



**MEDIA KIT**  
2025



# 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

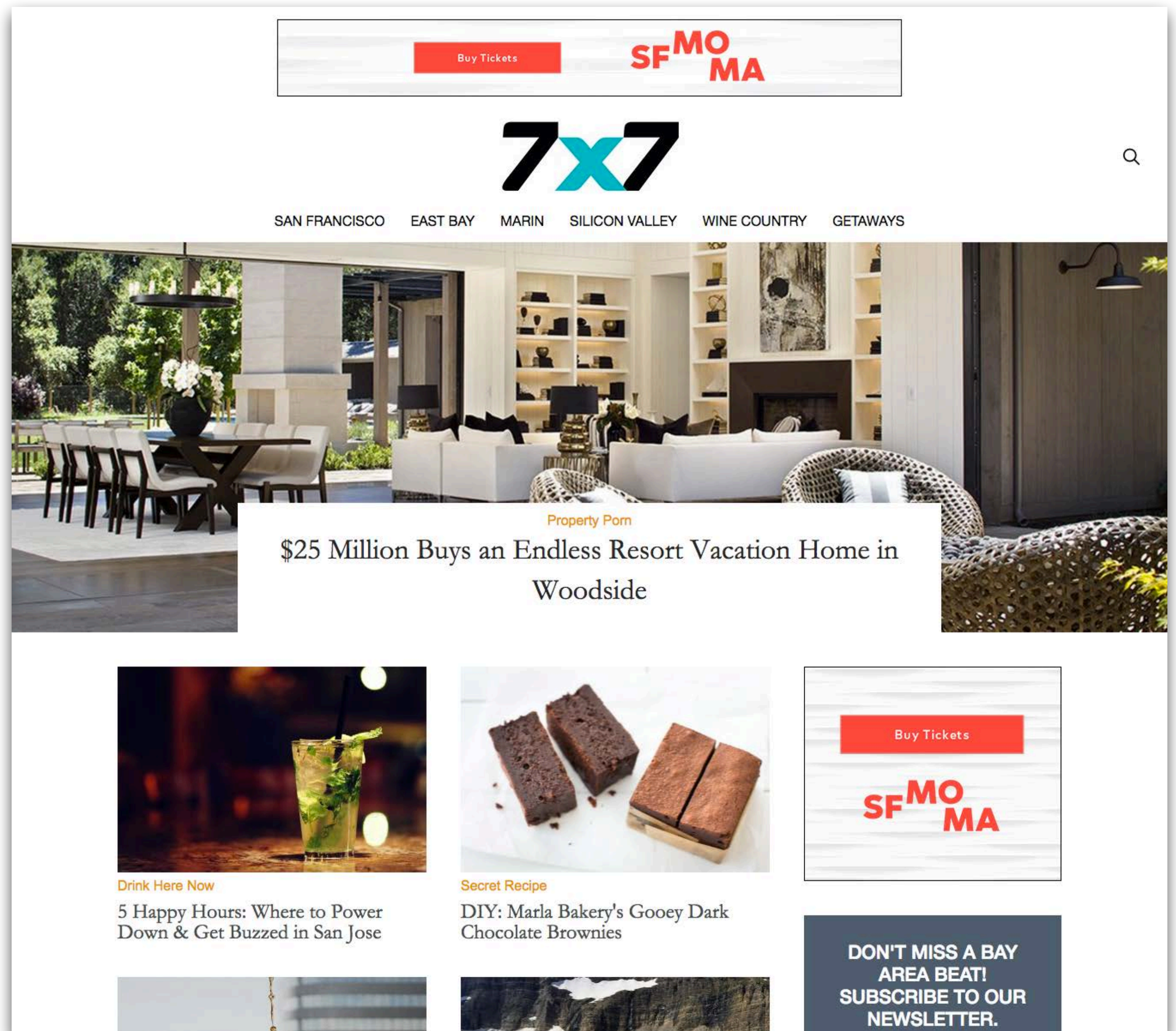
(\$10 CPM)

