



MEDIA KIT
2024

THIS IS 7x7

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 daily.

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 highlight our region's vast pool of 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 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

190K Twitter followers

73K Facebook fans

80K Instagram followers

25-44 average age

76% earn \$150k+/year

55% female / **45%** male

47% own homes

60% take 5+ trips per year



EDITORIAL CALENDAR

7x7 is a modern all-digital media brand, publishing original content by local, independent authors.

Our weekly and monthly columns include features on restaurant openings, local events, people of interest, outdoor adventures, arts and culture, style, design and more. 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, Tahoe escapes, The Big Drink, and bucket list hikes.
- SPRING

Spring break! Find our favorite regional road trips, plus a seasonal culture calendar.
- 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 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

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

MUSIC + THEATER

Another Planet
Blue Note Jazz Festival
BottleRock
BroadwaySF
Goldenvoice
Live Nation
SHN Theatre
SF Symphony
Oakland Symphony

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

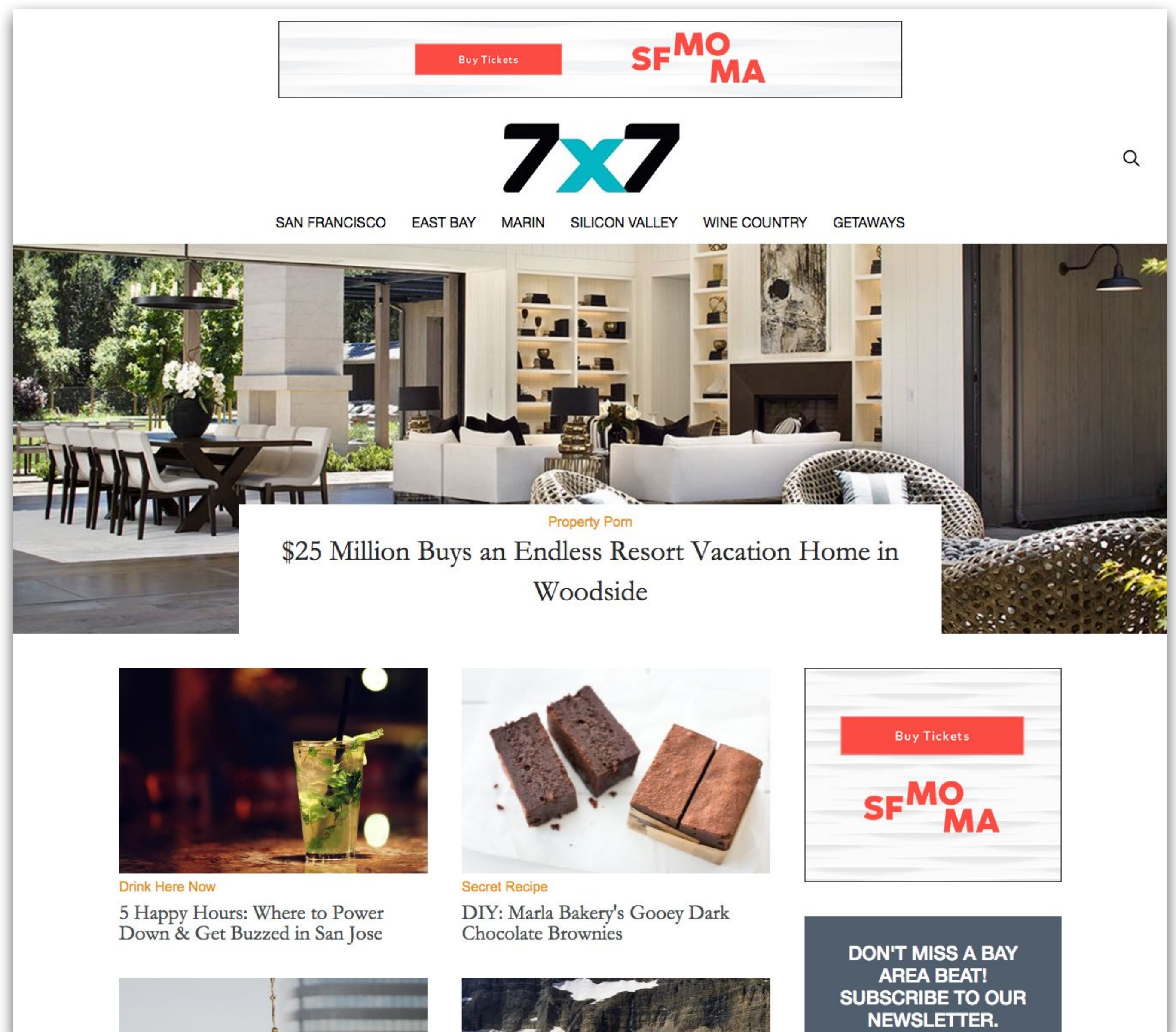
Price available upon request

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

Price available upon request



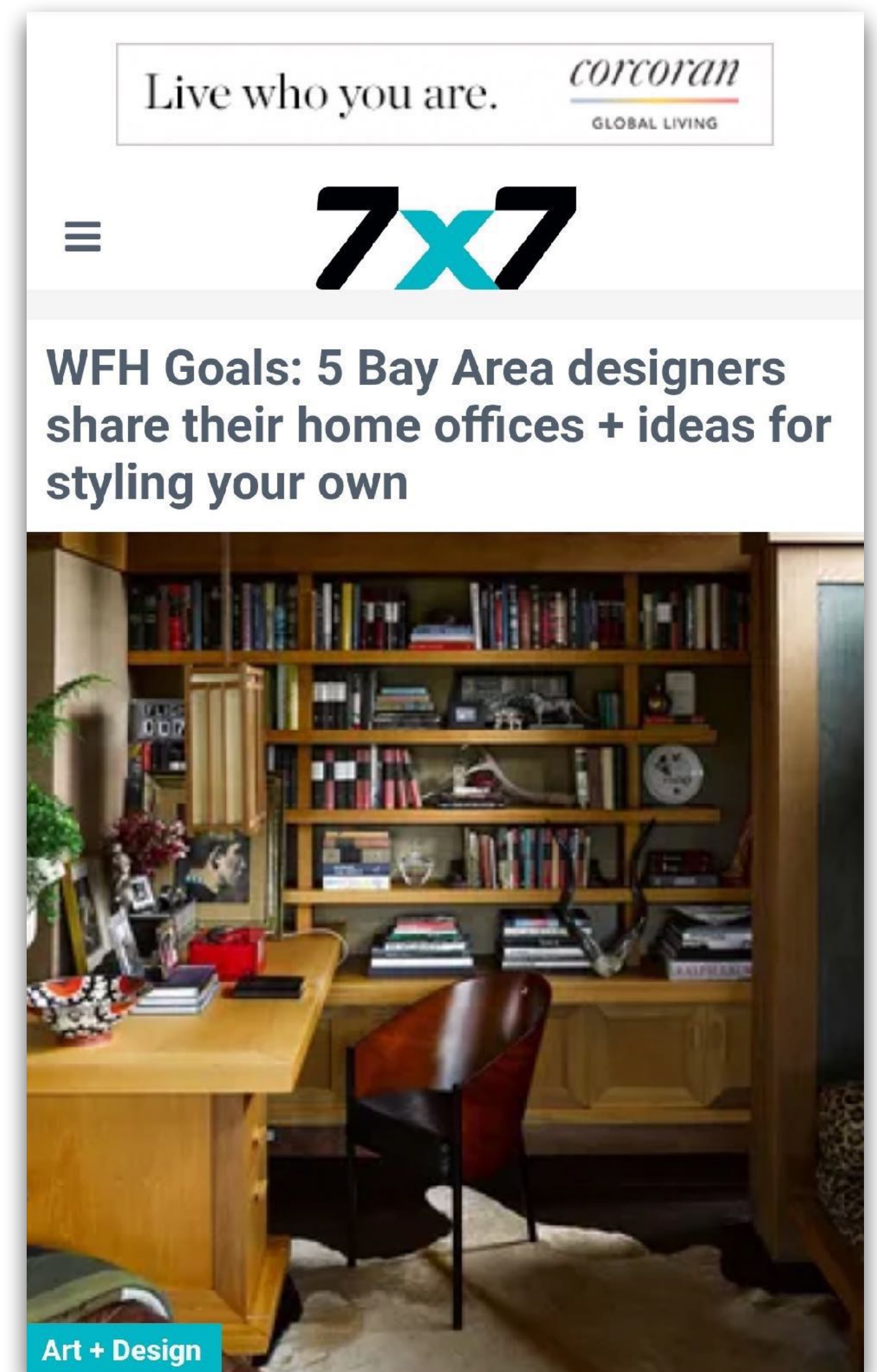
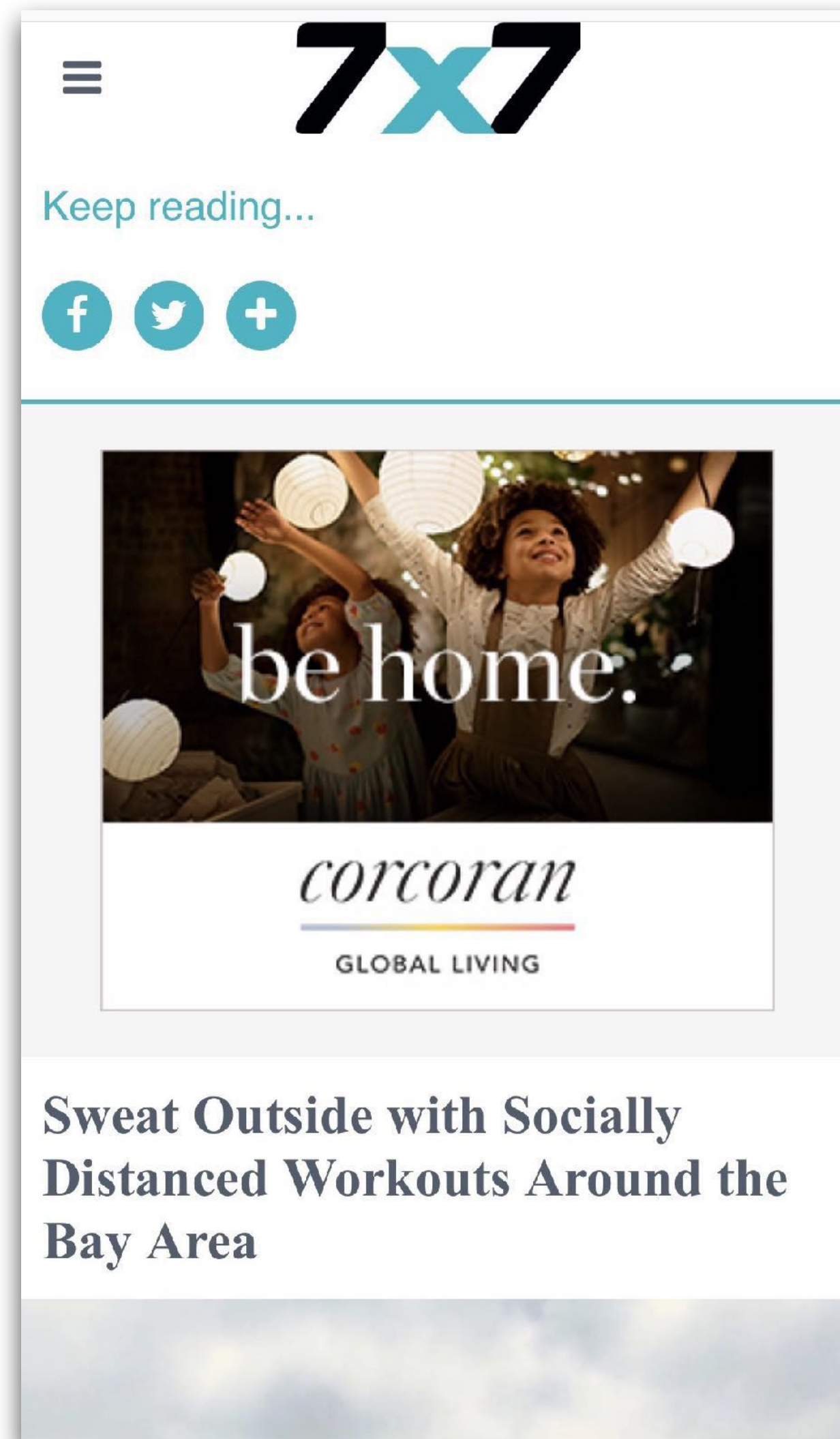
ADVERTISE WITH US

