

2020-21 Media Kit

SAN FRANCISCO CHAPERON®

The Multilingual Guide to San Francisco

Chaperon is San Francisco's only FREE Multilingual Guide!

950,00 International Visitors Reached Annually!

380,000 Distribution

Guide languages include:

Chinese Spanish Japanese German French Italian Portuguese Korean

Your ad will be

Translated into 8 Languages

There are **2.9 Million International Visitors** to San Francisco every year

International Visitors Spend 3X More than domestic visitors!

SAN FRANCISCO CHAPERON®

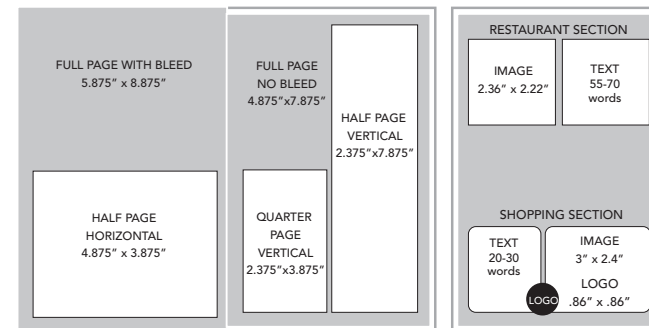
The Multilingual Guide to San Francisco

Circulation **380,000** Copies

An Ad For Every Budget

| Placement | Ad Size | Yearly Rate or 3 Easy Payments |
|--|------------------------------------|--------------------------------|
| Full Page (live) (bleed .25") | 4.875" x 7.875" 5.875" x 8.875" | \$13,150 / \$4,385 |
| ½ Page Horizontal | 4.875" x 3.875" | \$8,750 / \$2,920 |
| ½ Page Vertical | 2.375" x 7.875" | \$8,750 / \$2,920 |
| ¼ Page Vertical | 2.375" x 3.875" | \$6,950 / \$2,320 |
| Special Advertorial Sections | | |
| Shopping Guide (image, 20-30 word copy, address, phone, URL & logo) | | \$4,750 / \$1,585 |
| Restaurant Guide (image, 55-70 word copy, address, phone, URL) | | \$4,750 / \$1,585 |
| Premium Placement | | |
| Center Map Gate Fold (bleed 2 panels) | 5.0" x 8.375" (per panel) | \$27,000 / \$9,000 |
| Full Page-Inside/Outside Covers or Page 1 (live) (bleed .25") | 4.875" x 7.875" 5.875" x 8.875" | \$17,150 / \$5,717 |
| Front Cover Sponsorship (logo only) (3 positions available with minimum ½ page ad purchase) | | \$1,800 / \$600 |

It's Easy! You provide the ad in English, we provide all translations services for your print ad & web listing.



Next Step... Call Jenny!

Jenny Rauh, Director of Sales
cell 415-377-8295
office 415-692-0929
jenny@chaperon.com
MapWestPublications.com

Are you advertising to visitors in their own language?

San Francisco's International Travelers...

\$ They spend over 3X more than domestic visitors.

With over 2.9 million international visitors to San Francisco every year, it is still only 28% of SF's visitors. But that 28% represents 61% of visitor dollars spent. International visitors spend 333% more than domestic visitors!



They stay longer than domestic visitors.

International visitors stay 2.5x longer than domestic visitors. And with 85.6% of visitors here for vacation & leisure, they have more time to spend money with your business.

Their main interests are:



shopping
sightseeing
dining
national parks/monuments
amusement/theme parks



Chaperon's Strategic Distribution Philosophy

Chaperon guides are targeted at international visitors who will be making decisions about how to spend their time in-market. Our delivery team works closely with hospitality staff and concierges. Chaperon guides are only given to independent travelers seeking recommendations on what to do while in the San Francisco Bay Area.



Chaperon Multilingual Guides

Chaperon guides are 50 pages and designed for foreign visitors who are unfamiliar with English and US customs.

Guidebooks Include:

- ✓ Points of Interest and important tourism businesses by neighborhood
- ✓ Detailed Maps of SF and the surrounding regions
- ✓ Practical Information about public transportation, tipping, and exchange rates

The Value of Print

- ✓ Printed guides and brochures are the #1 influencer of visitors during trips.
- ✓ 83% of visitors plan to visit a business or an attraction as a result of picking up a guide or brochure.
- ✓ 94% of hospitality professionals prefer providing guests with printed visitor information.

The Chaperon Audience

International visitors are younger and a majority are men. Men are more often the decision makers in regards to travel.

- Gender - Male 55%, Female 45%
- Average Age - 45
- Married - 67%

2020-21 Publication Deadlines

Space Reservation EXTENDED: January 10, 2020

Ad Material Due: January 31, 2020

Annual Distribution: April 2020-March 2021



Give Me My Language!

Even travelers who are fluent in English prefer guides in their native language. It provides a break for their mind from constant translating.