## 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 upon request)





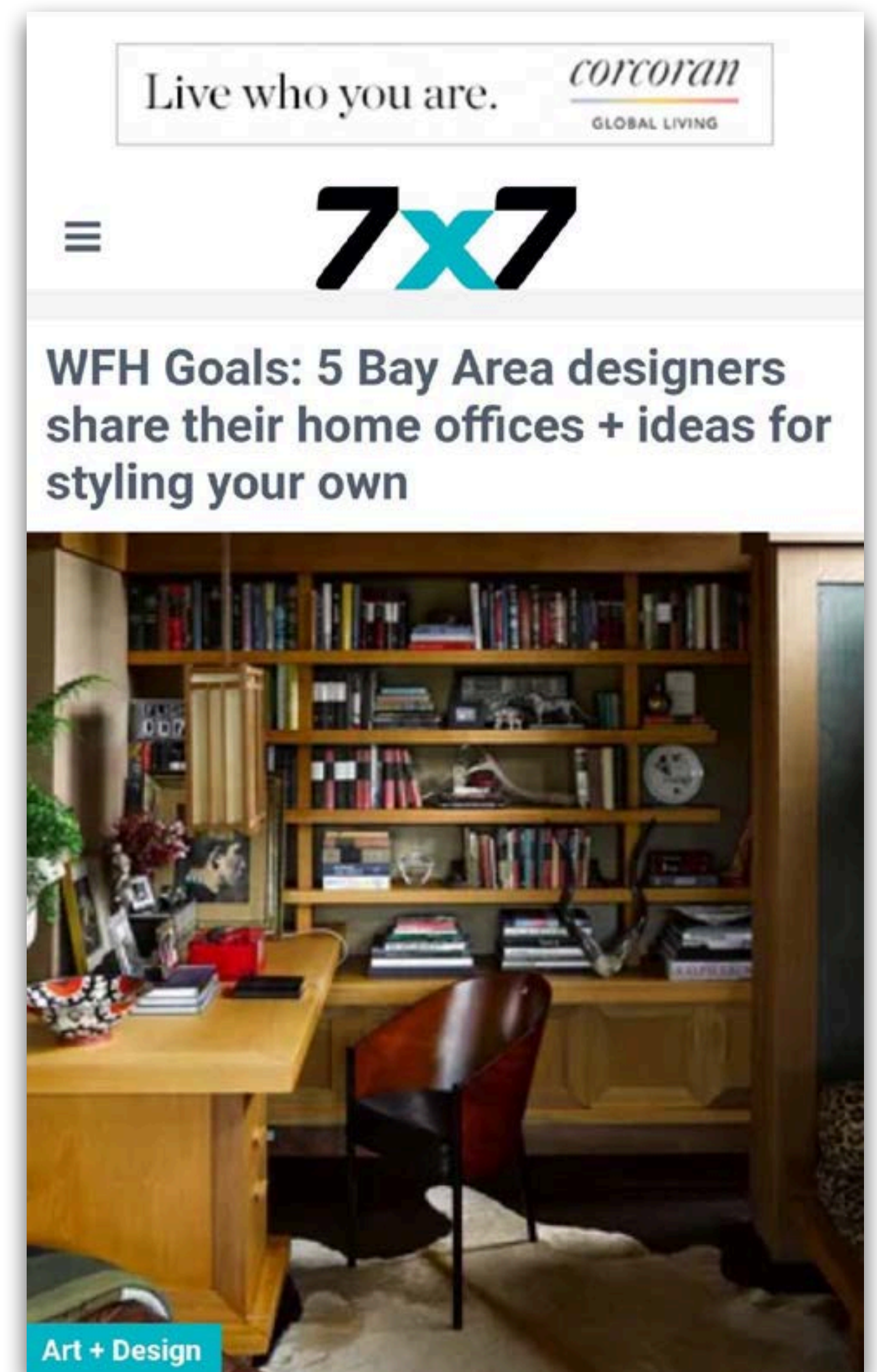
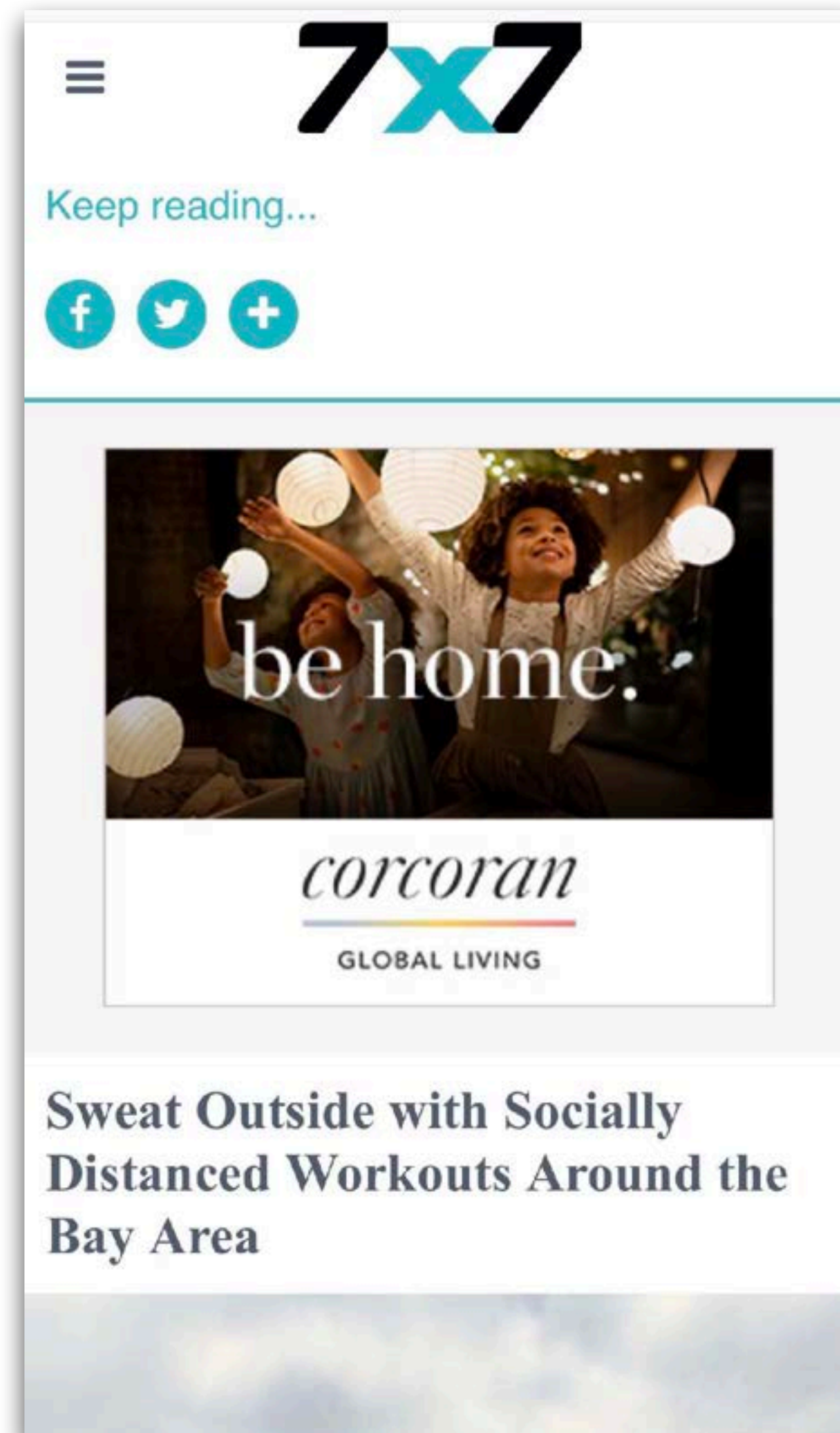
# ADVERTISE WITH US