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

Price available upon request



ADVERTISE WITH US

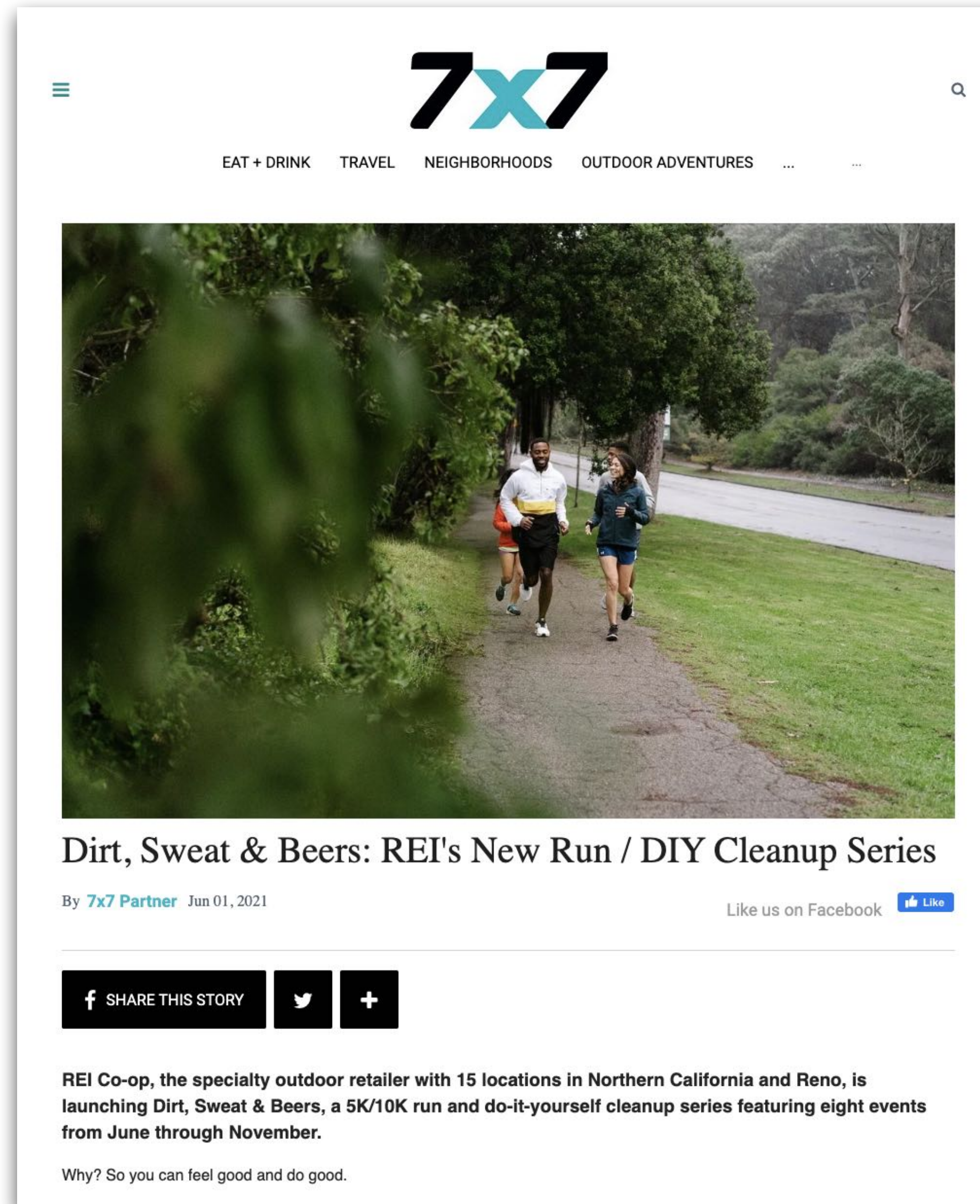
CUSTOM CONTENT

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

Price available upon request



The screenshot shows the 7x7 website interface. At the top is the 7x7 logo and a navigation bar with links: EAT + DRINK, TRAVEL, NEIGHBORHOODS, OUTDOOR ADVENTURES, and two ellipses. Below the navigation is a large image of three runners on a dirt path. The article title is "Dirt, Sweat & Beers: REI's New Run / DIY Cleanup Series". Below the title, it says "By 7x7 Partner Jun 01, 2021" and "Like us on Facebook" with a "Like" button. There are social sharing buttons for Facebook, Twitter, and a plus sign. The article text begins: "REI Co-op, the specialty outdoor retailer with 15 locations in Northern California and Reno, is launching Dirt, Sweat & Beers, a 5K/10K run and do-it-yourself cleanup series featuring eight events from June through November. Why? So you can feel good and do good."

d a new concept for racing through an "open course," a complete courses on their own schedule while still competing ed through the RunGo App and course access is provided to s are validated, and names are populated onto the RunGo

Beers events that span the Bay Area, Sacramento, and Truckee. ount Sutro (July and August), Sonoma County Parks (August ember), Half Moon Bay State Beach (September and October), ey Conservancy (October and November) and Truckee mostly trails; however, some will feature a mix of trail and road so

he next four events will open for registration on July 1st. series. Three competition categories are available for runners 10K course requires separate registration and participants must



The swag and prizes—all the goods.

