



HAIGHT STREET VOICE

MEDIA KIT 2025

ABOUT US

HAIGHT STREET VOICE—“hyper-local with a global perspective”—is a vibrant, full-color, 24-page print magazine published quarterly (Summer, Fall, Winter, Spring), alongside a dynamic digital presence on our website, Facebook, YouTube, and Patreon. Through in-depth articles, photography, videos, and a community-driven newsletter, we capture the heart and soul of the Haight-Ashbury community and history.

Now more than ever, community matters. **HAIGHT STREET VOICE** was born out of a deep commitment to preserving the rich character of the Haight-Ashbury, pushing back against cultural isolation and homogenization. This neighborhood is unlike any other—an enduring symbol of creativity, activism, and countercultural spirit. The light that ignited the '60s still burns bright here, and we are dedicated to documenting, celebrating, and protecting that legacy.

Our mission is to be a voice of the people and for the people—bridging generations, strengthening connections, and amplifying the stories that shape our community. We seek to honor the past while fostering an inclusive future, where merchants, residents, artists, tourists, the unhoused, and all who walk these streets can come together. **HAIGHT STREET VOICE** is more than a magazine—it's a movement to keep the spirit of Haight-Ashbury alive and thriving.

OUR MISSION

HAIGHT STREET VOICE is dedicated to honoring, celebrating, and uplifting the vibrant spirit of the Haight-Ashbury community. Our mission is to preserve the neighborhood's rich history and unique character while fostering connection, promoting cultural unity, and strengthening local ties. Through storytelling that highlights the people, music, and history that shape the community, as well as community-driven advocacy, we aim to inspire action, support local voices, and safeguard the enduring legacy of Haight-Ashbury for future generations.



"DIANA" ©2022 CHUCK SPERRY



LINDA KELLY EDITOR-IN-CHIEF

Linda Kelly is the founder of the ***Haight Street Voice***, a magazine she launched in 2017 to preserve and celebrate the stories, music, and culture of San Francisco's iconic Haight-Ashbury.

A journalist at heart since childhood growing up in the Bay Area, Linda earned her journalism degree from SF State and built a wide-ranging career that includes work at *Mix Magazine*, *Spin*, Lucasfilm, and astrology.com. She is the author of *Deadheads: Stories from Fellow Artists, Friends & Followers of the Grateful Dead* – grateful to be friends with Jerry Garcia and Bobby Weir.

Today, she and her cat Amica can often be found working on the steps of their flat, just two blocks from the legendary corner of Haight and Ashbury, continuing to keep the spirit of the neighborhood alive.

OUR AUDIENCE

- Music + Arts Aficionados:** Readers drawn to in-depth interviews with musicians, artists, and cultural figures, aligning with the magazine's rich coverage of local arts and music scenes.
- Socially Conscious + Community-Engaged:** Those interested in social issues, human rights, community engagement, and personal stories from diverse perspectives, resonating with the magazine's mission to "give people a voice."
- Counterculture + Beat Generation:** Readers nostalgic for the 1960s counterculture or those actively living an alternative lifestyle.
- Digital + Modern Urbanite:** Young professionals, urban dwellers, those exploring San Francisco's "scene".
- Local Business Owners:** Small business owners, artists, and independent brands connected to counterculture.
- Independent Media + Print Collectors:** Readers who value independent journalism and grass roots zines.
- Tourists:** Visitors interested in an authentic experience beyond the mainstream.

OUR REACH

- Magazine: 12,000 print editions annually, distributed to San Francisco and Marin counties, 4X editions/quarterly.
- Facebook: 20, 211 Followers, 1.9M Views (posts, FB lives, reels), 74,137 Engagements.
- Patreon: 73 Subscribers globally.
- YouTube: 738 Subscribers, 130 videos posted, views range from 3,000 – to 200,000 per video.
- Email Newsletter: 1,770 Subscribers, 45% Open Rate.

RATE CARD - PRINT

Size	1x	2x	4x
5X8	\$500	\$400	\$350
3X5	\$350	\$300	\$250
Back Cover 5X8	\$1200	\$1000	\$900
Inside Front/Back Cover	\$750	\$700	\$650

RATE CARD – BUNDLE PACKAGES

Package	1x	2x	4x	Additional Video Bumper Ad
5X8 + sidebar* (*linked ad on <i>HSV</i> website)	\$750	\$625	\$550	(Contact for quote)
3X5 + sidebar	\$600	\$525	\$450	(Contact fo quote)
Back Cover 5X8 + sidebar	\$1450	\$1200	\$1050	(Contact for quote)
Inside Front/Back Cover + sidebar	\$1000	\$925	\$850	(Contact for quote)

EXAMPLE AD CREATIVE

San Francisco Mercantile

Goods from over 150 local artists & makers.