## 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 upon request)





# ADVERTISE WITH US

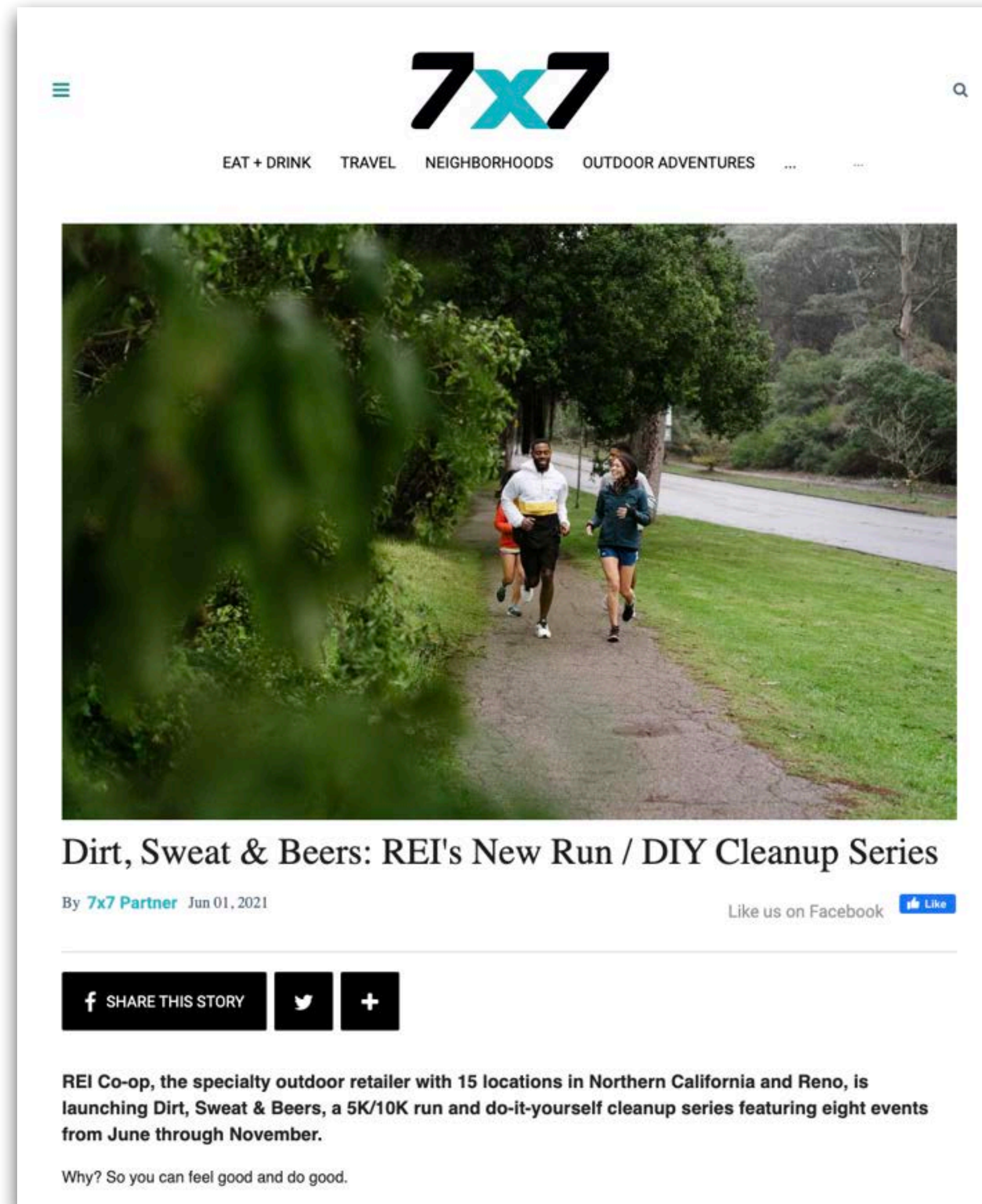
## CUSTOM CONTENT

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 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 more. The main content area features a large photo of three runners on a dirt path. Below the photo is the article title "Dirt, Sweat & Beers: REI's New Run / DIY Cleanup Series", the byline "By 7x7 Partner Jun 01, 2021", and a Facebook share button. A social sharing bar includes a Facebook icon, the text "SHARE THIS STORY", and icons for Twitter and a general share button. The article text begins with "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." and continues with "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 oostly 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

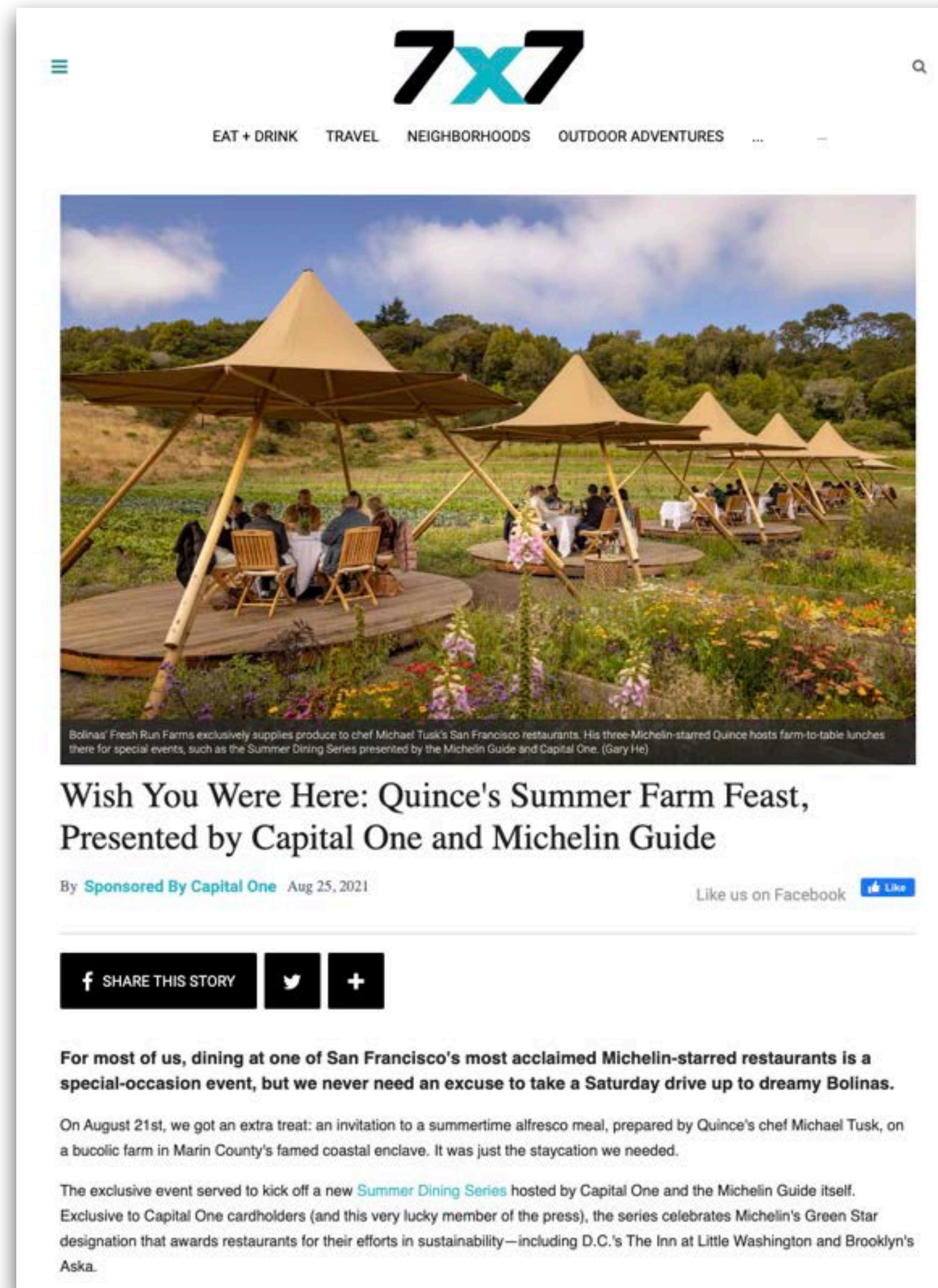
## CUSTOM EDITORIAL

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 upon request)