In partnership with event sponsors Sierra Nevada, Salomon, Kuju Coffee and HydraPak, REI is providing multiple run and DIY cleanup kit options at registration to meet the needs of first-time and returning runners. And who could forget the plethora of

ADVERTISE WITH US


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.

Price available upon request




EAT + DRINKTRAVELNEIGHBORHOODSOUTDOOR ADVENTURES... ..






Bolinas' Fresh Run Farms exclusively supplies produce to chef Michael Tusk's San Francisco restaurants. His three-Michelin-starred Quince hosts farm-to-table lunches there for special events, such as the Summer Dining Series presented by the Michelin Guide and Capital One. (Gary He)

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

By [Sponsored By Capital One](#) Aug 25, 2021

Like us on Facebook 

 SHARE THIS STORY  

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 Tusk, on a bucolic farm in Marin County's famed 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.

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with Michelin, we thought it would be meaningful to highlight some of these unique experiences—and create unique experiences that you wouldn't get just from making head of branded card partnerships and experiences at Capital One. "Access to we offer Capital One cardholders."

to James Beard Foundation events and the James Beard House; the New Wine & Food Festival.



Chef Michael Tusk hand-harvesting produce for a meal at Bolinas' Fresh Run Farm. (Adahlia Cole and Colin Peck)

Since 2003, James Beard Award-winning chef Michael Tusk, who now holds three Michelin stars for his famed Jackson Square restaurant [Quince](#), has created produce-centric Cal-Italian fare drawing from his experience at European Michelin-starred establishments as well as Berkeley's heralded Chez Panisse. Tusk'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.

