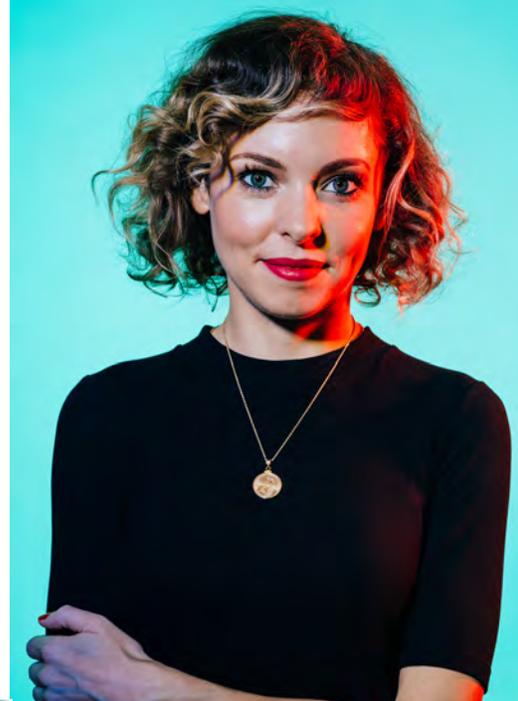


HATCH

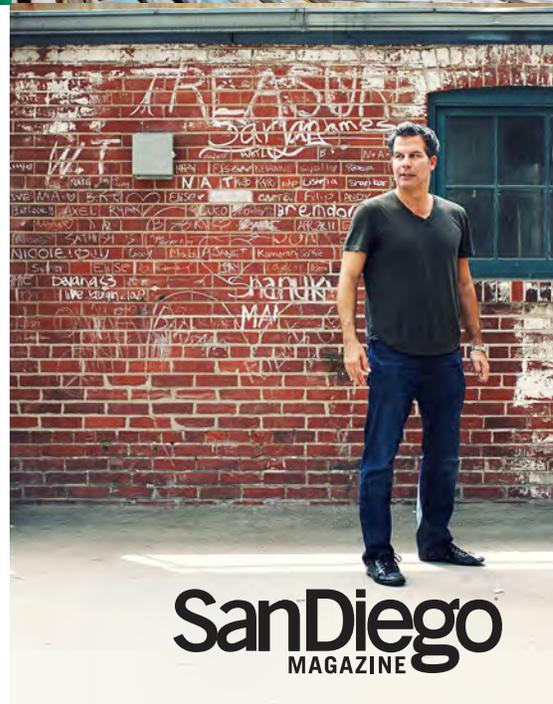
Innovation born in San Diego



"If there is one lens through which our city looks awe-inspiring, it's this one. We can't wait to tell these stories of discovery, invention, science, and technology—and the people associated with them."

➔ *Erin Chambers Smith,
Chief Content Officer*

**2018
media
kit**



San Diego
MAGAZINE

OUTLINE

Published by *San Diego Magazine*, *Hatch* focuses on the business of innovation. Stories stem from the tech, biotech, life sciences, telecom, software, green-, clean-, and blue-tech industries. Consider *Hatch* a combination of a business and science magazine that celebrates the success stories of San Diego companies, whether they are a Fortune 500 or a budding startup.

Editorial:

- IN EVERY ISSUE**
 - Tip Sheet:** 20 innovative people, companies and ideas
 - Office Space:** Inside the office of one of San Diego's coolest companies
 - The Pitch:** Local startups present their big ideas
 - Next Big Thing:** What's on our radar to change the world next

- COMING UP**
 - Spring:** The Cross-border issue—examining the business of living and working on the border
 - Summer:** Design—why where we work matters, the science and the art of cool office spaces
 - Fall:** Education 3.0—the best schools, the way we learn, what we should be studying, does a degree matter anymore?
 - Winter:** Real Estate—where we live and what we love about being in SD, when we're off the clock

Props: *"I received the first edition of Hatch this week and... wow! It's incredible. Congratulations on an outstanding first publication. For far too long, San Diego has needed a tool like Hatch to effectively tell its story and elevate the perception of San Diego as a cutting-edge, critical technology innovation center with noted success and emerging new talent. Thank you for your leadership on this important regional initiative."*

Kris Michell
PRESIDENT & CEO, Downtown San Diego Partnership

"Love what you guys are doing with Hatch! Keep in touch and would love to help any way we can. San Diego needs more of this."