The screenshot shows a 7x7 article layout. At the top is the 7x7 logo and a navigation bar with links: EAT + DRINK, TRAVEL, NEIGHBORHOODS, OUTDOOR ADVENTURES, and a search icon. Below the navigation is a large image of a farm scene with several large, conical, tan-colored umbrellas on wooden platforms. People are seated at tables under the umbrellas. Below the image is a caption: "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)". The article title is "Wish You Were Here: Quince's Summer Farm Feast, Presented by Capital One and Michelin Guide". Below the title is the byline "By Sponsored By Capital One Aug 25, 2021" and a "Like us on Facebook" button. There are social media share buttons for Facebook, Twitter, and a generic share button. The article text begins with "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." and continues with details about the event and the Michelin Green Star designation.

**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](#)

**f SHARE THIS STORY** [Twitter](#) [+](#)

**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.

[Summer Dining Series](#) hosted by Capital One and the Michelin Guide itself. (a lucky member of the press), the series celebrates Michelin's Green Star designation in sustainability—including D.C.'s The Inn at Little Washington and Brooklyn's

with Michelin, we thought it would be meaningful to highlight some of these Quince—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.



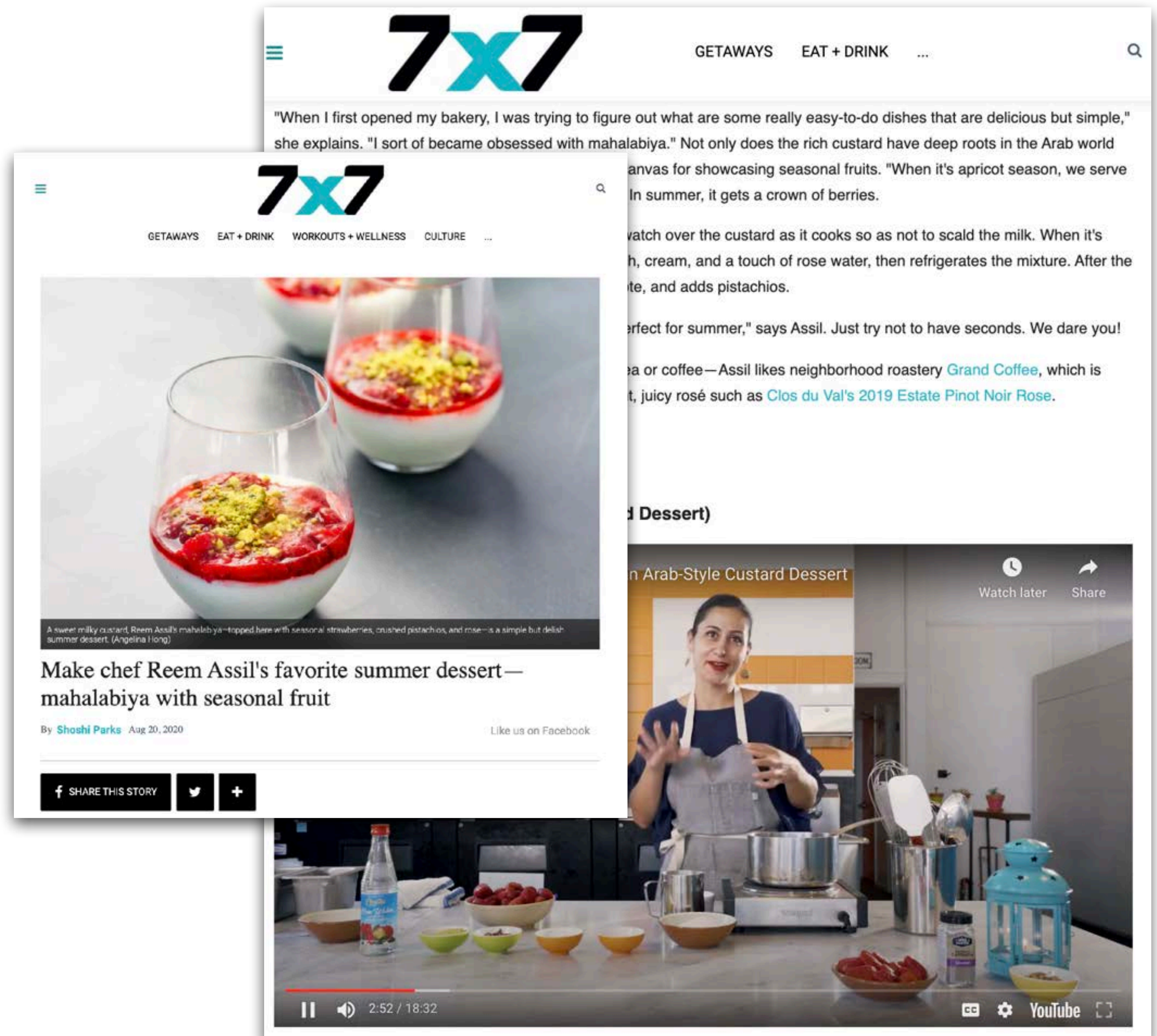
# ADVERTISE WITH US

## 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 upon request)





# ADVERTISE WITH US

## PRODUCT INTEGRATION

Receive premium placement and targeted exposure within relevant editorial content.