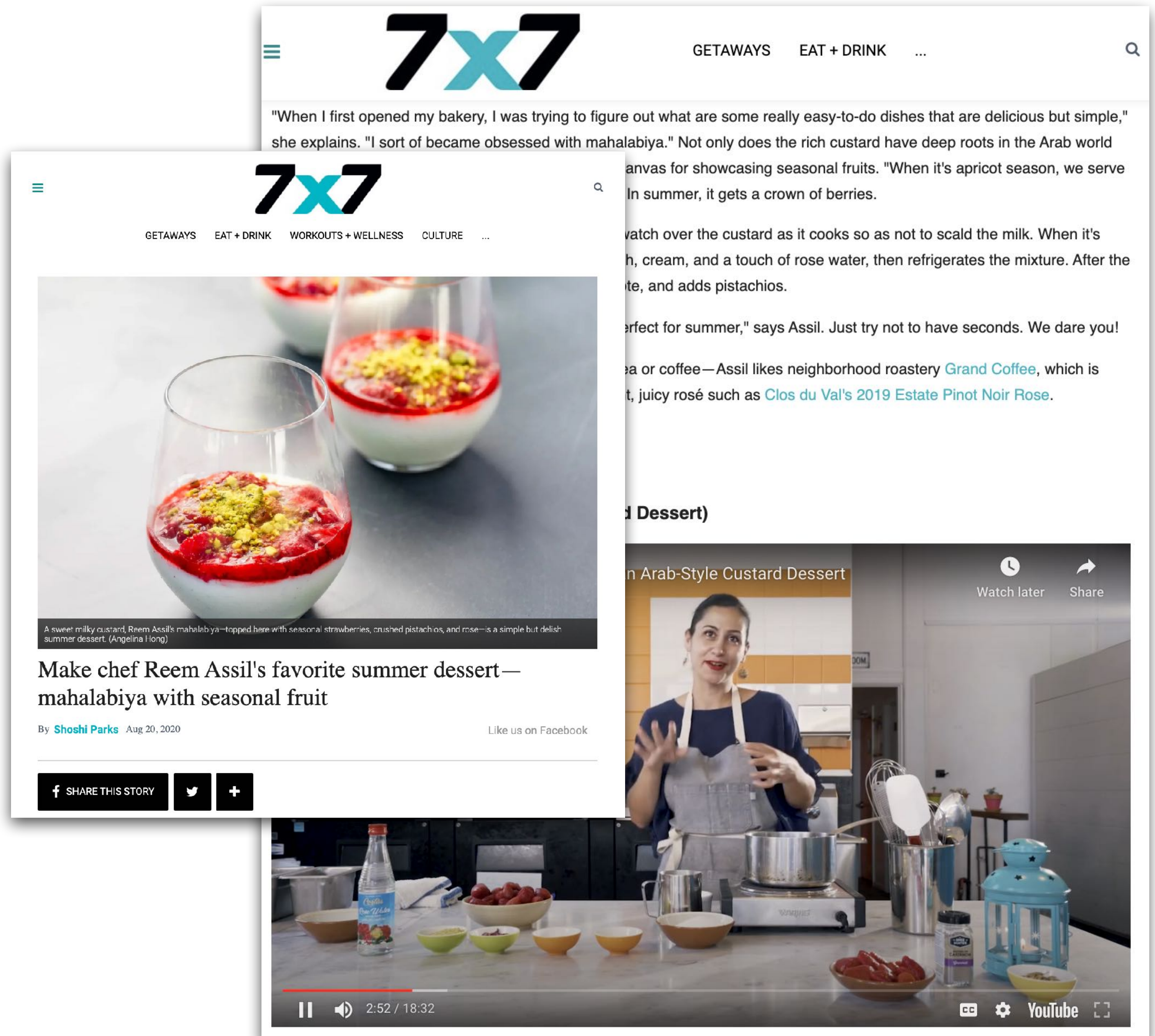
ADVERTISE WITH US

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.

Price available upon request



ADVERTISE WITH US

PRODUCT INTEGRATION

Receive premium placement and targeted exposure within relevant editorial content.

900x600 image, body copy

Banner Roadblock

Price available upon request

You've got plans. We've got cars.
Visit audiondemand.com for a special offer on your first booking.

7x7

SAN FRANCISCO EAST BAY MARIN SILICON VALLEY WINE COUNTRY GETAWAYS

HOW TO GET THERE

Heading North for the eclipse? A car with serious recreation vibes is a must for this road trip; after all, it's about the journey, right?

Let's face it, traffic on this trip is bound to be a doozy. To travel in comfort and style, splurge a bit for **Audi on Demand**, and reserve a 2018 Audi Q5 (\$140*/day)—a dreamy SUV with plenty of room for your real kids and fur ones. With Quattro all wheel drive, it's as utilitarian as it is sporty, so put the pedal to the metal and experience the Cascade Lakes Scenic Byway the way it was meant to be. Before you hit the road, the car will already feel like your own; an Audi on Demand concierge will ensure you know everything you want to. If the roaring engine and Audi's signature amenities like in-car WiFi, bluetooth, navigation, and Sirius XM radio don't do it for you, you'll dig the high-tech key (just go near the car to unlock its doors and start the engine). With Audi on Demand, you don't even have to pick up your wheels—they'll bring the car to you anywhere in San Francisco. Oh, and did we mention it comes with a complimentary FasTrak pass? Grab your camp gear and protective eyewear, and chase the eclipse in luxury. // *Unlimited mileage is included on the Q5 and most other models. *7x7 readers enjoy 30 percent off with the code ECLIPSE17; audiondemand.com*

30 percent off your next reservation. Voucher valid only for Audi on Demand customers age 25 or older with a valid driver's license. One driver per reservation. Excludes taxes, fuel, parking, mileage overage charges, and damages not covered by insurance. Customer is responsible for insurance, which may be purchased through Audi on Demand. Not valid for cash; no cash back. Maximum one promotional voucher

Guide to Bend, Oregon: Craft Beer, Cannabis, Quirky Stays + All the Nature

16, 2017 Like us on Facebook

Craft beer and mountain biking mecca, Bend is now also a great spot for cannabis—Oregon legalized recreational marijuana back in 2015.

...of the Cascade mountains, Bend is a bit like Tahoe (without the traffic): It's surrounded by snow-capped peaks, alpine lakes, and has more than 1,000 miles of hiking and biking trails. In other words, it's a drinking town with ample opportunities to "earn" your beer and cannabis.