Matt Faulk
CEO, BASIC



DISTRIBUTION 4X PER YEAR

40,000
copies

=

25,500
San Diego magazine subscribers

+

14,500

Direct mail to members of Biocom, Connect, MIT Enterprise Forum, San Diego Chamber of Commerce and Downtown San Diego Partnership plus a list of top San Diego executives. Other distribution via EDC and the Sales & Marketing Leadership Alliance.

PRINT

| | | 4X | 1X |
|----------------------------|-----------------------------|---------|----------|
| Display Advertising | Two-page spread | \$5,900 | \$7,000 |
| | Full-page | \$3,400 | \$3,900 |
| | Half-page | \$2,200 | \$2,700 |
| | Quarter-page | \$1,000 | \$1,500 |
| Premium Positions | Inside front cover + page 1 | \$8,920 | \$12,243 |
| | Inside back cover | \$5,355 | \$7,347 |
| | Back cover | \$7,445 | \$10,225 |

Custom options such as gatefolds and inserts are also available upon request.

Deadlines

Spring
Space: [January 12](#)
Artwork: [January 16](#)
Polybagged with *San Diego Magazine's March issue*

Summer
Space: [April 13](#)
Artwork: [April 17](#)
Polybagged with *San Diego Magazine's July issue*

Fall
Space: [July 13](#)
Artwork: [July 17](#)
Polybagged with *San Diego Magazine's September issue*

Winter
Space: [October 12](#)
Artwork: [October 16](#)
Polybagged with *San Diego Magazine's December issue*

*All rates are net.



PRINT

Custom Content

Content marketing increases engagement with prospects, builds trust and positions your company as an expert in your industry. It also has tremendous ROI. As content experts, our team is available to create a targeted piece that will showcase your brand in a new way. Let our writers and designers develop content that will capture the attention of our readers and extend the value of your investment in *Hatch*.

What's included:

- Professional photography
- Copy writing
- Photo rights
- Layout and production
- Interview
- Three rounds of proofs*

Full Page: \$4,500

*Additional proofs are billed at \$50

- PARTNERS IN INNOVATION -

5 REASONS TO BE OPTIMISTIC ABOUT SAN DIEGO'S INNOVATION ECONOMY

By Mary Wlasiuk, Dean of Extended Studies at UCSD

Innovation is a word that is bandied about quite a bit these days, with cities all over the country—and around the globe for that matter—clamoring for the title of most innovative. But what exactly makes a city or a region innovative? Through years of national and international research projects and personal experience, I have identified five major themes about the ingredients needed to create a robust innovation ecosystem. The good news is that San Diego already has established a strong legacy of innovation and is well-positioned to continue to prosper going forward. Here are a few reasons why:

- 1 OUTSIDERS ARE IN**
San Diego as a major city is relatively young, so it is unburdened by old companies, established families, and entrenched political machines that you find elsewhere. **New people are welcome and new ideas are encouraged.** The common refrain you hear is that "nobody is from San Diego." Still, people come here because they have a chance to integrate into the community and quickly make a difference. You can move here and within 10 years be asked to serve as the board chair of the San Diego Regional Economic Development Corporation—unthinkable in less socially permeable cities.
- 2 OPEN MINDS**
Our region is a place where the new and the strange can see the light of day. Here you can be an associate professor working on remote-signal processing for the Navy and spend the wireless communications industry and create a multi-billion-dollar company in the process. Just ask Irwin Jacobs. This willingness to try new things translates into new technologies that, in turn, create new companies. According to CONNECT, an organization that supports high-tech entrepreneurs, there were **654 new patents** granted in 2014 and **446 new innovation startups** created.
- 3 ALL TOGETHER NOW**
San Diego knows how to work together, particularly when it comes to our economic competitiveness. It's in our civic DNA. Scientists interact with real estate developers, computer programmers partner with marketers, and elected officials work with educators to develop solutions that address everyday problems. **The city was recently one of only 21 selected to participate in MetroLab Network**, a federal program that aims to have city governments team up with research universities to improve city and transportation planning, as well as smart and green infrastructure technologies.
- 4 DIVERSITY MATTERS**
It's not just our ethnic and cultural diversity that should be considered a strength. Our innovation economy also is incredibly diverse. **We have biotech on the Mesa and in Carlsbad, software and digital marketing firms in Downtown, and manufacturing both in North and East County as well as south of the border.** This diversity breeds a technological hybrid vigor with disparate industries coming together to create new, cutting-edge ones. For instance, wireless health—a sector in which the San Diego region is a leader—is the product of our strength in biotech and wireless communications. In addition, the growing unmanned aircraft industry is possible because of our manufacturing prowess and our legacy as a defense and aerospace hub.
- 5 LOCATION, LOCATION, LOCATION**
The undeniable truth is that place matters when it comes to attracting talent. And, in today's inno- economy, talent is the key to our region's ongoing success. San Diego, compared to other regions, is able to attract talent because of what we offer—an amazing quality of life, pristine open space, variety of cultural amenities, and a civic commitment to maintain them. Let's not forget that we all to extraordinary research and educational institutions that provide the programs and training to a full San Diego's innovation economy. **It thanks to these five characteristics and an optimistic entrepreneurial civic culture that, I believe, the future for the San Diego is bright—very bright**

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3 times
more leads are generated
by content marketing than
traditional marketing.
Source: Kapost

- PARTNERS IN INNOVATION -

INDUSTRY INNOVATOR

LIFE SCIENCES ADVOCATE BIOCOM
AN INTEGRAL PART OF LIFE SCIENCE
INDUSTRY IN SOUTHERN CALIFORNIA

Biocom was founded at a time when LCD monitors and text messaging were things of science fiction. Apple had bottomed-out and the cholesterol-lowering drug Lipitor just entered the market. What started out with a small number of forward-thinking life sciences executives is now an influential trade organization with more than 750 members representing all of Southern California.

A LEGACY SPANNING 20+ YEARS

Biocom has advocated for life science and biotech companies since its inception. Its public policy staff are familiar faces at San Diego City Hall and in Sacramento, and they've hosted numerous conferences and networking opportunities for everyone tied to the industry, whether they are researchers, company execs, or investors.

The organization built many nonpartisan connections in Sacramento and Washington, DC and has worked to promote legislation that benefits the industry. A multitude of regulations at both the state and federal level can stifle innovation, research, and drug development—even noncompetitive clauses in employment contracts can have an effect. **Biocom has worked toward a more efficient Food and Drug Administration (FDA), research funding from the National Institute of Health, and tax policies that help life science companies grow.** The organization continues to push for a robust Medicare reimbursement system.

Last year, Biocom left its old UTC-area office for new digs on the Torrey Pines Mesa—a mark of their accomplishments and prominence in the region. They're also now in the heart of San Diego's life science mecca, within walking distance of the Sanford Burnham Preby Medical Discovery Institute and other landmark companies.

GOING GLOBAL

Joe Pignatta is every where. On any given day, the Biocom CEO is flying out to an industry conference, meeting with politicians in Washington, DC, or attending a ground-breaking ceremony for a local biotech firm. The organization was excited to open an office in Washington, DC in 2013, which expanded their efforts to advocate for a more efficient FDA and patent-filing process. In 2015, Biocom also expanded its partnerships globally and opened an office in Tokyo, a city that is set to be a leader in regenerative medicine. **Pignatta has been developing relationships in Japan (the new direct flight from San Diego to Narita International has helped tremendously), and about 25 Japanese companies have joined Biocom.**

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MEET THE LIFE SCIENCE GIANTS



Don't miss Biocom's Sixth Annual Global Life Science Partnering Conference, happening February 24-25 at The Lodge at Torrey Pines. The networking forum brings together senior executives, bankers, venture capitalists, and development professionals from leading pharmaceutical and biotech companies. Some of the confirmed speakers include top brass from GlaxoSmithKline, Pfizer, Allergan, Celgene, Sanofi, and Novartis.