900x600 image, body copy

Banner Roadblock

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**7x7**

You've got plans. We've got cars.  
Visit [audiondemand.com](http://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](http://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, 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.**  
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**7x7** 69,160 likes  
Liked

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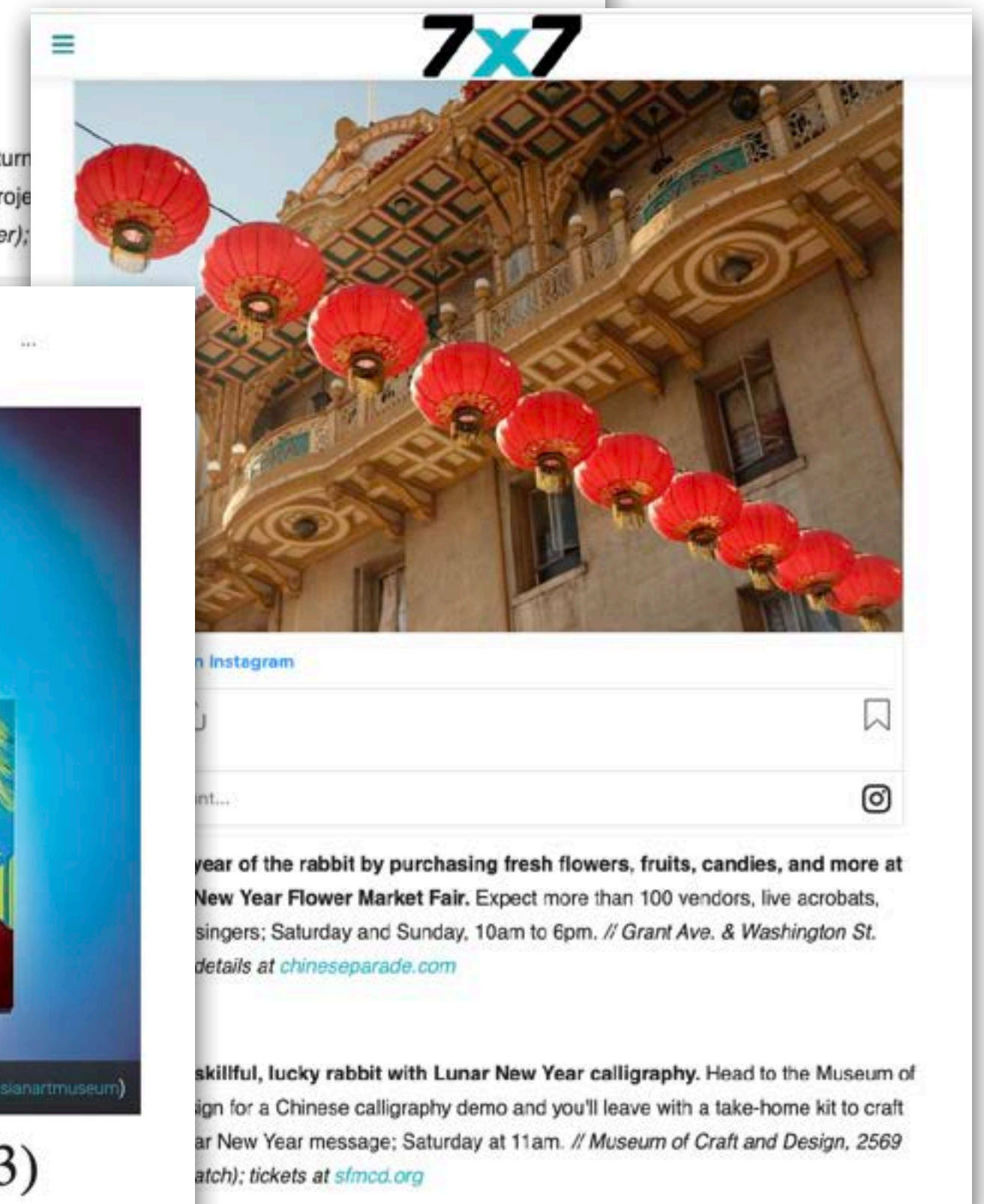
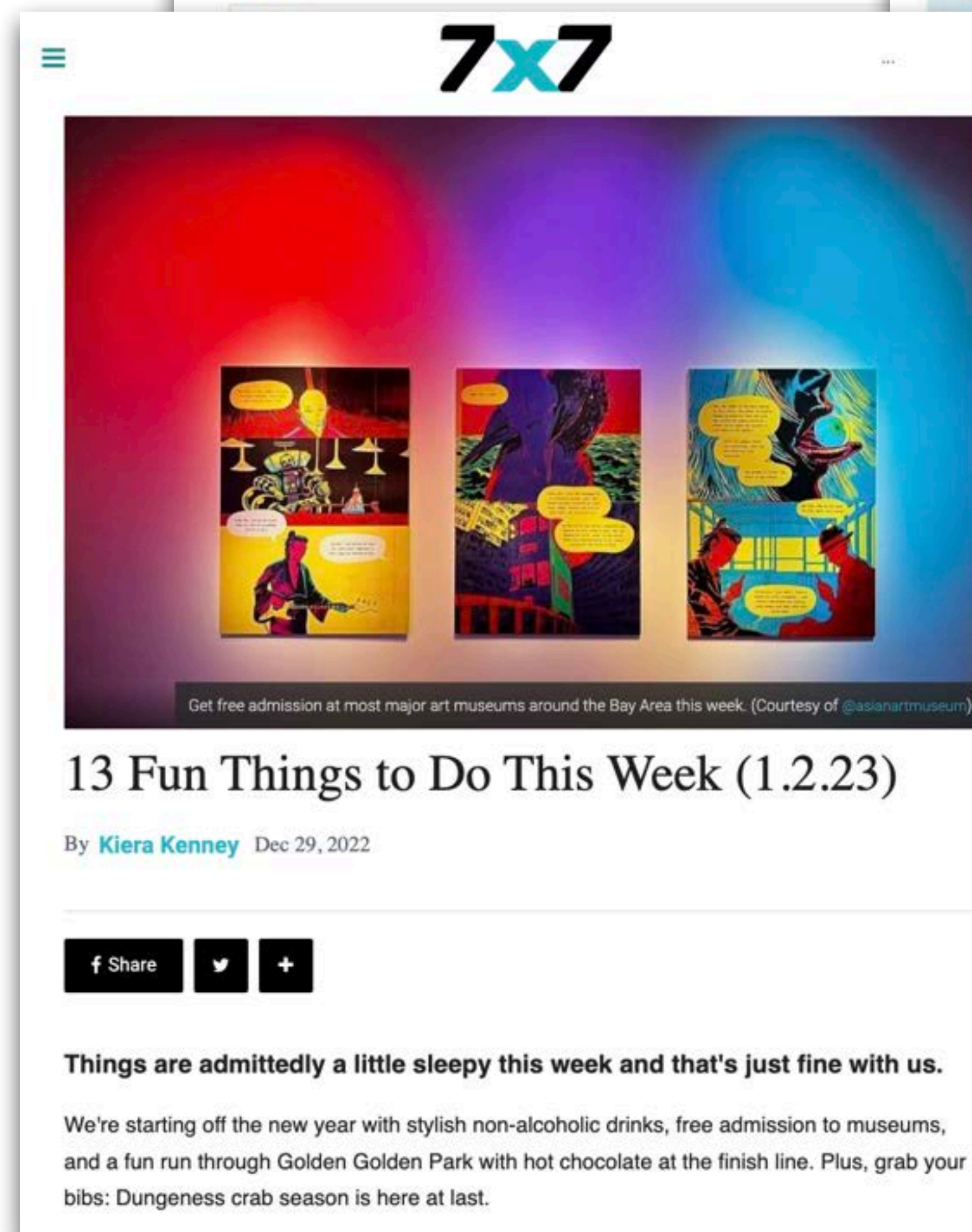
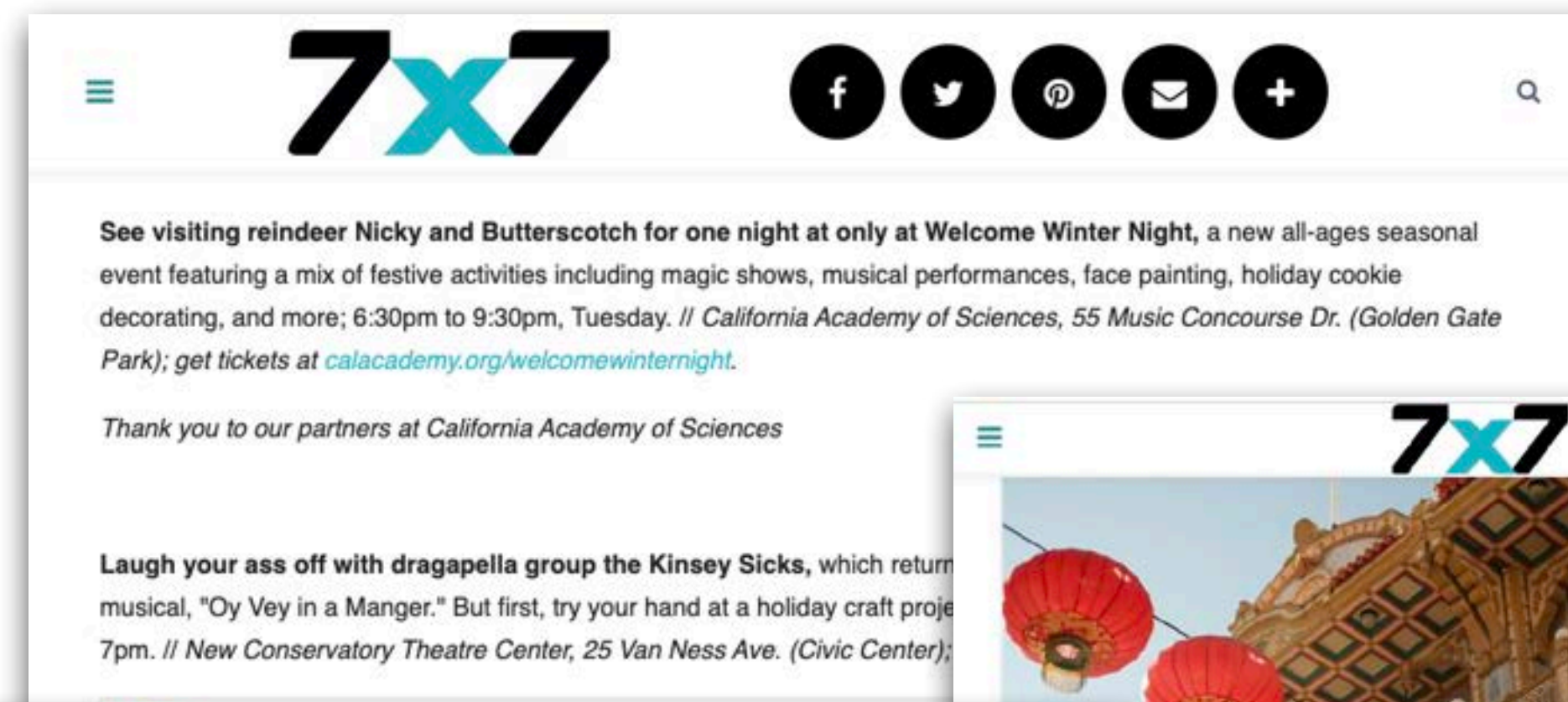
## EVENT PROMOTION

