



HONOLULU

M A G A Z I N E

2022 MEDIA MARKETING KIT

Demographics

▶ READER PROFILE

Age 18 – 34	30%
Age 35 – 44	16%
Age 45 – 54	18%
Age 55 – 64+	36%
Average Age.....	55

▶ GENDER

Female	61%
Male	39%

▶ EDUCATION

Graduated college	68%
Post graduate study.....	27%

▶ ENGAGEMENT

Keeps the magazine for more than one month.....	74%
Took action as a result of reading the magazine	73%
Visited a restaurant	78%

▶ SPENDING POWER

Average Household Income:.....	\$213,000
Greater than \$100,000.....	82%
Greater than \$150,000.....	48%
Greater than \$200,000.....	28%

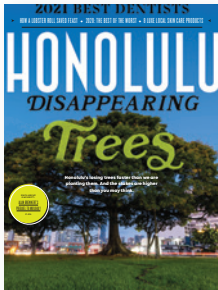
▶ PLAN TO PURCHASE IN THE NEXT 12 MONTHS

Automobile.....	31%
Cleaning Services	43%
Dining & Entertainment.....	78%
Financial Planner	31%
Furniture/Home furnishings.....	59%
Health Club/Exercise	41%
Home Improvements or supplies..	43%
Jewelry.....	29%
Lawn & Garden Supplies	46%
Major Home Appliances	31%
Medical Services/Physicians	53%
Men’s Apparel.....	56%
Pet Supplies.....	31%
Pharmacist/Prescription Service...	45%
Real Estate	12%
Tax Advisor/Tax Services.....	31%
Vacations/Travel.....	42%
Veterinarian.....	32%
Women’s Apparel	72%



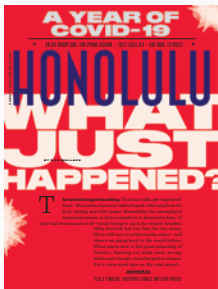
2022 Editorial Calendar

*Subject to change | 11/10/2021



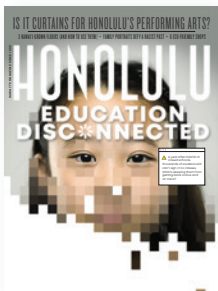
FEBRUARY

Editorial: Best Dentists, Sour Poi Awards, Style, 'Ono, Calendar
Special Section: Best Dentists, Healthy Living
Space Close: 11/15
Materials Due: 11/19
On Sale: 1/26



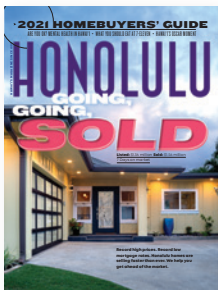
MARCH

Editorial: TBD, Style, 'Ono, Calendar
Special Section: Faces of Hawai'i, West O'ahu
Space Close: 1/3
Materials Due: 1/7
On Sale: 3/2



APRIL

Editorial: Women's Issue, Style, 'Ono, Calendar
Special Section: Women's Issue, Summer Programs Guide
Space Close: 1/31
Materials Due: 2/4
On Sale: 3/30



MAY

Editorial: Best in Real Estate/Homebuyers Guide, Mental Health, Style, 'Ono, Calendar
Special Section: Life Interrupted
Space Close: 2/21
Materials Due: 2/25
On Sale: 4/27



JUNE

Editorial: Top Doctors, Restaurant Guide, Style, Calendar
Special Section: Top Doctors, Healthy Living, Restaurant Guide
Space Close: 4/4
Materials Due: 4/8
On Sale: 6/2



JULY/AUGUST

Editorial: Best of Honolulu, Private School Guide, 'Ono, Style, Calendar
Special Section: Private School Guide
Space Close: 5/2
Materials Due: 5/6
On Sale: 7/14



SEPTEMBER

Editorial: Hale 'Aina, Style, Calendar
Special Section: Windward O'ahu
Space Close: 6/13
Materials Due: 6/17
On Sale: 8/31



OCTOBER

Editorial: TBD, Style, 'Ono, Calendar
Special Section: College Guide
Space Close: 7/18
Materials Due: 7/22
On Sale: 9/28



NOVEMBER

Editorial: Lāhui Rising, Style, 'Ono, Calendar
Special Section: Hawai'i Gives Back
Space Close: 8/22
Materials Due: 8/26
On Sale: 11/2



DECEMBER/JANUARY

Editorial: Best Lawyers, Style, 'Ono, Calendar
Special Section: Best Lawyers, Kūpuna Resource Guide
Space Close: 10/3
Materials Due: 10/7
On Sale: 12/2

2022 Print Advertising Rates

(Print rates are net, pre-tax.)

