



48hills

San Francisco and the Bay Area's #1
independent news and culture source

2020 MEDIA KIT

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48hills.org

Our readers get it.

48hills.org is San Francisco and the Bay Area's independent news and culture site, from the editors and publishers of alternative weekly legend the San Francisco Bay Guardian. Updated daily, it focuses on politics, news, activism, arts, culture, music, and more.

With our fiercely engaged and active readership dedicated to keeping the spirit of the Bay Area thriving, 48 Hills offers indepth looks at hot-button issues that drive major conversations in the Bay Area, and publishes lively guides to cutting-edge art, parties, and performances. 48hills.org is a nonprofit news site produced by the San Francisco Progressive Media Center.

“There are officially 47 hills in San Francisco. But for those of us who truly love the city, there’s always one more hill to climb.”

– 48Hills.org founder Tim Redmond

Our Features

Regular Columns:

The Agenda

POLITICS

Party Radar

NIGHTLIFE

Puff

CANNABIS

Screen Grabs

MOVIES

Onstage

PERFORMANCE

All Ears

MUSIC

Art Looks

VISUAL ARTS

Lit

BOOKS

Annual Issue:

Best of the Bay

RELEASED IN OCTOBER

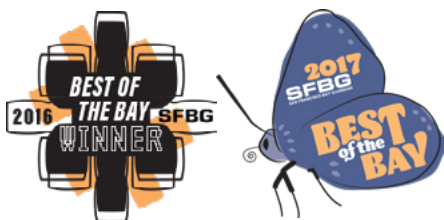


PHOTO (BOTTOM):
JULIANA HUXTABLE, *LITTLE MARVEL*, 2015

Our Readers

48 Hills readers are dedicated and adventurous, directly engaged with their communities on critical issues like social justice and supporting local arts businesses. They love trying new things, while frequenting the classics. You'll find them dancing in the streets, attending art shows and plays, seeking out new music and trying different restaurants. They are also fiercely loyal to their favorites: More than 12,000 readers vote in our annual Best of the Bay poll in more than 100 categories. Our readers may love to travel, but the Bay Area is their favorite place in the world.



30k visitors per week



44k pageviews per week



24k newsletter subscribers



50-100k social media reach



30-45 years old



80% college educated



55% earn \$100k+ per year



55% female

Advertising Options

We'll work with you on the best way to reach our audience eager to hear your message, at any budget!

Our advertising options include:

Top Banners/Leaderboards

728X90

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300X600

Dedicated Emails

Newsletter Ads

120X120 + COPY, 280X280 + COPY, 500X500

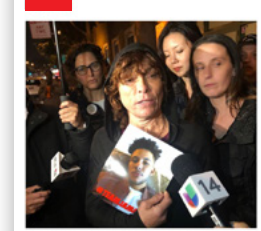
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Newsletter

This 48 Hills newsletter is sponsored by [Jedediah 1000](#) in the 1000 Film Festival and Random Cinema. Find out more about advertising with 48 Hills here.



DRAMATIC NEW DETAILS EMERGE IN MISSION POLICE SHOOTING
Victim was working with homeless youth; no clear evidence that he had a weapon.
By Tim Romano



BURGER BOOGALOO 2020 ANNOUNCES KILLER LINEUP
Legends Alice Bag, Black Kik, Circle Jerks, Flipper, and Penny Division join Younger Lovens, Plastic Bertrand, and more.
By John Paul Green



ENTER TO WIN FREE PREMIUM TICKETS TO CONSUME AND SOULFUL 'JAMALUNA'
Approved! Enter to win two premium tickets to Consume & Soulful in October at the San Francisco Film Festival. December 10th at 8:30pm Under the Bay Top at Gracie Park. Still open to a mysterious. Award won by guesthouse and guided by the spirit of the moon. Please see a thrilling adventure film with cinematic beats and energetic sound. Contact: [Jedediah 1000](#). Click here to enter by ad!



GET READY FOR THE FANTASTIC FREIGHT ANTHROPOLIS IN THE READ FILM FEST
Sponsored by SF and the Read Film Festival. The Read Film Festival is a two week cinematic excursion into the realm of Science Fiction, Fantasy, Horror, and speculative fiction genres. Taking its cue from other legendary festivals such as Cannes, Sundance, and Crayon's Shocking Statement. Anticipation! 48Hills picks together a diverse collection of films representing all varieties and budgetary considerations. From movie budget films, to landmark sci-fi classics. Another film in the Read provides a unique vehicle for independent cinema. This year's festival will occur December 1-10th, at New Pacific Cinema in San Francisco's Japanese.
Watch more here!



