

# 48hills

# Media

# Kit



# Contact Us

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 news, arts, culture, politics, music, food, and more.

**To advertise, please contact Marke Bieschke:**  
**[marke@48hills.org](mailto:marke@48hills.org) • (415) 517-5910**



# Popular Columns

## THE AGENDA

News & Politics

## BIG WEEK

Our Events Picks

## GOOD TASTE

Food & Drink

## UNDER THE STARS

Music & Concerts

## PUFF

Cannabis

## DRAMA MASKS

Stage & Theatre

## PARTY RADAR

Nightlife & Music

## CAMPAIGN TRAIL

Elections & Analysis

## SCREEN GRABS

Movies & TV

## LIT

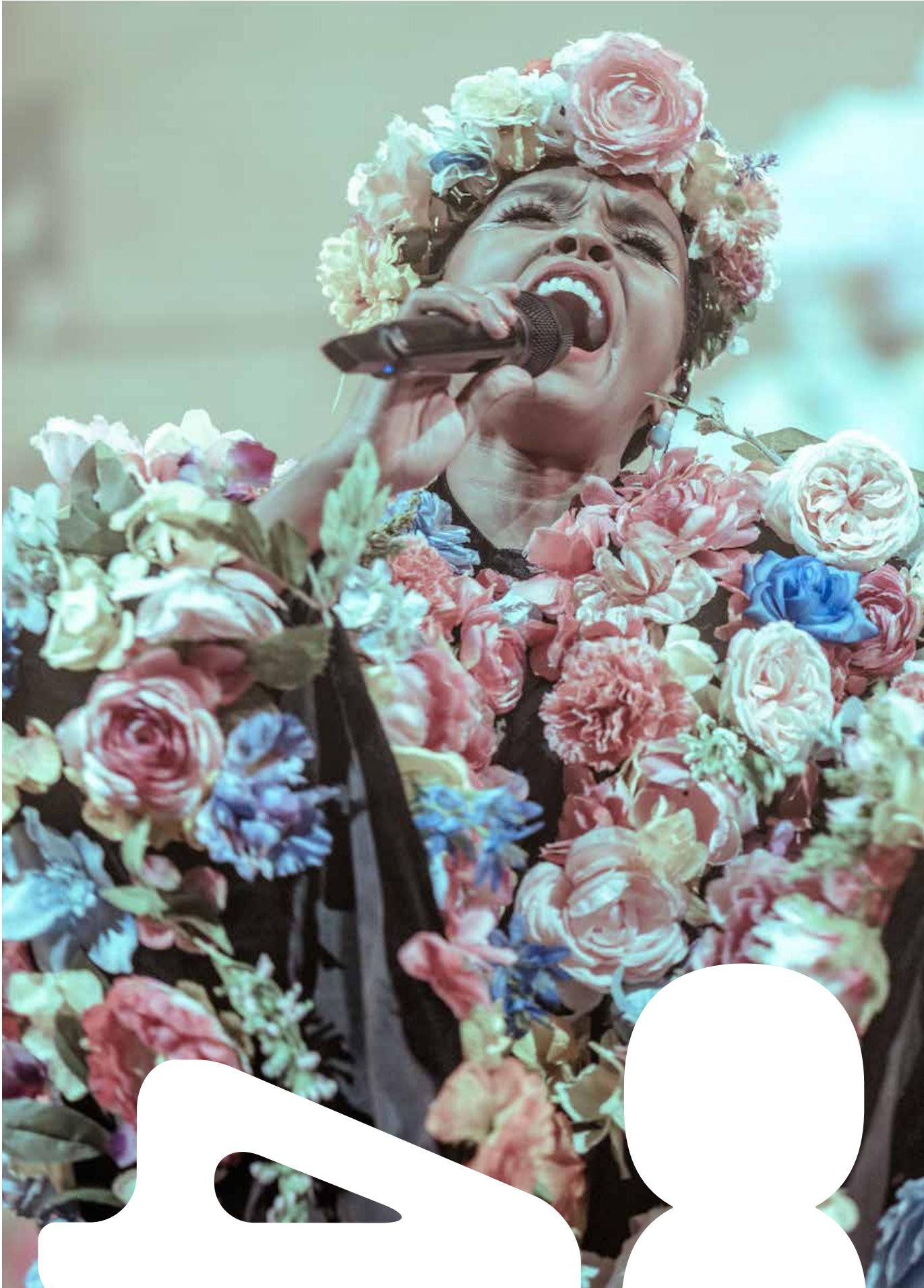
Books & Readings

## LIVE SHOTS

Concert Photos

## ONSTAGE

Performance & Previews



# Our Readers

Visitors/Week  
**30,000**

Gender  
**55% WOMEN**

Pageviews/Week  
**45,000**

Social Media Reach  
**100,000-150,000**

Age Range of Readers  
**30-45**

Newsletter Subscribers  
**22,000**

College Educated  
**80%**



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One Month in Good Taste  
or The Agenda

# Advertising Options



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One Month in Good Taste or The Agenda

## Native and Sponsored Posts

## Interstitials and Site Takeovers

## Social Reels Sponsorship

## Newsletter

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Independent San Francisco news + culture

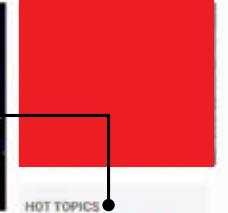
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**OPINION**  
The mayor's upcoming plans will deeply damage SF's neighborhoods  
Open Thread - April 14, 2024  
Demolitions, evictions, and displacement are in store if the city moves forward with Breed's approach.



