



city **2019**
MEDIA KIT
SF PENINSULA

TARGETED DIRECT MARKETING TO
 AFFLUENT HOMEOWNERS

Mark Allen

President

650.235.9643 (Office)

510.714.8209 (Cell)

www.citypubsfpeninsula.com

mark@citypubsfpeninsula.com

Our
 Website



*“Any business not bringing in NEW BUSINESS
 is going out of business.”*

- Warren Buffett

5 REASONS TO CONSIDER JOINING OUR EXCLUSIVE PROGRAM...

1. Be Recognized as a Premier Bay Area Business

Our space-limited, co-op mailer means that you are partnering with the other finest businesses in Bay area.

2. Boost your Brand Recognition

High volume, low cost multimedia campaigns reach consumers from all sides: mailbox, email, internet, and mobile devices. This means more impressions every time City Publications launches campaigns to the Bay areas most affluent homeowners.

3. Spend Less, Reach More

For just pennies per household, you can reach up to 50,000 of the highest spending, most loyal customers in the Bay area multiple times a year.

4. Showcase Your Company

We use only 100% full color, high quality print & digital media with complete graphic design services that showcase your company's quality in our upscale program.

5. Stand Out

Our beautiful card packs outshine the glut of magazines and overstuffed coupon mailers that fill up recycling bins. Reach the right consumer in the right format.

*Become an exclusive member of "SF Peninsula's Finest"
and lock out your competition now!*



WHO IS CITY PUBLICATIONS?

We create and deliver a direct mail postcard “pack” to affluent, single-family homeowners in SF Peninsula, 4 strategic times a year. Our marketing expertise, along with our innovative design and proprietary mailing lists are just a few reasons why the consumers we reach will ensure a quick call of action for you.



CREATIVE APPROACH & CARD FORMAT

- Large two sided full color 4x6 card
- Cards are grouped together (up to 40) in a clear, plastic sleeve to save everyone money.
- Cards are easy to save and have a long shelf life.
- Support from citypublication.com

STRENGTH OF LIST = RIGHT TARGET AUDIENCE

- 50,000 Single Family homeowners
- Average home values: \$1,400,000
- Average household income: \$186,000
- Personalized card pack with homeowner name.

*HH income is self reported and not available on all households. Report is factored as is and average on reported info only.





ZIP CODES

- 94019 94025
- 94037 94010
- 94038 94403
- 94020 94070
- 94060 94404
- 94018 94061
- 94074 94062
- 94080 94402
- 94015 94002
- 94044 94401
- 94066 94303
- 94014 94065
- 94030 94063
- 94005 94027
- 94134 94028
- 94021

SCHEDULE 2019

Campaign	Final Art Deadline	Estimated In-Home Date
FALL	Mid October	Early November
HOLIDAY	Mid November	Early December
SPRING	Mid February	Early March
SUMMER	Early May	Mid May



CITY PUB PROVEN CONCEPT

- In house, customized mailing list management
- Easily trackable responses
- Smart design concepts to catch consumers' attention
- **"ONE STOP"** marketing support for all business needs
 - :: solo mailers
 - :: branded marketing campaign
- Immediate consumer attention
- Web exposure and search engine visibility
- Targeted email marketing



MAILING DATABASE WHICH ENSURE THE MAXIMUM RESULTS

- Personally addressed to homeowner
- Constantly updated mailing list based on responses
- List accuracy based on consumers' feedback
- Customized mailing lists available

FROM OUR ADVERTISERS



"In these times, marketing is a necessity, not a luxury. Direct mail from City Publications has been our best marketing investment. Thanks for nine and half years of partnerships."

- SOD Associates



"I have used City Publications for years and have been very pleased with the results as it ranks as one of our top lead generation programs. What we really like about City Publications is not only the quantity of the leads, but more so the quality and the conversion rate. City Publications has become more important to us than ever because it is still working well in a challenging economy."

- Dawn Barron, The Louver Shop