Biocom is also set to reveal a new marketing campaign called "Biomcom Strong" that will build even more awareness, visibility, and benefits for its members. The organization hopes to expand its impact by supporting an additional 150 new members in its membership circle. Stay tuned @biocomca and on biocom.org

ONLINE

HATCH-MAG.COM

Display Ad Rates

- ① Leaderboard 728x90
- ② Half Page 300x600
- Island 300x250 (not shown)

Site takeover
\$500/month

4,000
pageviews
per month

Issue Sponsor

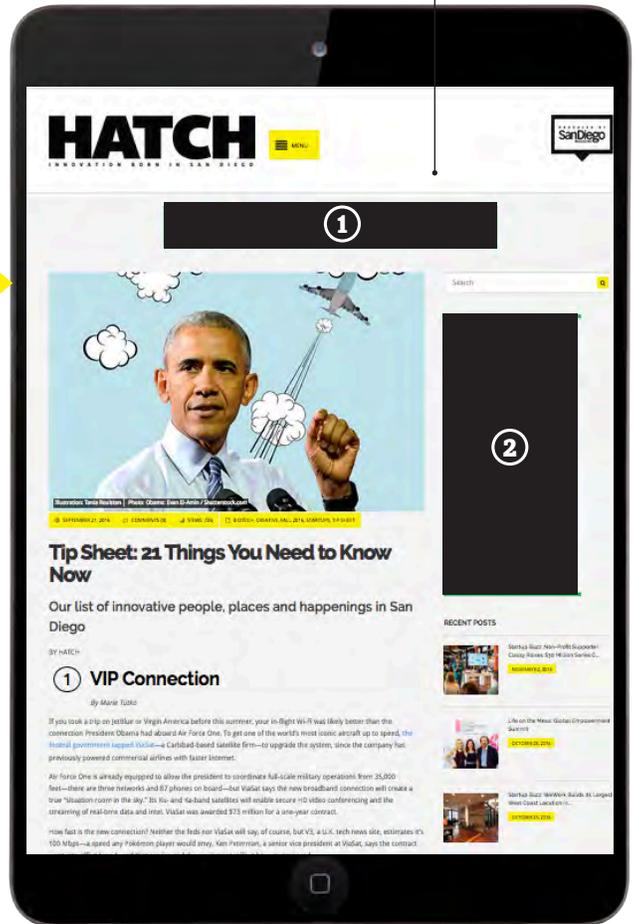
- Prominent logo inclusion throughout feature
- Sponsored content integration
- Video inclusion (provided by client)
- Bonus 100,000 banner ad impressions
- Social media support during month of feature

\$4,995/year

Infill developments are starting to sprout up in cities all over the country. With a goal to improve urban fabric and promote a vibrant city core, developers are seeking out vacant or undeveloped sites within an existing infrastructure and filling those "gaps" with new buildings. These projects serve as an opportunity to use innovative and sustainable design to transform a once eye-sore into a valuable piece of real estate.

As the practice of urban infill gains popularity, it becomes more and more important to hold these developments to a higher standard, for the sake of creating a better community and to provide modern and functional homes for the future owners. Raising the bar on the design of these homes is what will give urban infill developers an edge in the years to come.