This summer, Madras, OR is getting a lot of attention among eclipse-chasers for being directly in the line of totality—the town is hosting [SolarFest](#) August 17th through 22nd. But Bend will be an awesome, if quieter, place for viewing. To get the best spot, race to the first-come, first-served campsites at [Deschutes National Forest](#), especially in the [Sisters Ranger District](#). Traffic will be hell, but the viewing will be out of this world.

Own the experience. Not the car.
Visit audiondemand.com for a special offer on your first booking.

7x7 69,160 likes

DON'T MISS A BAY AREA BEAT! SUBSCRIBE TO OUR NEWSLETTER.

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Subscribe Terms

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 roundup is full of editors' picks for the coolest happenings Bay Area-wide.

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

Price available upon request

The image displays three overlapping screenshots of the 7x7 website, illustrating the layout for event promotion. The top screenshot shows a header with the 7x7 logo, social media icons (Facebook, Twitter, Pinterest, Email, and a plus sign), and a search icon. Below the header, there is a text block for an event: "See visiting reindeer Nicky and Butterscotch for one night at only at Welcome Winter Night, a new all-ages seasonal event featuring a mix of festive activities including magic shows, musical performances, face painting, holiday cookie decorating, and more; 6:30pm to 9:30pm, Tuesday. // California Academy of Sciences, 55 Music Concourse Dr. (Golden Gate Park); get tickets at calacademy.org/welcomewinternight." Below this is a thank you note to partners at the California Academy of Sciences. The middle screenshot shows a large, colorful illustration of three panels, each depicting a different scene. Below the illustration, there is a text block: "Get free admission at most major art museums around the Bay Area this week. (Courtesy of @asianartmuseum)". The bottom screenshot shows a headline: "13 Fun Things to Do This Week (1.2.23)" by Kiera Kenney, dated Dec 29, 2022. Below the headline is a social sharing bar with buttons for Facebook, Twitter, and a plus sign. The main body of the article starts with the text: "Things are admittedly a little sleepy this week and that's just fine with us. We're starting off the new year with stylish non-alcoholic drinks, free admission to museums, and a fun run through Golden Gate Park with hot chocolate at the finish line. Plus, grab your bibs: Dungeness crab season is here at last."

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 + body copy

Banner: 600x120

Price available upon request



CBG is the new CBD? Mhml!

Millennials, moms, and moon goddesses are all discovering the benefits of CBG, the latest cannabinoid to reach trending status thanks to its ability to ease anxiety and balance hormones. [Shop our favorite CBG goodies](#) made in California.



The real
kitchen magic
starts here.

Shop Now

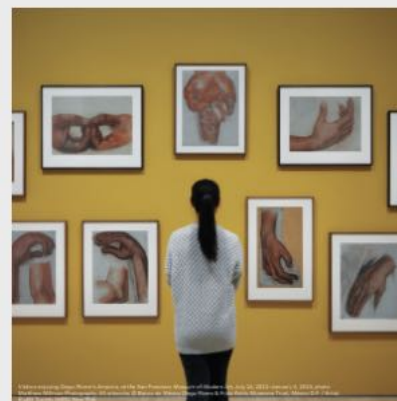


We're Social



Where to Pop Bottles This Week

[Our favorite spots to sip Champagne](#) include a Barbary Coast-era jailhouse, a Michelin-starred restaurant, a Black-owned wine retailer, and a funky hi-fi bar in the Inner Richmond.



Don't miss Diego Rivera at SFMOMA!

It's the [last week to experience Diego Rivera's America](#). Enjoy the power of art through more than 150 works before this exhibition closes January 3rd.

Thank you to our partners.



Monday, January 2nd

Do you hear that? No bells jingling, no bottles popping, just the quiet relief at the dawn of a new year. We're easing into 2023 with a peaceful butterfly hike, a dip in some California hot springs, and comforting plates of vegetarian food to ring in a happy New year. Thanks for reading.



Dreaming

Looking back about 2022 was getting to revisit some favorite destinations in the state—and check off a few we've been meaning to get to for years. [Here's where to road trip this coming year.](#)



The Tastiest Vegan Restaurants in Oakland

The East Bay was one of the first places in the country to embrace meat-free cuisine. Today's vegan scene serves up everything [from donuts and pizza to soul food and haute fare](#).

ADVERTISE WITH US


DEDICATED/ CUSTOM EMAIL BLAST

Send your message loud and clear to our full subscriber base.


Basic + custom templates available.


For specs, please inquire.

Price available upon request



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







ONLY *at* 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







This is a special message from our partners at Chandon.