**MUSIC REVIEW**  
Cat Power plugged into Dylan's electric shocker with pitch-perfect tribute



**HOT TOPICS**  
HOUSING ELECTIONS ART CITY HALL MUSIC

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**ART**  
Meet the one-woman welding dynamo creating gorgeously ornate SF gates  
Dorothy Edgeworth - March 14, 2024  
Katie Walsman of ShewWelds aims to bring back some of the artwork and flair that makes the city.



**MUSIC**  
Arts Forecast: Remembering Jess Curtis  
March 8 - March 14, 2024  
The groundbreaking dancer-maker passed suddenly this week. Plus: St. Patrick's Day events, CCA MFA expos, Scourge of double, more.



**ART**  
Barry Jenkins: 'I just ran full speed' toward epic 'Underground Railroad' adaptation  
Melissa Farinella - March 14, 2024  
The Oscar-winner's new film is a fast-paced, sprawling epic that's a mix of science fiction, science fact, and science fiction.



**ART**  
GET READY FOR THE FANTASTIC: FRAZEEY ANOTHER HOLE IN THE HEAD FILM FEST  
December 1-10, 2024  
SF's indie-fest returns to the Castro with a mix of science fiction, fantasy, horror, and more.

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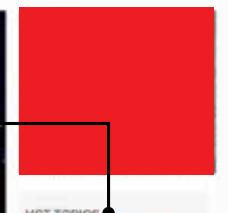
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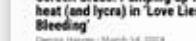


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Screen Grabs: Pumping up the heat (and lyrics) in 'Love Lies Bleeding'  
Dennis Hammer - March 14, 2024  
Plus: Kitchens sink queer drama in 'Silver Hand'; Friendship on the border in 'The Breaking In'; more movies

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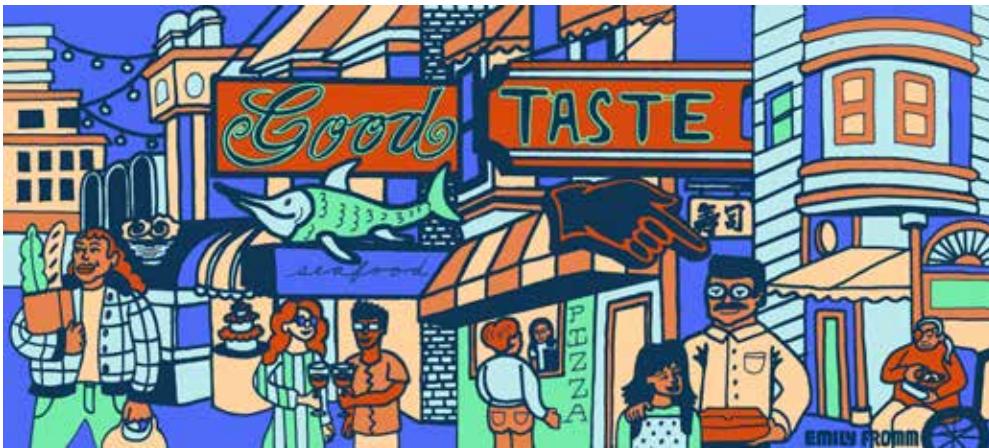
# Newsletter

Our new suite of newsletters allows you to reach our 22,000 subscribers in multiple ways. Ads and sponsorships are available for all of the below.

**The Daily** goes out every weekday morning to all free subscribers, and contains our latest articles, announcements, and ads.



**The Agenda** goes out free on Mondays and paid on Thursdays with news editor Tim Redmond's latest articles, including personalized analysis for paid subscribers.



**Good Taste** goes out free on Tuesdays and paid on Saturdays with food editor Tamara Palmer's latest food & drink news, previews, values, guides, and dish.

