- Pernod-Ricard
- Remy Cointreau USA
- Remy USA
- William Grant & Sons
- Peet’s Coffee & Tea

## Style + Design
- Athleta
- Barney’s New York
- Cuyana
- Filson
- Freda Salvador
- Gucci
- Gump’s
- HD Buttercup
- Indochino
- Intermix
- Kit & Ace
- Lululemon
- MAC
- Macy’s
- Marc by Marc Jacobs
- Neiman Marcus
- Outdoor Voices
- Restoration Hardware
- Roche Bobois
- Room & Board
- Saks Fifth Avenue
- Sephora
- Shinola
- Shreve & Co.
- Tiffany & Co.
- Uniqlo

## Travel
- Alaskan Airlines
- Aqua-Aston Hospitality
- Carmel Valley Ranch
- Celebrity Cruises
- Charlie Palmer Hotels
- Destination Canada
- Destination New South Wales
- Fairmont
- Four Seasons
- L’Hermitage
- Hawaiian Airlines
- Hyatt Lake Tahoe
- Kimpton Hotels
- Lake Tahoe Resort Hotel
- Marin County Visitors Bureau
- Marriott
- Neuman Hotel Group
- Qantas
- Ritz Carlton
- Sheraton Ka’anapali
- St. Regis
- SurfAir
- Viceroy
- Virgin
- Visit Oakland
- Visit Phoenix
- W Hotels

## Real Estate
- Alain Pinel
- The Harrison
- KB Home
- Knox
- Lumina
- McGuire
- Olume
- Paragon
- Pacific Union
- Solaire
- Sotheby’s
- Zephyr

## Financial
- Capital One
- Chase Sapphire Preferred
- First Republic Bank
- SoFi
- Wells Fargo

## Automotive
- Audi
- Audi on Demand
- BMW
- City CarShare
- GIG Car Share
- Lyft
- Mercedes Benz of SF
- Uber
- Zipcar

## Cannabis
- Dark Heart by Alchemy
- Flow Kana
- Harborside
- Harvest
- HelloMD
- Medithrive
- Pax
- Sava

## Music + Theater
- Another Planet
- Goldenvoice
- LiveNation
- SHN Theatre
- SF Symphony
- SF Opera

## Health / Wellness
- Equinox
- Crunch Fitness
- Barry’s Boot Camp
- Maiden Lane Studios
- Sutter CPMC
- Pacific Fertility Clinic

## Arts
- SFMOMA
- Cal Academy of Science
- MoAD
- de Young
- Asian Art Museum
- SF Symphony
DISPLAY BANNERS
Align your brand with relevant content across 7x7 verticals, whether by region or category.

728x90, 300x600, 300x250
MOBILE DISPLAY
Sixty percent of 7x7 readers access our content through their phones and tablets. Get their attention above and below the fold with maximum share of voice.

300x250 + 320x80
CUSTOM CONTENT
Reach 7x7 readers organically via custom content that has the same look, feel, and voice as 7x7’s popular editorial features.

Package includes newsletter and social media promotion for your story.

Image specs: 900x600px; 350-500 words
CUSTOM EDITORIAL

Hire a 7x7 editor to experience your product or service firsthand and then report on it.

Specs: 900x600 image(s), 350-500 words. Package includes newsletter and social media promotion for your story.
CUSTOM VIDEO CONTENT

Let us take your message to the next level with custom video produced by 7x7. Showcase your video within 7x7 editorial content, across our social networks, and in our newsletter.

Price available upon request
PRODUCT INTEGRATION
Receive premium placement and targeted exposure within relevant editorial content.

Integration specs:
900x600 px image

Word count: 30-40 teaser copy; 150+ body copy
EVENT PROMOTION
Looking for a sure-fire way to get your event in front of 7x7 readers? Look no further than our Fun Things column.

FUN THINGS
Fun Things, a weekly column, is full of our editors’ picks for the coolest things happening each week. Specs: Headline, event details + click-thru to your event landing page.
BIWEEKLY NEWSLETTER
Reach our 55,000 email subscribers with biweekly newsletters via prominently placed ads and advertorials, all mingling with our top stories that day.

600x120 ad + URL

300x300 advertorial image, headline, (45 characters), 120 characters body copy
DEDICATED/ CUSTOM EMAIL BLAST
Send your message loud and clear to our full email subscriber base.

Basic + custom templates available. For specs, please inquire.
ADVERTISE WITH US

DEDICATED SOCIAL MEDIA
Engage with Bay Area denizens where they hang out the most—on Facebook, Twitter, and Instagram. We’re social!

FB: 600x400 image, copy, @handle, hashtag, URL

TW: 600x400 image, copy, @handle, hashtag, URL

IG: 500x500 image, copy, @handle, hashtag, optional vanity URL

IG Story: Vertical image, copy, handle, hashtag, URL