



## Staff Report

**TO:** Board of Harbor Commissioners  
**FROM:** James B. Pruet, General Manager  
**DATE:** January 15, 2025  
**SUBJECT:** San Francisco Peninsula Magazine

**Issue:**

Should the San Mateo County take out an ad with the San Francisco Peninsula Magazine

**Recommendation/Motion:**

Consider approving \$6000 for the Platinum Package with an additional page for the 2025 San Francisco Peninsula Magazine.

**Fiscal Implications/Budget Status:**

**Background/Discussion:**

The San Francisco Peninsula Magazine will be an official publication for The San Francisco Peninsula (AKA The San Mateo County/Silicon Valley Convention and Visitors Bureau). The magazine is intended to be a must-have, out-of-market resource for planning a trip, or an in-market guide of what to do, see and eat/drink. The ad developed can also be repurposed for digital content that lives on The San Francisco Peninsula's digital channels: social media, newsletters and/or blog.

The District can highlight Pillar Point Harbor, the beaches, restaurants, shops, activities and opportunities to draw more people to Pillar Point.

**Provided by Wanderlust Content Studio:**

**What's New:**

- The former visitor magazine for the SFP will have a complete redesign and be more along the lines of the [Napa Valley Visitor Magazine](#)— as an example.
- Several aesthetic enhancements will be implemented: Upgraded cover and interior paper stock, much more editorial content, a complete redesign, a much larger trim size to communicate a coffee-table-worthy/lookbook appearance.

- No more display ads: No logos, calls-to-action, etc. The team from Wanderlust Content Studio will create each ad in a cohesive, lookbook aesthetic and blend the ads within editorial to give the magazine a clean, minimal look which drives engagement.
- Organized into user-friendly departments, so it's easy to navigate, and simple to access relevant content.
- Enhanced digital version, more user-friendly, mobile-friendly.

### Why Native Advertising?

- Compared with other formats, native ads engage customers 23% more than display ads
- Wanderlust Content Studio's native-content format received HSMIA's Adrian Award for Excellence in Print Advertising in 2022, and in 2024 WCS received an APEX award for publication excellence.
- Click to see examples of native advertising that showcases [Accommodations](#), [Wellness](#), [Dining](#), [Attractions/Activities](#).
- We do all the artwork for you – just provide high-res images and copy points and we do the layouts.
- Native ads can live beyond print on San Francisco Peninsula's digital channels
- Audience stays engaged cover-to-cover, reading a collection of stories rather than distracting display ads.
- Storytelling format makes Peninsula businesses the star of the show, a primary subject of the magazine.

### Distribution Strategy:

- Fulfillment: Demographic, psychographic, and geographic targets are served digital ads, they request magazine copy to be sent directly to their home
- That "fulfillment" audience requests thousands of copies per year, mailed directly to homes of those requesting it.
- Regional CA welcome Centers and Visitor Info Centers
- Digital views of the user-friendly digital guide on [thesanfranciscopeninsula.com](http://thesanfranciscopeninsula.com).
- Local hotels will carry the magazine in-room, at the concierge desk, or both
- Sporting events, FAM trips, Trade Shows, Convention Groups, media/journalists/influencers
- Digital version linked to a QR code that will be printed on a double-sided card and distributed out-of-market and at key meeting industry events like IPW.

### Research:

- Print magazine ads stimulate emotions and desires. Readers have more focused attention, less distraction, and higher comprehension and recall (The Association of Magazine Media Factbook 2021).
- 89% of visitors polled said that visitor magazines helped make their decision to visit a destination (The Value of DMO's, Destination Analysts, February 2021).
- Studies show that audiences trust print advertising (82%), over search engine ads (62%), or social media ads (43%), or online popups (25%).

- Nearly 9 in 10 Americans of all age groups have read magazine media in the past 6 months, with numbers increasing as age decreases.

Costs: ([THIS MEDIA KIT](#))

Platinum Package with Additional Page: (recommended by Staff)

- \$6,000
- Two full page spread
- 1x social media post
- 1x dedicated newsletter
- 1x blog inclusion

Platinum Package:

- \$4,500
- Two full page spread
- 1x social media post
- 1x dedicated newsletter
- 1x blog inclusion

Gold Package:

- Half page, plus
  - Social media post, or
  - Newsletter inclusion, or
  - Blog Inclusion

Silver Package:

- \$1,800
- Quarter page
  - Social media post, or
  - Newsletter inclusion, or
  - Blog Inclusion

**Summary/Recommendation:**

Consider approving \$6000 for the Platinum Package with an additional page for the 2025 San Francisco Peninsula Magazine.

**Attachments:**

- 1) [Two Page Example](#)