

BelleSf

magazine

BelleSf is a quarterly magazine dedicated to presenting the best art, culture, and all-natural nude photography from San Francisco and beyond. In every issue, you'll find in-depth bios and interviews with local and national artists - from the gallery to the street, fiction, articles on restaurants, bars, style, politics, and contemporary issues - and the best, all-natural nude photography out there.



"The magazine will feature tasteful, artfully-lit photos of beautiful women in the nude [as well as] feature works by local artists and writers: art, culture, and nudity is the motto." - David-Elijah Nahmod



"The first issue includes elements of the classics . . . A nude centerfold, well-argued essays, fiction, and—because this has always been a food town—restaurant features." - Scott Lucas



"The imagery inside Belle Sf is gorgeous, offering minimal props and lighting with absolutely no retouching. And not only will you find sultry photos of naked women . . . but also in-depth, culturally relevant content on topics like politics, dining, and contemporary issues." - Wesley Bonner

ADVERTISING MEDIA KIT 2015

Regional/National Distribution:

Subscriptions for print and digital and single issues are available online at www.bellesf.com. BelleSf magazine is distributed nationally by Last Gasp.

BelleSf magazine is available at these locations:

San Francisco:

Aardvark Books - 227 Church St
Adobe books - 3130 24th St
Bird & Beckett - 653 Chenery St
Books Inc. - 2275 Market St
Books Inc. - 601 Van Ness ave
Books Inc. - 2251 Chestnut St
Booksmith - 1644 Haight St
Dijital Fix - 820 Valencia St
Everyday SFC - 936 Geary St
Good News - 3920 24th St
Green Apple books - 506 Clement St
Green Apple books - 231 9th Ave
J.P. Kempt - 351 Divisadero St
Juicy News - 2453 Fillmore St
Modern Times bookstore - 2919 24th St
Smoke Signals - 2223 Polk St
Vega cafe - 1246 Folsom St

Georgia

Bizarro Wuxtry - 225 College Ave, Athens, GA

Washington

What? Shoppe - 740 Broadway, Tacoma, WA

Germany

ANTIQUARIAT-VERSANDBUCHHANDE

East Bay -

Books Inc. - 1344 Park St, Alameda
Books Inc. - 1760 4th St, Berkeley
DeLauer's Newsstand - 1412 Park St, Alameda
Diesel bookstore - 5433 College Ave, Oakland
Feelmore - 1703 Telegraph Ave, Oakland
Loakal Gallery - 560 2nd St, Oakland
Issues magazines - 20 Glen Ave, Oakland
Pegasus bookstore - 2349 Shattuck Ave, Berkeley
Pegasus bookstore - 5560 College Ave, Oakland
Walden Pond books - 3316 Grand Ave, Oakland

Circulation:

Cover price: \$10
Quarterly subscription price: \$50
(includes shipping and tax)
Subscribers: 900+ (print and digital)
Circulation: 3000
Estimated readership: 9-12,000

Demographics:

BelleSf readers are young and urban. 85% male and 15% female. 70% live in the Bay area. 25% live outside of California. 5% live in Europe.

Social media:

Twitter - twitter.com/belle_sf
Facebook - facebook.com/BellesfMagazine
Tumblr - bellesfmagazine.tumblr.com/
Instagram - instagram.com/bellesfmagazine



BelleSf in the press:

The Bold Italic
SF Weekly
Nerve
San Francisco Magazine
Inside Hook
SF Bay Guardian

AD RATES / FREQUENCY

size / frequency	1x	2x	3x	4x	Bleed size	Finished size
Full page	\$1750	\$1600	\$1450	\$1300	8.75 x 11	8.5 x 10.75
Back cover	\$2000	\$1800	\$1600	\$1400	8.75 x 11	8.5 x 10.75
Inside back cover	\$1825	\$1675	\$1525	\$1375	8.75 x 11	8.5 x 10.75
Inside front cover	\$1825	\$1675	\$1525	\$1375	8.75 x 11	8.5 x 10.75
Two page spread	\$1900	\$1700	\$1500	\$1300	17.25 x 11	17 x 11
1/2 page	\$1000	\$800	\$600	\$400	8.75 x 5.5	8.5 x 5.375

Schedule / All materials due date / Distribution date

Issue #1 / Print sold out. Digital available online.

Issue #2 / Print sold out. Digital available online.

Issue #3 / Print sold out. Digital available online.

Issue #4 / on newsstands April 15th, 2015

Issue #5 / June 30th, 2015 / on newsstands July 29th, 2015

THE PARTICULARS

All images must be CMYK and 300 dpi or greater at actual size.

Finish size is 8.5 x 10.75. Please note that the live area is 1/4 inch smaller on all sides. If ad is full bleed, follow chart above. High res CMYK pdf files with embedded fonts are preferred. We accept InDesign files as well.

Please make sure fonts and photo links are included. We offer design assistance at \$75 per hour. Thank you for advertising with us!

Feel free to contact us at inquiries@bellesf.com