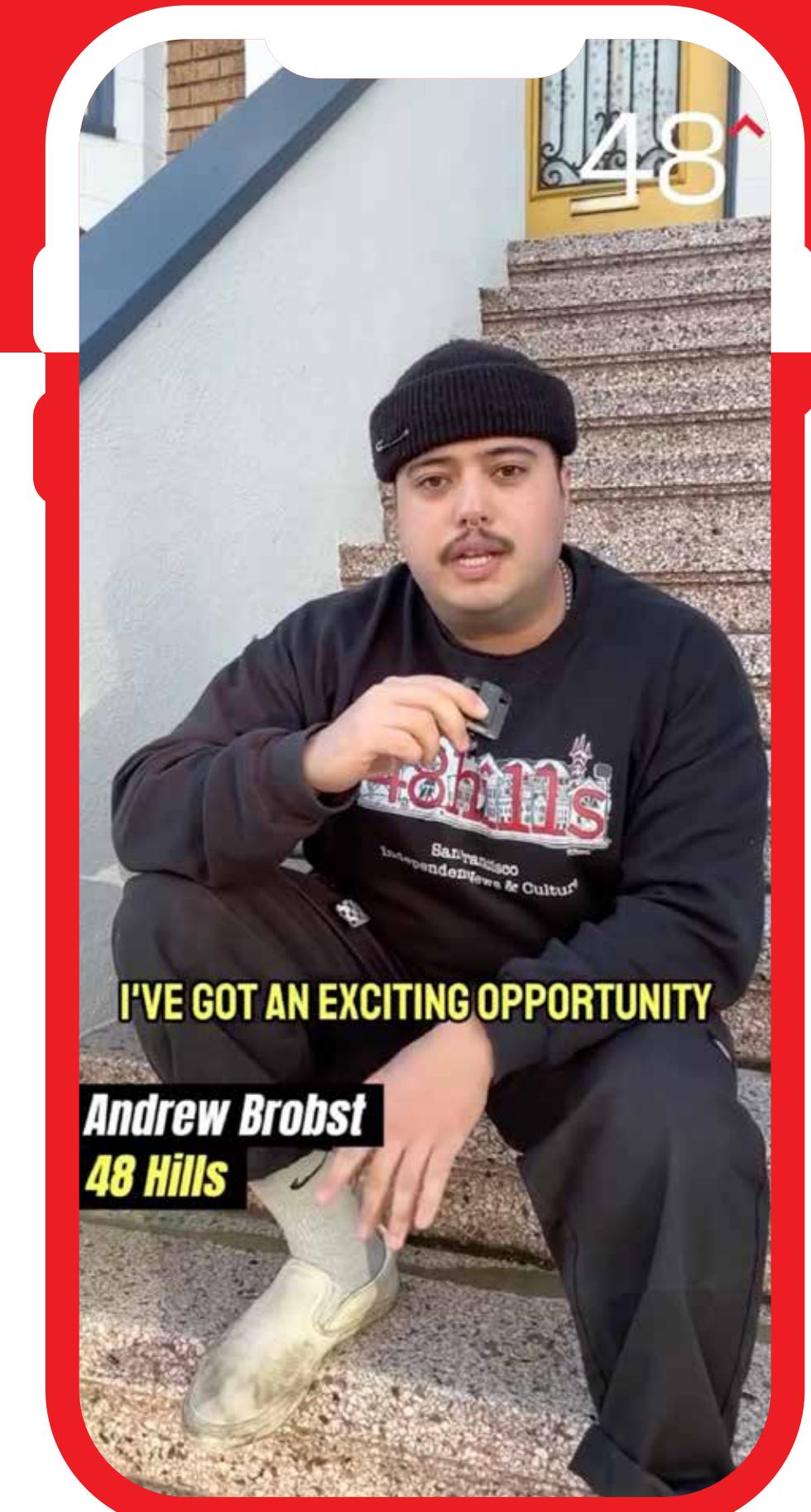
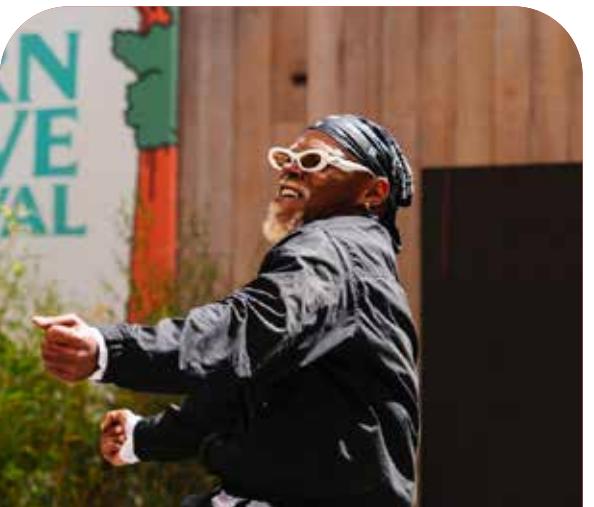


**COMING SOON:**  
**Big Week** Our weekly events guide, with chances to win free tickets or claim discounts to local concerts, plays, films, museum shows, and more.

# Reels & Socials

48 Hills online news and culture reporter Andrew Brobst has become instantly recognizable on Instagram and TikTok, garnering tens of thousands of views for his on-the-ground, relatable videos of breaking news, protests, concert events, cultural moments, and more.

In-reel brand mentions and reel sponsorships as well as creative social collabs get fresh young eyes on your event or organization. Contact us for more details.



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