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, travel and the great outdoors, arts and culture, style and wellness—and we share our discoveries online seven days a week.

From inside the heart of SF, we look outward to the burgeoning boroughs of Oakland, to the innovation hub of Silicon Valley, and to the intoxicating vineyards of Wine Country. We also follow our readers’ wanderlust further afield, sharing our travels across North America and beyond.

We support local philanthropic endeavors, and shine a light on our region’s vast pool of globally recognized influencers. Because here at the nexus of ingenuity and progress—with unbeatable views and world-class everything—life is grand, to say the least.
THIS IS 7x7
7x7 READERS

7x7 readers are entrepreneurs, influencers, and tastemakers 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.

2.2 million users
50K email newsletter subscribers
195K Twitter followers
73K Facebook fans
79K Instagram followers

25-44 average age
76% earn $100k+/year
55% female / 45% male
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 weekly and biweekly columns include features on real estate, retail, restaurant openings, and local events. Plus, look out for seasonal features and unique editorial packages that dig deeper into all the things we love. Here’s a sneak peek.

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

**SPRING**
Can you say spring break? Find our favorite regional road trips, plus our wellness guide.

**SUMMER**
Essential warm weather activities across NorCal, plus bucket list travel itineraries.

**FALL**
It’s harvest season in Wine Country! Maximize autumn up north at events and luxurious stays. Plus, get ready for the holidays with our tips on private dining rooms, restaurants serving holiday meals, recipes, and more.
EVENTS

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
- Graphic Design
- 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
SF AIDS Foundation
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

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
WE LOVE OUR ADVERTISING PARTNERS.

## FOOD + DRINK
- Anchor Brewing
- Anderson Valley Wines
- Chandon
- Eataly
- Ghirardelli Chocolate Co.
- Gloria Ferrer Wines
- Hangar 1
- Kendall-Jackson
- Livermore Valley Wine
- Napa Grapegrowers
- Oakland Restaurant Week
- Pacific Catch
- Rodney Strong
- Wine Road
- Peet’s Coffee & Tea
- TCHO Chocolate
- The Spice Hunter
- Tillamook

## HEALTH / WELLNESS
- Crunch Fitness
- Equinox
- Maiden Lane Studios
- One Medical
- Pacific Fertility Clinic
- Sutter CPMC

## STYLE + DESIGN
- Athleta
- Barney’s New York
- Daniel George
- Filson
- Freda Salvador
- Goldwin
- Indochino
- Kit & Ace
- Lululemon
- Macy’s
- Neiman Marcus
- Outdoor Voices
- REI
- Restoration Hardware
- Saks Fifth Avenue
- Sephora
- Tiffany & Co.
- Uniqlo

## AUTOMOTIVE
- Audi on Demand
- BMW
- Cruise
- Enterprise Car Share
- GIG Car Share
- Lyft
- Uber

## TRAVEL
- Alaskan Airlines
- Aqua-Aston Hospitality
- Aurora Expeditions
- Carmel Valley Ranch
- Celebrity Cruises
- Charlie Palmer Hotels
- Destination Canada
- Destination NSW
- Dr. Wilkinson’s Resort
- Edgewood Lake Tahoe
- Fairmont
- Four Seasons
- Hyatt Lake Tahoe
- Kimpton Hotels
- Visit Marin
- Marriott
- Palace Hotel
- Passage Nautical
- Qantas Airways
- Ritz Carlton
- SurfAir
- Viceroy Hotel Group
- Visit Hawaii
- Visit Morro Bay
- Visit Oakland
- Visit Phoenix
- W Hotels

## FINANCIAL
- Capital One
- Chase Card Services
- First Republic Bank
- SoFi
- Wells Fargo

## MUSIC + THEATER
- Another Planet
- Blue Note Jazz Festival
- BottleRock
- BroadwaySF
- Goldenvoice
- Live Nation
- SHN Theatre
- SF Symphony
- Oakland Symphony

## CANNABIS
- Caliva
- Harborside
- HelloMD
- Dosist
- Sava

## EDUCATION
- Stanford
- The New School
- University of Oregon
- USF

## REAL ESTATE
- Align Residential
- Compass
- The Harrison
- McGuire
- Mira
- Pacific Union
- Polaris Pacific
- Sotheby’s

## ARTS
- Art Market
- Art Murmur
- Asian Art Museum
- Bampfa
- SFMOMA
- Cal Academy of Science
- LINES Ballet
- OMCA
- Maker’s Row
- MoAD
- FAMSF
- Asian Art Museum
- Schlomer Haus Gallery
- SF Ballet
- SF Symphony
- YBGF
ADVERTISE WITH US

DISPLAY BANNERS
Align your brand with relevant content across 7x7 verticals. Whether by region or content category, your brand will get the full Run of Site.
728x90, 300x600, 300x250

PAGE TAKEOVER | ROADBLOCK
Ensure yours is the only brand they see on our homepage, or around the editorial feature of your choosing.
728x90, 300x600, 300x250
ADVERTISE WITH US

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.