SAN DIEGO REAL ESTATE - C2 LOFTS



Example does not reflect actual placement

Sponsored Content

- Rotating through all pages of sandiegomagazine.com
- Article page includes 500 words of copy, unlimited photos, hyperlinks to your site, embedded video, and social media support. (Photos and video provided by client)

\$1,000/week for premium placement in homepage marquee
\$200/week for homepage presence

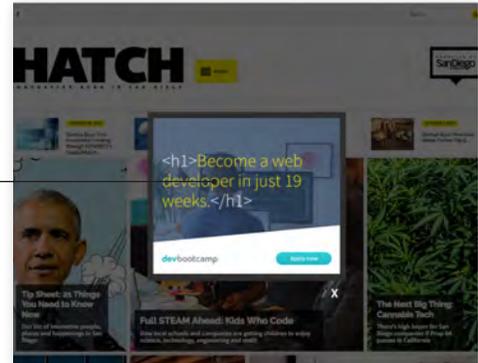
ONLINE

LIGHT-UP BOX

Have your message front and center before reaching sandiegomagazine.com/hatch.
Click-through rates average **over 5%**. Inventory is limited.

(One pop-up per unique visitor per day)

\$500 per week



Dedicated Eblast

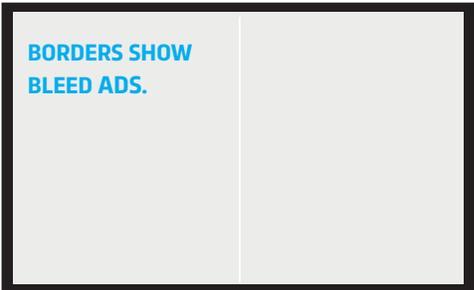
- 100% share of voice
 - Average 20% CTR
- \$500/per blast**



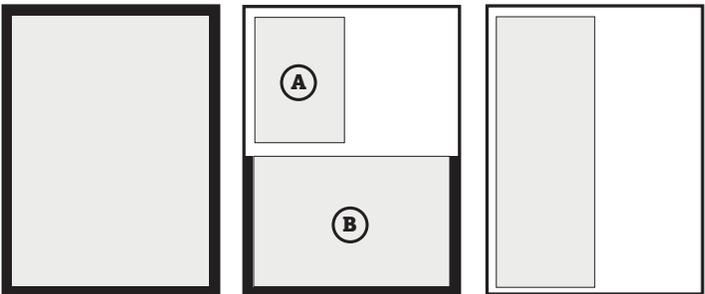
SPECS

Ad Dimensions

| SPACE | WIDTH x HEIGHT (IN.) |
|------------------------------|--|
| Two-page spread bleed | 16.75 x 11 (create as two separate full-page bleed ads) |
| Full-page non-bleed | 7.25 x 9.875 |
| Full-page bleed | |
| Bleed | 8.4375 x 11 |
| Trim | 8.187 x 10.75 |
| Live | 7 x 9.875 |
| Half-page horizontal | 7.25 x 4.875 |
| Half-page vertical | 3.5 x 9.875 |
| Quarter-page | 3.5 x 4.875 |



Spread



Full Page

- Ⓐ Quarter-page vertical
- Ⓑ Half-page horizontal

File Delivery

PDFs, as well as fully packaged files, including the InDesign CC or lower document, and all supporting files (fonts, images, etc...) can be uploaded to sdmag.us/sdmdropbox or emailed to art@sandiegomagazine.com. Please compress all files before uploading.

File Formats

PDF/X-1 or press-ready PDF documents with crop marks indicating trim and bleed.

Resolution

All images and logos must have a resolution of 300 dpi at 100% print size.

Color

All colors must be CMYK. Total ink density should not exceed 300%.

Bleed

Full-page files must include .125" bleed on all sides. Text and logos must be within .25" from the trim to avoid live matter trimming off.

Proof

To ensure exact colors, a high-quality color-match print accompanying all print-ready digital files is recommended when submitting files. *Hatch* is not responsible for reproduction quality if color-match proof is not provided.

Production Fees*

Stock photos or graphics purchased for ad creation (client to approve purchase) **\$25 each**

Proofs beyond the third revision **\$50 each**

Packaged files for use outside of *Hatch* magazine **\$150**

**Applies to ads created/edited by the Hatch magazine design team*