FOUR COLOR DISPLAY ADS

SIZE	10x	4x	OPEN RATE
Full Page	\$5,070	\$6,240	\$7,405
2/3 Page	\$4,250	\$5,260	\$6,255
1/2 Page	\$3,595	\$4,440	\$5,270
1/3 Page	\$2,625	\$3,445	\$4,080

Bleed: 10% Additional **Premium Position:** 15% Additional

COVERS (RATES INCLUDE COLOR, BLEED AND POSITION)

SIZE	10x	4x	OPEN RATE
Inside Front Cover	\$7,310	\$9,550	\$11,350
Inside Back Cover	\$6,365	\$8,270	\$9,815
Back Cover	\$7,675	\$9,950	\$11,810

INSERTS

Rates for pre-printed inserts, gatefold cover, gatefold insert, catalogs, scent strips or business reply cards available upon request.

Inserts count as one insertion towards frequent discount rate. Publisher must not be consulted for mechanical, postal and/or other requirements. Sample of preprinted insert and paper stock must be submitted prior to prepress film deadline.

NONPROFIT RATE

10x rate, applicable to not-for-profit 501(c)(3) organizations.

AD PRODUCTION RATES

Full Page: \$500

Includes two hours of layout and design, up to five 8.5" x 11" basic scans, and two b/w laser proofs.

2/3 and 1/2 Page: \$350

Includes 1.5 hours of layout and design, up to three 8.5" x 11" basic scans, and two b/w laser proofs.

1/3 Page and smaller: \$300

Includes 1 hour of layout and design, up to three 8.5" x 11" basic scans and two b/w laser proofs.

RESIZE OF EXISTING AD

HONOLULU can resize an existing Macintosh QuarkX-press® or Macintosh Adobe Illustrator® file to fit.

Full Page: \$125

2/3 and 1/2 Page: \$60

1/3 Page and smaller: \$50

ADDITIONAL SERVICES

Layout and design: \$50/hour

(Minimum one hour, does not include scans, proofs or color output)

Scans: \$250

Basic Scans: \$10

(35mm slides, prints or transparencies)

Premium Scans: \$80

(Larger than 8.5" x 11")

Contract Proofs

8" x 10", color proof: \$50

2022 Print Advertising Specs

BLEED ADS

SPACE		W	H
2-Page Spread	TRIM	16"	10.875"
	BLEED	16.25	11.125
	LIVE	15.5	10.375
Full Page	T	8	10.875
	B	8.25	11.125
	L	7.5	10.375
Double 1/2 Page Spread	T	16	5.333
	B	16.25	5.583
	L	15.5	4.833
2/3-Page Vertical	T	5.165	10.875
	B	5.415	11.125
	L	4.665	10.375
1/2-Page Vertical	T	3.885	10.875
	B	4.135	11.125
	L	3.385	10.375
1/2-Page Horizontal	T	8	5.333
	B	8.25	5.583
	L	7.5	4.833

NON-BLEED ADS

SPACE		W	H
2-Page Spread		15.5"	10.375"
Full Page		7	10
Double 1/2-Page Spread		14.92	4.875
2/3-Page Vertical		4.625	10
1/2-Page Vertical		3.4272	10
1/2-Page Horizontal		7	4.875
1/3-Page Vertical		2.25	10
1/3-Page Horizontal		4.625	4.875

DIGITAL SPECIFICATIONS

HONOLULU® accepts digital ads only on Macintosh-formatted media. The client or agency must provide a color proof of the ad, which will be used for color reference only. It is the responsibility of the client to color the proof prior to submittal.

AD FORMATS:

Our preferred file format is PDF/X-3: 2002

- PDF files must have fonts and images embedded. All color should be in CMYK mode (spot/Pantone colors are not allowed).
- Images should be 300 dpi scaled to 100%.

Please be sure to turn bleeds on when exporting to PDF (if submitted an ad with bleeds). All crop marks/page information should be offset by .25" (18 pt) to fall outside the bleed area.

ADDITIONALLY WE ACCEPT THE FOLLOWING FORMATS:

Macintosh Adobe Illustrator® CC or earlier, Adobe Photoshop® CC, Adobe InDesign® CC or earlier.