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 upon request)





# 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

(Price upon request)



### CBG is the new CBD? Mhm!

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

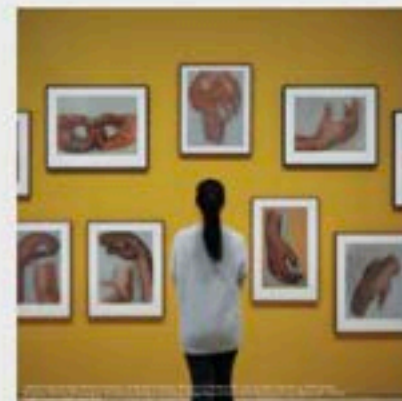


We're Social



### 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.*



# 7x7

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 in some California hot springs, and comforting plates of vegetarian happy New Year. Thanks for reading.



### Dreaming

ing about 2022 was getting to revisit some favorite destinations in the te—and check off a few we've been meaning to get to for years. [re 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 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.**

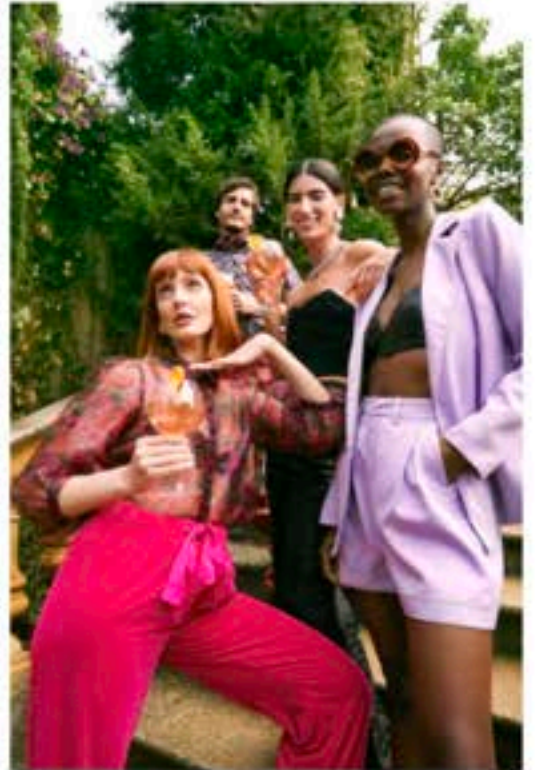
The Chandon California community embraces the creativity, diversity, and ingenuity that has made our exceptional sparkling wine region a world-renowned destination. In honor of Pride month, join Chandon on Saturday June 11th to toast the many contributions of the LGBTQ+ community and show support for 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.



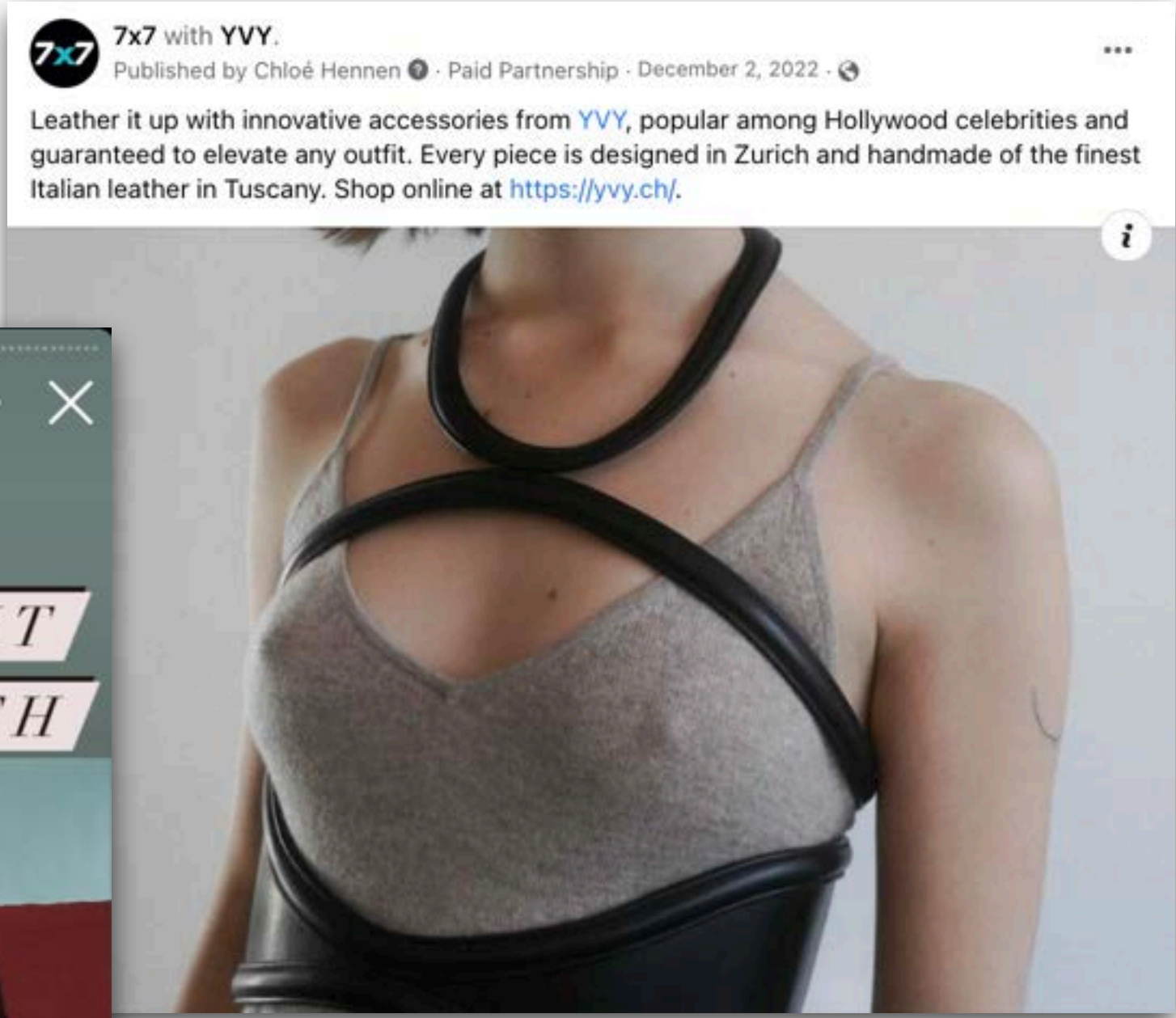
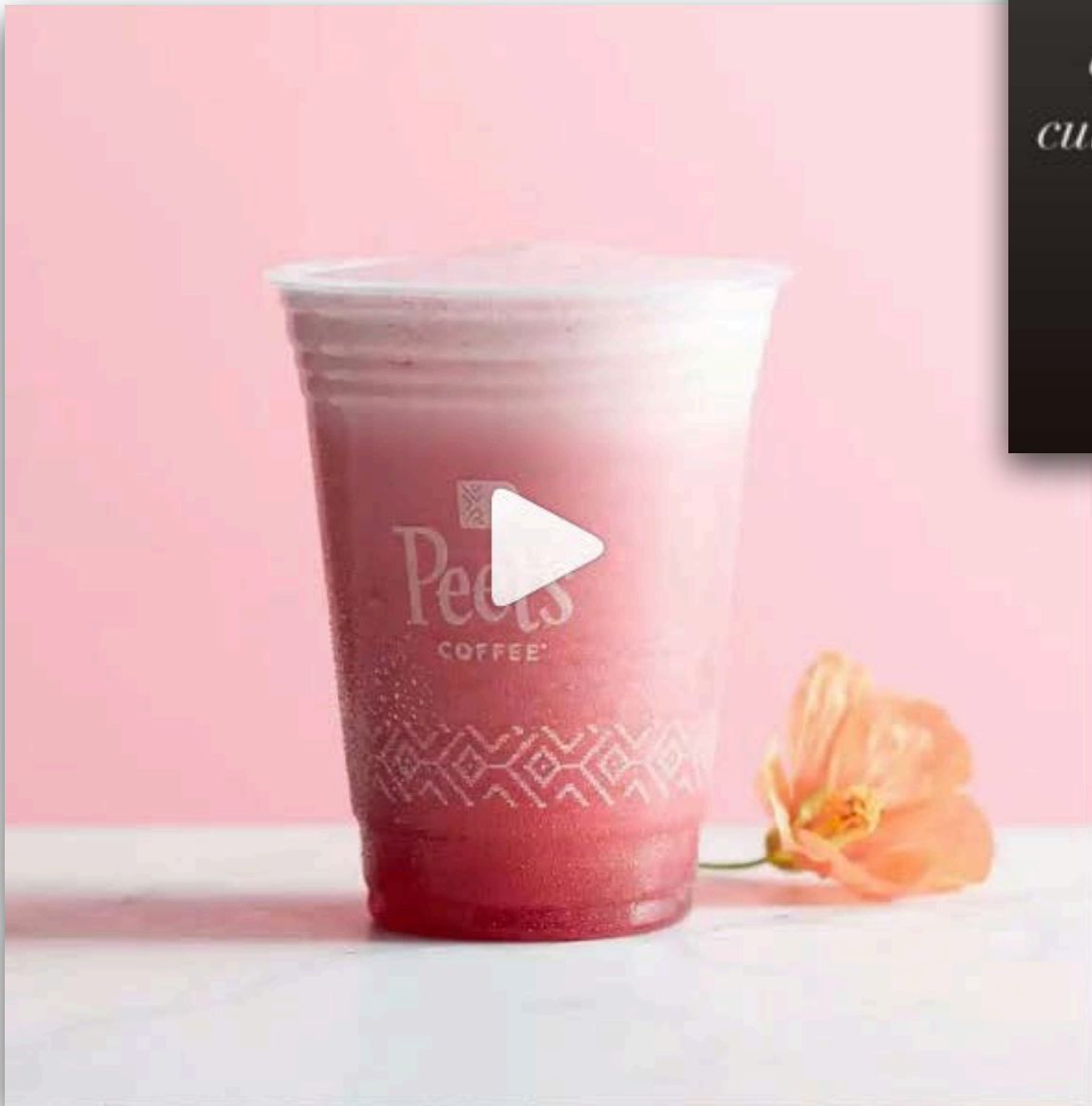
# ADVERTISE WITH US

