

There's always something special going on...

at the **San Francisco Chronicle** and **SFGate.com**.

Our readers really look forward to the informative, timely and often fun-filled special sections that match their eclectic interests and diverse lifestyles. These special sections are the perfect platform to connect with these highly targeted, appreciative audiences.

There's something for everyone — especially you.

Our expanded issues of Business Report, Travel and Chronicle Magazine provide extra helpings of the material readers enjoy. A large selection of sports sections, from NFL Preview to our annual NCAA March Madness Guides, grab the attention of fans throughout the Bay Area and beyond. Stand-alone sections like the San Francisco Chronicle Wine Competition and the International Auto Show deliver broad reach. And zoned sections such as the Holiday Gift Guides focus on smaller, more well-defined areas with targeted demographics.

No matter what your marketing strategy is or whom you want to reach, The Chronicle and SFGate.com offer special sections that deliver your message in an engaging environment to your prime audience.



Due to early publication of this calendar, some dates are subject to change.
For more information, please contact your sales representative.

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HEARST *media services* | Bay Area

*San Francisco Chronicle • SFGate • GateList • SEO • SEM • Social Media Management
Behavioral Targeting • Geographic Targeting • Rich Media • Video*

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JANUARY

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Health & Fitness	Chron Mag	Editorial	12/14	12/17	1/2
Looking Forward	Pink	Editorial	12/23	12/29	1/2
SFiS	Stand Alone	Editorial	1/3	1/7	1/27
Cruises	Travel	Editorial	1/5	1/6	1/9
Mexico	Travel	Editorial	1/19	1/20	1/23
Lunar New Year — Rabbit	96 Hours	Editorial	1/24	1/25	1/28

FEBRUARY

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Spring Home Design	Chron Mag	Editorial	1/19	1/25	2/6
SFiS	Specialty Pub	Editorial	1/31	2/4	2/24
AT&T Pebble Beach Preview	Sports	Editorial	2/7	2/8	2/9
Chronicle Wine Awards Competition	Food & Wine	Advertorial	2/8	2/10	2/13
Oscar Preview	Pink	Editorial	2/11	2/16	2/20
Arizona Spring Training	Travel	Editorial	2/16	2/17	2/20
Oscar Ballot	Pink	Editorial	2/18	2/23	2/27
Summer Camps	96 Hours	Stack	2/21	2/22	2/24
Explore Hawaii	Travel	Editorial	2/23	2/24	2/27

JANUARY 2011

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MARCH

Themed Content	Appears in	Content is	Space	Camera	2011 Date
NCAA March Madness	Sports	Editorial	2/11	2/11	3/14
Spring Travel	Chron Mag	Editorial	2/16	2/22	3/6
SFiS	Specialty Pub	Editorial	3/7	3/11	3/31
Explore Hawaii	Travel	Advertorial	3/2	3/3	3/6
Food & Wine Rising Stars	Food & Wine	Editorial	3/8	3/10	3/13
NCAA March Madness	Sports	Editorial	3/17	3/18	3/19
NCAA March Madness	Sports	Editorial	3/18	3/18	3/21
Summer Camps	96 Hours	Stack	3/21	3/22	3/24
NCAA March Madness	Sports	Editorial	3/24	3/25	3/26
NCAA March Madness	Sports	Editorial	3/25	3/25	3/28

APRIL

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Top 100 Restaurants	Chron Mag	Editorial	3/16	3/22	4/3
NCAA March Madness	Sports	Editorial	3/31	4/1	4/3
Baseball 2011 Preview	Sports	Editorial	3/31	4/1	4/3
NCAA March Madness	Sports	Editorial	4/1	4/1	4/4
NCAA March Madness	Sports	Editorial	4/4	4/4	4/5
SFiS	Specialty Pub	Editorial	4/4	4/8	4/28
SF Film Festival	Pink	Editorial	4/8	4/13	4/17
Summer Camps	96 Hours	Stack	4/18	4/19	4/21
Mexico	Travel	Editorial	4/20	4/21	4/24
Summer Camps	96 Hours	Stack	4/25	4/26	4/28
SFOT (SFO Terminal Opening)	Stand Alone	TBD	tk	tk	4/3
Education Resource Guide	Stand Alone	Advertorial	tk	tk	4/8