- Include all screen and printer fonts and all CMYK graphics files. For Indesign files, please include PDF/X-1a:2001.
- TIFF or EPS files must be submitted at 300 dpi. CMYK or grayscale at actual size with all fonts converted to outlines.
- Adobe Illustrator® CC EPS files are also acceptable, provided that all type is converted to outlines, support images are embedded and in CMYK format.

DISK FORMATS:

CD-ROM, DVD-R single layered.

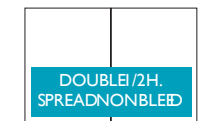
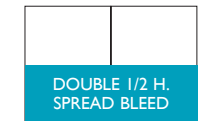
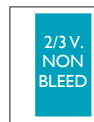
E-MAILED ADS:

Email attachments less than 4 MB may be sent to production@pacificbasin.net. It is the responsibility of the client and/or agency to confirm reception of e-mail with as well as provide color proof.

FTP:

Transferring large files over the internet is also an option. If interested, please ask your account executive for more information.

ORIENTATION



MECHANICAL SPECIFICATIONS:

Offset printing on coated stock. Double column 4.625 inches. Column width 2.25 inches. 3 columns per page. 133 to 150 line screen.

By The Numbers

HONOLULU Magazine reaches readers through multichannel brand platforms.

PRINT

57,000

Net Circulation per issue

198,000

Readership per issue



DIGITAL EDITION

21,000

Subscribers



ONLINE

661,610

Average Monthly Pageviews

406,200

Average Monthly Users



E-NEWSLETTER

86,915

Weekly Subscribers

28%

Average Open Rate

*6% higher than national average



SOCIAL MEDIA

178,445

Instagram Followers

102,500

Facebook Followers

Sources: CVC Audit 2019, Google Analytics March-August 2021. Social Media numbers based on September 2021.

e-Newsletters

HONOLULU Magazine delivers 4 unique e-newsletters each week with an average 28% open rate. Each newsletter highlights a different topic: restaurant news, special event picks, current events, lifestyle and family fun. You can purchase a dedicated e-newsletter or sponsored content within the e-newsletter.

4 AUDIENCES
28% + AVERAGE
OPEN RATE

TUESDAY

HONOLULU INSIDER

SUBSCRIBERS: **28,000+**

Issue previews, special events and promotions, weekly event picks and a roundup of our blogs, features and contests.

WEDNESDAY

HONOLULU weekendpicks HNL TIX

SUBSCRIBERS: **14,000+**

News about the best events this weekend, from entertainment to cultural activities. We let you know what's happening when, where and how to get there.

THURSDAY

HONOLULU family

SUBSCRIBERS: **11,000+**

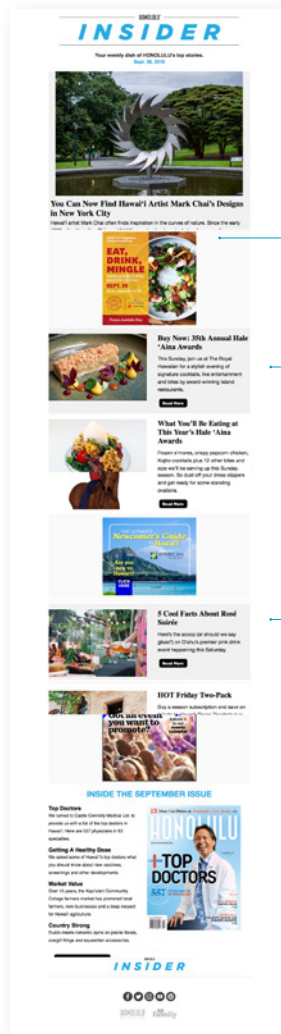
Weekly kid-friendly event picks, family activities and a roundup of our blogs, features and contests.

THURSDAY

FROLIC HAWAII

SUBSCRIBERS: **30,000+**

A weekly roundup of HONOLULU's daily dining blog so you can see what's new, trending and on the menu at Honolulu's best and newest restaurant and bars.