1698 Haight Street
www.sfmercantile.com



Welcome Shop Learn Share

Haight & Ashbury

1500 Haight Street
www.WelcomeHaightandAshbury.com

10% of every sale at Welcome, Haight & Ashbury supports the mission of SF Heritage to preserve and enhance San Francisco's unique architectural and cultural identity.

SF HERITAGE

**DO YOU DIG
HAIGHT STREET
VOICE?**

 Support us.
Become a Patron.

FIND OUT MORE

Amoeba Music

SELL US YOUR STUFF!

Vinyl ★ CDs ★ DVDs ★ Blu-ray
Music Books ★ Video Games!
Highest Prices Paid!!

**WE BUY LARGE
COLLECTIONS!**
(Call for details)

AMOeba SF
1855 HAIGHT ST.
(415) 831-1200

AMOeba BERKELEY
2455 TELEGRAPH AVE.
(510) 549-1125

HAIGHT STREET ART CENTER

COME VISIT HAIGHT STREET ART CENTER!

- FREE EXHIBITS THURSDAY-SUNDAY 12-6 PM
- SCREEN PRINTING CLASSES IN OUR PRINT STUDIO
- SPECIAL EVENTS WITH LIVE MUSIC
- SHOP AND MORE!

LEARN MORE HERE: 

UPCOMING EXHIBIT:

Home Show:
A Chuck Sperry Retrospective

October 17-November 24

215 HAIGHT STREET, SAN FRANCISCO CA | HAIGHTSTREETART.ORG | @HAIGHTSTREETART



THANK YOU HAIGHT STREET VOICE
FOR YOUR COMMITMENT AND YOUR SERVICE TO
OUR COMMUNITY ALL THESE YEARS

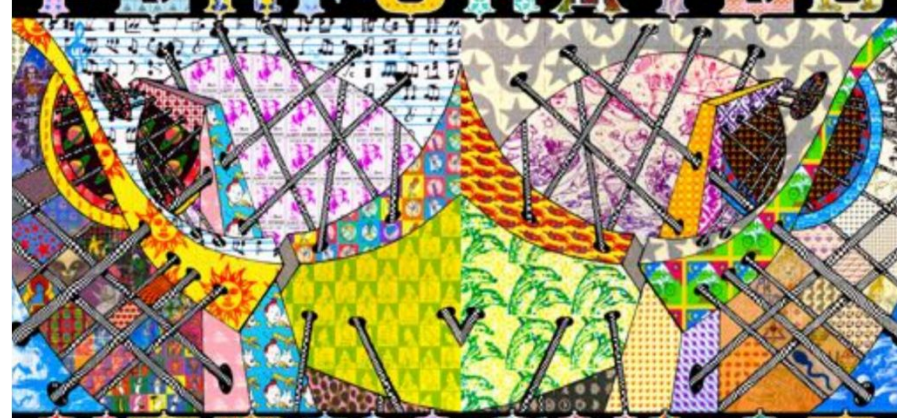


WITH GRATITUDE,
THE HALLINAN LAW FIRM
CRIMINAL DEFENSE LAWYERS

(415) 837-3449
WWW.HALLINANLAWFIRM.COM



PERFORATED



VERNAACULAR

Historical Blotter Documents by Mark McCloud • April 19 - July 31, 2023
Psychedelic SF Gallery 1399 Haight st. @ Masonic, San Francisco

OTHER WAYS TO SUPPORT US

Tax-Deductible Donations

HAIGHT STREET VOICE is fiscally sponsored by Independent Arts & Media, a 501(c)(3) nonprofit organization which allows us to offer you tax deductions for your contributions. Select “Monthly” as your donation frequency to support us on a regular basis, or “One-Time” to make a one-time donation.

DONATE TO US HERE

Join us on PATREON

Three different levels of membership at different price points.

JOIN OUR PATREON SUBSCRIPTION HERE



CONTACT US

Linda Kelly, Editor-in-Chief

Email: haightstreetvoice@gmail.com

[Website](#)

[YouTube](#)

[Facebook](#)