## DEDICATED SOCIAL MEDIA

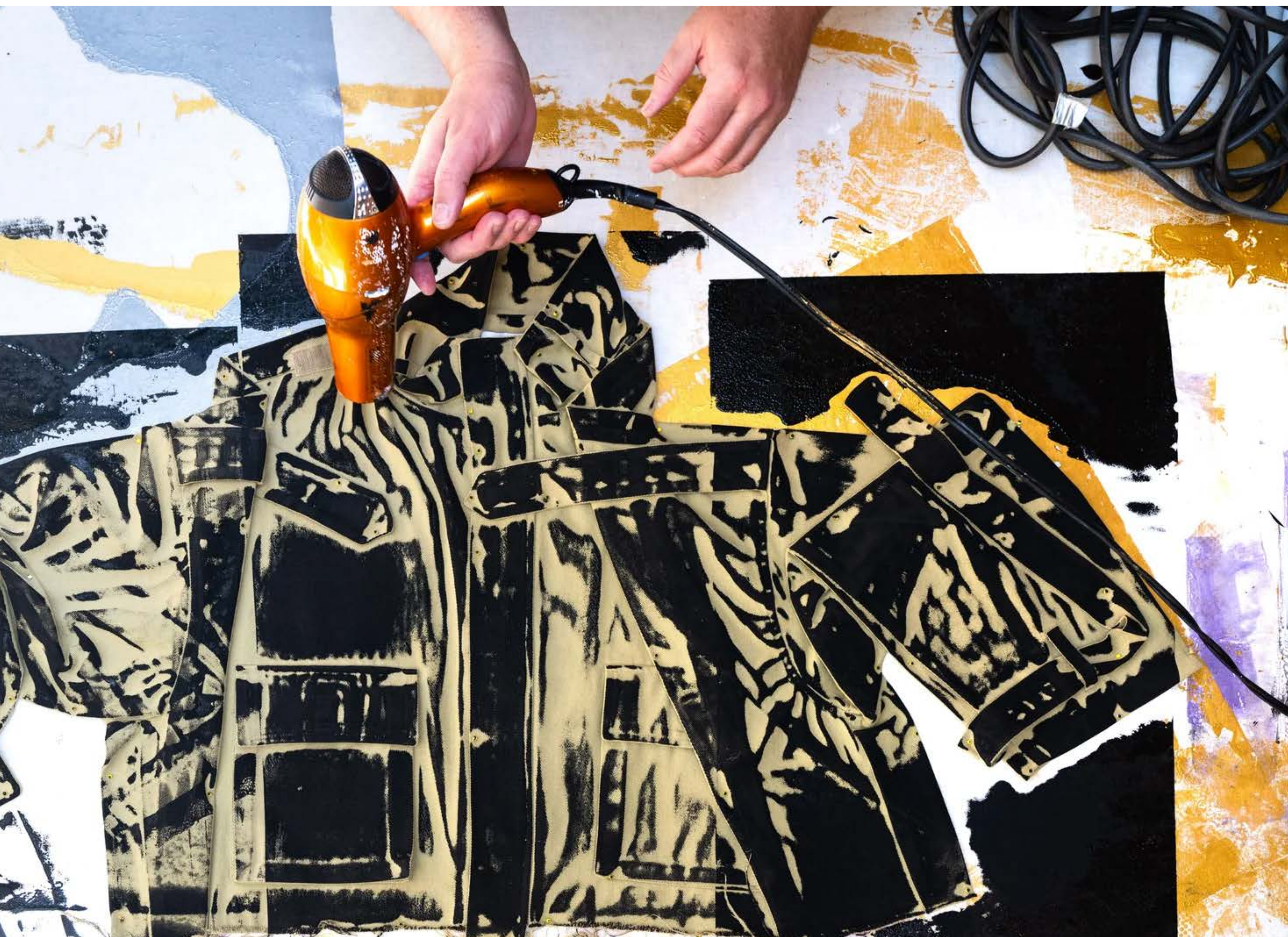
Engage with Bay Area denizens where they hang out the most—on Facebook, Twitter, and Instagram.

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

(Price upon request)







**Natalie Wages**

Publisher

Natalie@7x7.com