The Daily Cal

The Daily Californian is an independent, student-run newspaper covering both the UC Berkeley campus and the city of Berkeley. Established in 1871, The Daily Cal is one of the oldest newspapers on the west coast and one of the oldest college newspapers in the country. With a prominent and active student and community readership, The Daily Cal provides 24/7 news year round.

Associated Collegiate Press
Online Pacemaker Award

SPJ’s Regional College Journalism Award

First in:
- All-around Newspaper (2017)
- Editorial Writing
- Online Feature Reporting
- Sports Writing
- Sports Writing (National)

Finalist (2017) in:
- Breaking News Reporting
- Feature Writing
- News Reporting
- Sports Columnists

California College Media Association

Best Feature
Best Editorial
Best Non-Breaking News Story
Best Non-News Video
Best News Video

Best Website
Best Photo Illustration
Best Interactive Graphic
Best Use of Social Media
Best Infographic
University Involvement

STUDENT SPENDING

All data reflects national college student spending. Source: Refuel 2015 annual college explorer

STUDENT SPENDING

$523
total student spending

$203
total discretionary student spending

SOCIAL MEDIA USE AMONG STUDENTS

percent that use social media platform once or more per week

FACEBOOK 73%
INSTAGRAM 52%
SNAPCHAT 47%
TWITTER 36%

DISCRETIONARY SPENDING BY CATEGORY

in billions

FOOD $51.8
TECHNOLOGY $51.4
CLOTHING & SHOES $21.2
PERSONAL CARE & COSMETICS $19.5
ENTERTAINMENT $12.5

NATIONAL STUDENT SHOPPING HABITS

number of store visits per week

approximately once a week or more

approximately twice a month

approximately once a month

GROCERY STORE
QUICK-SERVE RESTAURANT
GYM/FITNESS CENTER
LARGE RETAIL STORE
OFF-CAMPUS STORE
CONVENIENCE STORE
SIT-DOWN RESTAURANT
DRUG STORE
APPAREL/CLOTHING STORE
CAMPUS BOOKSTORE
ELECTRONICS STORE
VIDEO GAME SYSTEM STORE
HOME IMPROVEMENT/DIY STORE
HEALTH/NUTRITION STORE
Audience

PRINT

PAPERS DELIVERED EACH DAY
Distributed Monday, Tuesday, Thursday and Friday

10,000

COMMUNITY ENGAGEMENT

15.2% INTERNATIONAL CAL STUDENTS

83.0% OF STUDENTS WALK TO CAMPUS

25.4% RESIDENTS WITH AGES BETWEEN 18-24

MAP OF DISTRIBUTION LOCATIONS

121,000 RESIDENTS IN BERKELEY
according to 2013 US Census Bureau

60,000 STUDENTS AND FACULTY
according to US Office of the President and UCB head counts
24,000,000
PAGE VIEWS LAST YEAR

3,000,000  520,000
AVERAGE MONTHLY VIEWS  AVERAGE MONTHLY USERS

464,000
BERKELEY ALUMNI

U.S. TOP WEBSITE RANKINGS

#198   SF Gate
#1,694  The Daily Californian
#4,407  Berkeleyside
#4,898  East Bay Times
#9,076  EastBay Express

Source: Quantcast

36,000
FACEBOOK LIKES

33,600
TWITTER FOLLOWERS

2,420
NEWSLETTER SUBSCRIBERS

770
ALUMNI NEWSLETTER SUBSCRIBERS

THE DAILY CALIFORNIAN
advertising@dailycal.org (510) 280-2452
Special Issues

**WELCOME FRESHMEN**
August 14
The ultimate guide for incoming freshmen—filled with tips, important campus information, and a calendar of events for new students.

**FALL ORIENTATION**
August 25
A compilation of everything our readers need to know about the coming fall semester, from local news to a calendar of upcoming events and concerts both on campus and in the Bay Area.

**CAREER FAIRS**
September 11
Everything students need to find the best job and internship out there, complete with guides, interview tips, resources and more.

**STUDY ABROAD**
September 29
The go-to resource for advice, tips, Q&As and more to help students explore the study abroad experience.

**HOMECOMING**
October 20
The issue is jam-packed with football stories, game day content and all things related to welcoming the alumni community back to Berkeley.

**FOOD & DRINK GUIDE**
October 27
This issue offers a glimpse into a few of the most popular restaurants in the city of Berkeley, highlighting some local staples.

**MENTAL HEALTH**
November 9
With both distractions and resources, this issue gives readers tools to survive midterms, finals, job stress and more.

**HOLIDAY BUYING GUIDE**
November 17
We prepare students with the best choices of gifts, presents and activities before they head home on holiday.

**PUZZLES**
December 4
Chock-full of trivia, mad libs, crosswords and more to add a little life to “Dead Week” and give students a productive way to procrastinate.

**YEAR IN REVIEW**
December 11
Our annual retrospective offers a look back at some of the year’s most memorable headlines and current events.
NEW YEAR
January 26
An all-inclusive look forward, filled with upcoming events, New Year resolutions, predictions and more to start readers off on the right foot for 2018.

BLACK HISTORY MONTH
February 2
A collection of personal essays and reported stories to celebrate Berkeley’s Black community.

SEX
February 14
An intimate look into Valentine’s Day with student stories, advice columns, restaurant reviews and more to make everyone’s special day unforgettable.

HOUSING SURVIVAL GUIDE
March 2
A definitive guide to all things housing-related, featuring advice columns regarding the off-campus housing search, student reviews and more.

MARCH MADNESS
March 13
Comprehensive coverage and content ranging from star athlete bios to winning team forecasts, featuring the vibrant voices of Daily Cal sports writers.

ADMISSIONS (online only)
March 22
The inside scoop on all things UC Berkeley, from an overview of residence halls to coursework advice to help admitted students make the big decision.

BEST OF BERKELEY
April 19
A comprehensive list of the best campus and local spots for food, drink, leisure activities and more, as voted by our readers each year.

CAL DAY
April 21
Everything a prospective Golden Bear needs to know about campus – including coursework advice, personal columns and reviews of the best things UC Berkeley has to offer.

WEEKENDER ISSUE
April 27
The Daily Cal’s best Weekender Magazine content from the last year.

COMMENCEMENT
May 3
A retrospective look at students’ days at Cal, featuring farewell words from graduating students, photo essays and more.

Hand-distributed issues
FOR PRICES AND MORE INFORMATION, PLEASE CONTACT:

LOCAL:
(510) 280-2452
ADVERTISING@DAILYCAL.ORG

NATIONAL:
(510) 280-2436
JDORN@DAILYCAL.ORG