BANNER AD

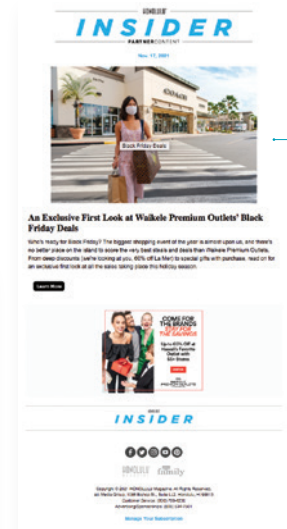
- ▶ **\$600/NET**
- 300 x 250 pixels

SPONSORED PICK 1ST POSITION

- ▶ **\$850/NET**
- 1 high resolution .jpeg
570 x 390 min
- 25 words max
- 300 x 250 pixels banner ad
- URL Link

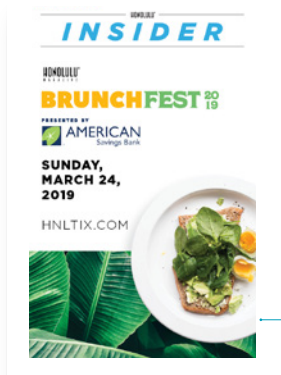
SPONSORED PICK 2ND POSITION

- ▶ **\$700/NET**
- 1 high resolution .jpeg
570 x 390 min
- 25 words max
- 300 x 250 pixels banner ad
- URL Link



DEDICATED E-NEWSLETTER

- ▶ **\$2,000 per newsletter**
- 200-250 words with a call to action
- 1 high resolution .jpeg/.gif
600 x 400 min.
- 300 x 250 banner ad
- URL Link



FULL SCREEN DISPLAY AD

- ▶ **\$2,000 per newsletter**
- 600 x 728 pixels

2022 Digital Packages (Net Rates) *Effective | 1/1/2022

GROW YOUR IG FOLLOWING

- ▶ **\$1,500/NET + \$50 GIVEAWAY**
 - 1 Instagram giveaway – follow us, follow you, tag a friend model
 - 4 Instagram story posts pushing people to the giveaway post
 - 1 sponsored pick in an editorial e-Newsletter to promote the giveaway

AWARENESS CAMPAIGN

- ▶ **\$3,500/NET**
 - Banner ad placement with 35,000 impressions
 - 1 sponsored post
 - 1 sponsored pick e-Newsletter
 - 1 dedicated e-Newsletter
 - 2 social media posts

MARKET PRESENCE

- ▶ **\$6,000/NET**
 - Banner ad placement with 40,000 impressions
 - 1 sponsored post
 - 2 sponsored picks e-Newsletters
 - 1 dedicated e-Newsletter
 - 4 social media posts
 - 1 IG contest

MARKET DOMINANCE

- ▶ **\$8,500/NET**
 - Banner ad placement with 50,000 impressions
 - 2 sponsored posts
 - 2 sponsored picks e-Newsletters
 - 2 dedicated e-Newsletters
 - 4 social media posts
 - 1 IG Reel
 - 1 IG takeover for 24 hours
(includes unlimited IG stories + 4 IG feed posts)

CONTACT US
FOR A
CUSTOMIZED
PACKAGE

À LA CARTE

- ▶ **ROS Banner Advertising:**
 - \$25 CPM
 - 970 x 250 = \$1,000 for 1 Month (desktop only)
- ▶ **Sponsored Web Post:**
 - \$1,500 net
- ▶ **Sponsored Pick e-Newsletter:**
 - 1st Position: \$850/net
 - 2nd Position: \$700/net
- ▶ **Dedicated e-Newsletter:**
 - \$2,000 net
- ▶ **Homepage Takeover:**
 - \$2,000 (24 hours)

SOCIAL MEDIA: \$750 PER POST

- ▶ **Facebook & Instagram:**
 - 1200 pixels wide

BANNER ADS

- ▶ **Banner Ad Units:**
 1. 300 x 250 pixels
 2. 320 x 50 pixels
 3. 728 x 90 pixels

NATIVE CONTENT

- ▶ **Sponsored Post:**
 - 200-250 words
 - 1200 pixel wide photo
 - URL Link



Digital Audience



WEBSITE USERS

FEMALE	MALE	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
53%	47%	34%	18%	18%	30%

SOCIAL MEDIA FOLLOWERS

FEMALE	MALE
65%	35%



WEBSITE USERS

FEMALE	MALE	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
45%	55%	33%	19%	20%	28%

SOCIAL MEDIA FOLLOWERS

FEMALE	MALE
65%	35%



WEBSITE USERS

FEMALE	MALE	AVERAGE AGE	AVERAGE NUMBER OF CHILDREN
65%	35%	34-55	2

SOCIAL MEDIA FOLLOWERS

FEMALE	MALE
85%	15%



CONTACT US

aio | MEDIA GROUP aio MEDIA/PACIFIC BASIN COMMUNICATIONS

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