Control of SF Democratic Party up For Grabs in March

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48hills
Independent San Francisco news + culture

News + Politics | Arts + Culture | Best of the Bay | Support us | Newsletter

On our radar

HOUSING
Breaking: New dramatic details in Mission Police Shooting
Victim was working with homeless youth; no clear evidence that he had a weapon.
TIM ROMANO | DECEMBER 10, 2019

MOVIES
Michael Apter's monumental, 55-year chronicle of class inequality
The director for screenplays about his colorful and LSP series—most are B's LSP—waking the lives of 14 subjects across five decades.
JOSHUA KOTTER | DECEMBER 10, 2019

SCREEN GRABS
Screen Grabs: Fake news from Clint Eastwood and Imelda Marcos
Two a Western introduction family, where sound effects come from, one of 2019's best small US features, and more in cinema.
JONAS HARVEY | DECEMBER 10, 2019

EXCLUSIVE
Investigation: Complaints cite racist, sexist harassment by Muni fare inspectors
More than 100 alarming reports of bad conduct by the inspectors appear in Muni records.
CHLOE BENNETT | DECEMBER 9, 2019

MUSIC AND NIGHTLIFE
Kamau Williams brings London's nightlife jazz explosion to SF
700+ funk and fusion meet contemporary hip-hop and electronics in the DJ's work, representative of a massive scene.
JOHN PAUL GREEN | DECEMBER 9, 2019

ONSTAGE
Drag star Miz Cracker on 'Feminine', feminism, and overall fabulousness
JOSHUA KOTTER | DECEMBER 8, 2019

NEWS + POLITICS
SF man faces deportation—for a crime he committed at 16
NATALIA KRECH | DECEMBER 8, 2019

CAMPAIGN TRAIL
Control of SF Democratic Party up for grabs in March
THE BECHTOLD | DECEMBER 8, 2019

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The Bay's progressive source for news, analysis, and culture needs your help. Your tax-deductible donation keeps the light going. Become a supporting member!

Sections

News + Politics

Breaking: New dramatic details in Mission police shooting
Victim was working with homeless youth; no clear evidence that he had a weapon.
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SF man faces deportation—for a crime he committed at 16
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NEWS + POLITICS
Deal with SF's worst planning scold goes forward with little public noise

NEWS + POLITICS
Muni pulls police all office development measure

NEWS + POLITICS
Supes look to protect tenants while jitters over the housing crisis worsen

NEWS + POLITICS
Supes to vote on Wiener's development bill

EXCLUSIVE
SF General nurses told not to provide bilingual services

FOREIGN CORRESPONDENT
Foreign Correspondent: What's next for Bolivia after military coup?

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WILLIAM + PHILIP
Breaking: New dramatic details in Mission police shooting
Roughage: 2020 announces killer lineup
Nancy Pelosi just announced her retirement

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Newsletter

One of the most effective ways to reach our audience directly is through our popular newsletter, which reaches 24,000 subscribers. Your organization is acknowledged right at the top, and your message and image are included below. 48 Hills readers love our newsletter and proudly support the businesses and events represented inside.



PHOTO:
MF ROBOT

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ENTER TO WIN FREE PREMIUM TICKETS TO CIRQUE DU SOLEIL'S 'AMALUNA'

[sponsored] Enter to win [two premium tickets](#) to Cirque du Soleil AMALUNA on Sunday, December 15th at 1:30pm Under the Big Top at Oracle Park. Drift away to a mysterious island ruled by goddesses and guided by the cycles of the moon. Plunge into a thrilling adventure filled with acrobatic feats and energetic sound. Contest courtesy of RushTix.

[Click here to enter to win!](#)

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By Tim Reidman



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GET READY FOR THE FANTASTIC, FREAKY ANOTHER HOLE IN THE HEAD FILM FEST

[sponsored] Get ready for the [Freaky Another Hole in the Head Film Fest](#). This is a two week cinematic excursion into the realms of Science Fiction, Fantasy, Horror, and assorted other genres. Taking its cue from other legendary festivals such as Cannes, Sundance, and Crazy Steve's Bootleg Basement Extravaganza, ANITHF pulls together a diverse collection of films representing all varieties and budgetary considerations. From micro-budget labors of love, to tomorrow's cult classics destined for Lincolnton, Another Hole in the Head provides a unique venue for independent cinema.
This year's festival will occur December 1-15th, at New People Cinema in San Francisco's Japanatown.
[Learn more here!](#)

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