MARCH 2011

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APRIL 2011

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MAY

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Summer Fun and Adventure	Chron Mag	Editorial	4/13	4/19	5/1
Summer Movies	Pink	Editorial	4/29	5/4	5/8
Canada	Travel	Advertorial	5/4	5/5	5/8
SFiS	Specialty Pub	Editorial	5/5	5/6	5/26
Museum Preview	Datebook	Editorial	5/6	5/11	5/12
Summer Camps	96 Hours	Stack	5/9	5/10	5/12
Children's Books	Books	Editorial	5/19	5/20	5/22

JUNE

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Weddings	Chron Mag	Editorial	5/18	5/24	6/5
SFiS	Specialty Pub	Editorial	6/6	6/10	6/30
Big Gay Issue	Pink	Editorial	6/10	6/15	6/19

MAY 2011

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JUNE 2011

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JULY

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Summer Home Design	Chron Mag	Editorial	6/15	6/21	7/3
SFiS	Specialty Pub	Editorial	7/1	7/8	7/28

AUGUST

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Top Doctors — Health Focus	Chron Mag	Editorial	7/20	7/26	8/7
SFiS	Specialty Pub	Editorial	8/1	8/5	8/25
Cruises	Travel	Editorial	8/3	8/4	8/7
Mexico	Travel	Editorial	8/17	8/18	8/21
Fall Arts & Entertainment Guide	Pink	Editorial	8/19	8/24	8/28
College Football	Sports	Editorial	8/23	8/24	8/25
Fall Books	Books	Editorial	8/25	8/26	8/28

JULY 2011

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SEPTEMBER

Themed Content	Appears In	Content is	Space	Camera	2011 Date
Fall Home & Design	ChronMag	Editorial	8/17	8/23	9/4
Movie Preview	Pink	Editorial	8/26	8/31	9/4
Explore Hawaii	Travel	Editorial	8/31	9/1	9/4
NFL Preview	Sports	Editorial	9/1	9/2	9/4
Fall TV	Pink	Editorial	9/2	9/7	9/11
SFIS	Specialty Pub	Editorial	9/2	9/9	9/29
Outside Lands	Pink	Editorial	9/16	9/21	9/25

OCTOBER

Themed Content	Appears In	Content is	Space	Camera	2011 Date
SF Jazz Festival	Pink	Editorial	9/23	9/29	10/2
Fall Travel	ChronMag	Editorial	9/14	9/20	10/2
SFIS	Specialty Pub	Editorial	10/3	10/7	10/27
Holiday Dance, Theatre & Music	Pink	Editorial	10/7	10/12	10/16
Bargain Bites	96Hours	Editorial	10/10	10/11	10/13
Halloween	Pink	Editorial	10/17	10/18	10/23
NBA Preview	Sports	Editorial	10/20	10/21	10/23

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NOVEMBER

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Home for the Holidays	Chron Mag	Editorial	10/19	10/25	11/6
SFIS	Specialty Pub	Editorial	10/31	11/4	11/23
Skiing	Travel	Editorial	11/2	11/3	11/6
Thanksgiving Food	Food & Wine	Editorial	11/8	11/10	11/13
Holiday Films	Pink	Editorial	11/11	11/16	11/20
Thanksgiving Desserts	Food & Wine	Editorial	11/15	11/17	11/20
Holiday Books	Books	Editorial	11/17	11/18	11/20
International Auto Show	Specialty Pub	Advertorial	tk	tk	11/13
Holiday Gift Guide	Specialty Pub	Editorial	tk	tk	11/30

DECEMBER

Themed Content	Appears in	Content is	Space	Camera	2011 Date
Top 100 Wines	ChronMag	Editorial	11/15	11/18	12/4
SFIS	Specialty Pub	Editorial	11/28	12/2	12/22
Holiday Food & Wines	Food & Wine	Editorial	11/29	12/1	12/4
Holiday Home	Home & Garden	Editorial	11/30	12/1	12/4
Year End Wrap	Pink	Editorial	12/16	12/21	12/25

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ONGOING

Themed Content	Appears in	Content is	Appears on
NFL Mondays	Sports	Editorial	Sept.-Dec.
New Homes	New Homes	Advertorial	Every Saturday
Football Fridays	Sports	Editorial	Every Friday, Sept.-Dec.
Winter Sports	Sports	Editorial	Nov.-Feb.
Golf	Sports	Editorial	Mar.-Oct.
Travel	Datebook	Editorial	Every Sunday
HotJobs	Jobs	Advertorial	Every Sunday
Prime Life	Bay Area	Advertorial	First Monday of each month
CARS	Stand Alone	Advertorial	Friday and Sunday



JANUARY 2011

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