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
- Brigachero
- Sac City Stems
- Sawyer California
- Thesis of Alexandria
- Lily Therens

There's more!

Watch Chandon's chef de cuisine Juan Cabrera and his team as they make pizzas, tacos de carnitas, specialty cupcakes, and cotton candy.

Reserve Chandon wines, rosé, and sparkling cocktails will all be available for purchase.

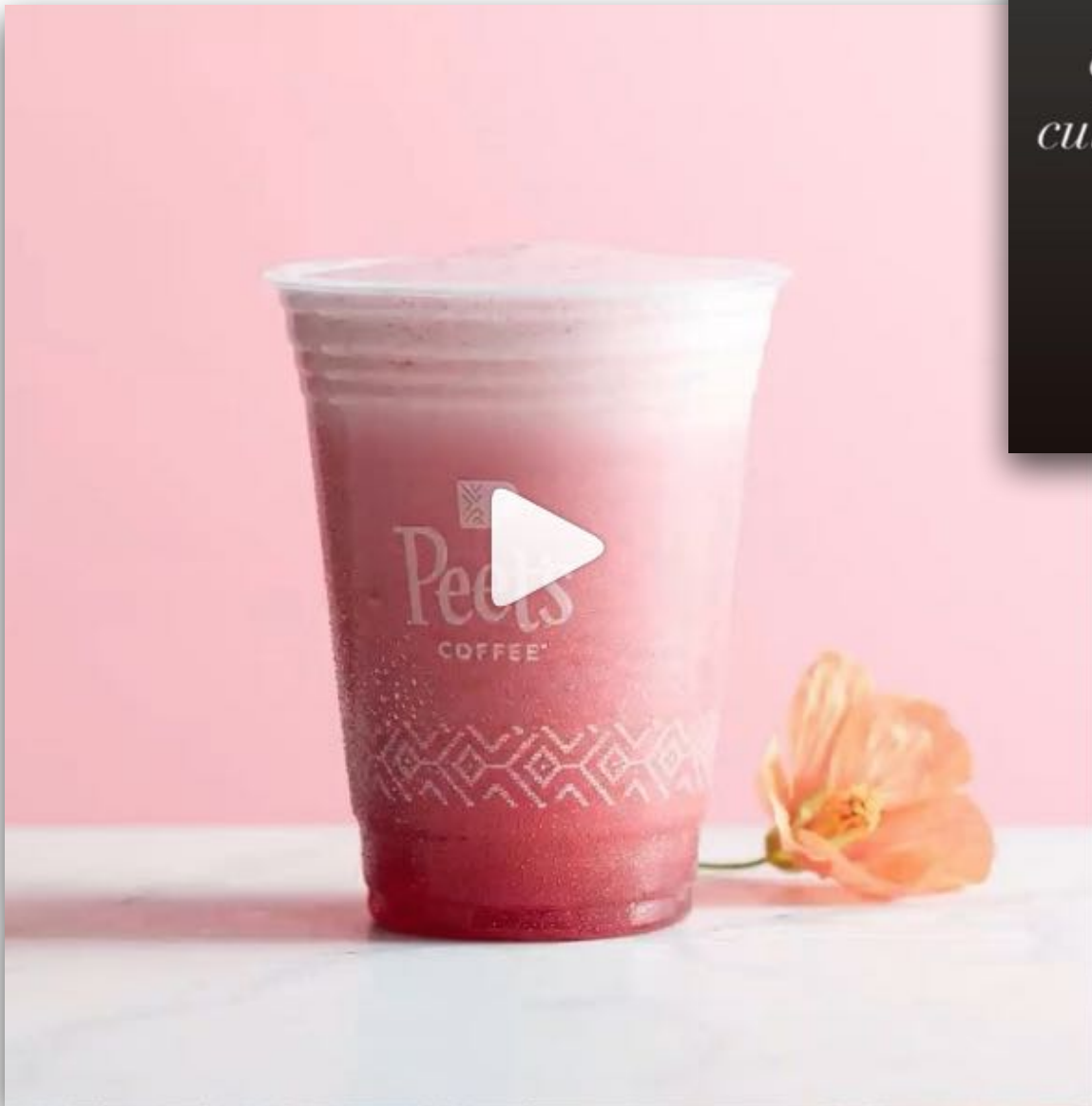
ADVERTISE WITH US

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.

Price available upon request





Natalie Wages

Publisher

Natalie@7x7.com