900x600 Image(s), 350-500 words
CUSTOM EDITORIAL

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

Package includes newsletter and social media promotion for your story.

900x600 image(s), 350-500 words.

---

Wish You Were Here: Quince’s Summer Farm Feast, Presented by Capital One and Michelin Guide

For most of us, dining at one of San Francisco’s most acclaimed Michelin-starred restaurants is a special-occasion event, but we never need an excuse to take a Saturday drive up to dreamy Bolinas.

On August 21st, we got an extra treat: an invitation to a summertime alfresco meal, prepared by Quince’s chef Michael Tuuk, on a historic farm in Marin County’s famous coastal enclave. It was just the staycation we needed.

The exclusive event served to kick off a new Summer Dining Series hosted by Capital One and the Michelin Guide itself. Exclusive to Capital One cardholders (and this very lucky member of the press), the series celebrates Michelin’s Green Star designation that awards restaurants for their efforts in sustainability—including D.C.’s The Inn at Little Washington and Brooklyn’s Aska.

Chef Michael Tuuk hand-harvesting produce for a meal at Bolinas’ Fresh Run Farm.

(Adahlia Cole and Colin Peck)

Since 2003, James Beard Award–winning chef Michael Tuuk, who now holds three Michelin stars for his famed Jackson Square restaurant Quince, has created produce-centric Cai-Italian fare drawing from his experience at European Michelin-starred establishments as well as Berkeley’s heralded Chez Panisse. Tuuk’s restaurants support the nonprofit foundation Feed the Future, which is working to solve global hunger, and his menus feature a bounty of meticulously grown produce from Bolinas’ Fresh Run Farm.

---

7X7 | MEDIA KIT 2023
ADVERTISE WITH US

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.

"When I first opened my bakery, I was trying to figure out what are some really easy-to-do dishes that are delicious but simple," she explains. "I sort of became obsessed with mahalabia." Not only does the rich custard have deep roots in the Arab world as a canvas for showcasing seasonal fruits. "When it's apricot season, we serve mahalabia with apricots," she says. "In summer, it gets a crown of berries.

Watch over the custard as it cooks so as not to scald the milk. When it's thickened, remove from heat, cream, and a touch of rose water, then refrigerates the mixture. After the mixture solidifies, add pistachios.

"Perfect for summer," says Assil. Just try not to have seconds. We dare you!

A sweet milk custard, Reem Assil’s mahalabia—made with seasonal strawberries, candied pistachios, and rose—s a simple but delectable summer dessert. (Angela Hung)

Make chef Reem Assil’s favorite summer dessert—mahalabia with seasonal fruit

By Shoba Parke Aug 30, 2020
ADVERTISE WITH US

PRODUCT INTEGRATION
Receive premium placement and targeted exposure within relevant editorial content.

900x600 image, body copy
Banner Roadblock
ADVERTISE WITH US

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.

Our weekly column is full of our editors' picks for the coolest things happening each week.

Placement includes a headline, event details + link to your event landing page.
ADVERTISE WITH US

BIWEEKLY NEWSLETTER
Reach our 50,000 email subscribers with prominently placed advertorials and banner ads, all mingling with our top stories that day.
Adv: Image, headline + copy
Banner: 600x120
ADVERTISE WITH US

DEDICATED/ CUSTOM EMAIL BLAST
Send your message loud and clear to our full email subscriber base.
Basic + custom templates available.

This is a special message from our partners at Crescent Nob Hill.

ONLY of CRESCENT
THE ONLY RESIDENTIAL BUILDING BY ROBERT A.M. STERN ARCHITECTS IN SAN FRANCISCO

NEW PRICING ON SELECT RESIDENCES
A LIMITED EDITION OF HOMES REMAINING

DISCOVER THE COLLECTION
GROSVENOR

Show your love for the LGBTQ+ community at Chandon.
The Chandon California community embraces the creativity, diversity, and ingenuity that has made our exceptional sparkling wine region a world-renowned destination. In honor of Pride month, join Chandon on Saturday, June 11th to toast the many contributions of the LGBTQ+ community and show support for local LGBTQ+-owned businesses at Chandon’s Summer Garden Party: A Celebration of Communities.

Shop local makers.
Local pop-up shops including many LGBTQ+-owned businesses:
- Article & Goods
- Binghamo
- Sac City Stems
- Sawyer California
- Thesis of Alexandria
- L U T T R I N C

There’s more!
Watch Chandon’s chef de cuisine Juan Cabreza and his team as they make pizzas, tacos de carnitas, specialty cupcakes, and cotton candy.
Reserve Chandon wines, frosé, and sparkling cocktails will all be available for purchase.
ADVERTISE WITH US

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

Each post includes an image, unlimited copy, your @handle, #hashtags + link.