

# HONOLULU

**2019** MEDIA KIT



PRINT & DIGITAL ADVERTISING  
CALENDAR | RATES



# Audience at a glance

More than **125,000** read HONOLULU every month for revealing profiles, discerning dining and cultural guides, in-depth features, informed commentary and authoritative best-of lists.

## TOTAL REACH

<b>15,000+</b> EVENT ATTENDEES	<b>45,000</b> E-NEWSLETTER SUBSCRIBERS	<b>100,000+</b> SOCIAL MEDIA	<b>120,000</b> PRINT READERS/ MONTH	<b>180,000+</b> AVERAGE UNIQUE ONLINE VISITORS/MONTH	<b>665,000+</b> AVERAGE MONTHLY PAGE VIEWS
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2016 honolulumagazine.com reader survey and 2018 Circulation Verification Council audit

## PRINT READER PROFILE

➔ AGE:	18-34:	<b>12%</b>
	35-44:	<b>20%</b>
	45-54:	<b>26%</b>
	55+:	<b>42%</b>

➔ GENDER:	FEMALE:	<b>61%</b>
	MALE:	<b>39%</b>

➔ MARRIED:	<b>65%</b>
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➔ BACHELOR'S DEGREE OR HIGHER:	<b>72%</b>
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➔ OWN THEIR OWN HOME, CONDO OR TOWNHOUSE:	<b>86%</b>
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➔ AVERAGE HOUSEHOLD INCOME:	<b>\$204,000</b>
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➔ AVERAGE NET WORTH:	<b>\$1,105,400</b>
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## CONSUMER BEHAVIOR

**84%**

SAY THE SECTION THEY  
READ MOST IS FOOD AND  
DINING NEWS

**72%**

FREQUENTLY PURCHASE  
PRODUCTS AND  
SERVICES FROM ADS IN  
HONOLULU MAGAZINE

**37%**

VISITED A STORE  
THEY READ ABOUT IN  
HONOLULU MAGAZINE

## DIGITAL READER PROFILE

➔ AGE:	18-34:	<b>33%</b>
	35-44:	<b>25%</b>
	45-54:	<b>18%</b>
	55+:	<b>20%</b>

➔ GENDER:	FEMALE:	<b>45%</b>
	MALE:	<b>55%</b>

➔ MARRIED:	<b>56%</b>
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➔ BACHELOR'S DEGREE OR HIGHER:	<b>71%</b>
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➔ OWN THEIR OWN HOME, CONDO OR TOWNHOUSE:	<b>54%</b>
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➔ AVERAGE HOUSEHOLD INCOME:	<b>\$100,000</b>
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➔ MOBILE / TABLET USERS:	<b>55%</b>
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## CONSUMER BEHAVIOR

**84%**

READ DINING AND  
RESTAURANT NEWS  
THE MOST

**40%**

VISITED A STORE  
MENTIONED IN A  
HONOLULU STORY

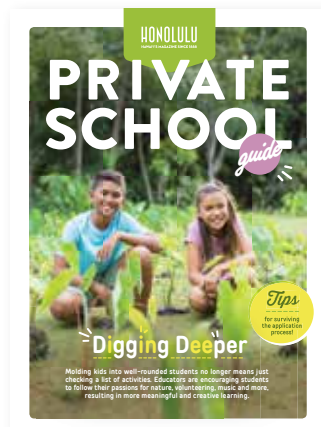
**37%**

ATTENDED AN EVENT  
MENTIONED IN A  
HONOLULU STORY

# Custom Publications



KĀHALA MALL



PRIVATE SCHOOL  
GUIDE



HAWAII RESTAURANT  
ASSOCIATION



HAWAII FOOD & WINE  
FESTIVAL

## TARGETING INTELLIGENT, DISCRIMINATING AUDIENCES

Our commitment to superior design, intelligent content and well-crafted presentation is what makes our publications among the best in their respective niches, and why readers want to engage with what we create.

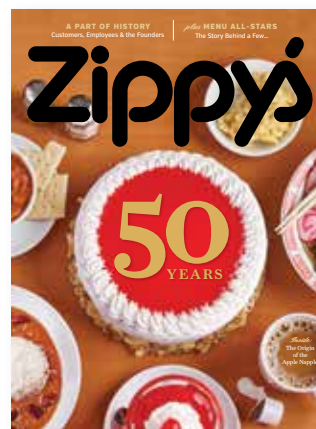
WHAT CAN WE DO FOR YOU?



COLLEGE GUIDE



WHALERS VILLAGE



ZIPPY'S ANNIVERSARY  
MAGAZINE



# 2019 HONOLULU Magazine Media Calendar

\*Subject to change | 10/04/2018



## JANUARY

**Editorial:** Sour Poi Awards, Style, 'Ono, Calendar  
**Space Close:** 10/31  
**Materials Due:** 11/7  
**On Sale:** 1/2



## JULY

**Editorial:** Best of HONOLULU, 'Ono, Calendar  
**Special Section:** Best of HONOLULU  
**Space Close:** 4/29  
**Materials Due:** 5/8  
**On Sale:** 7/2



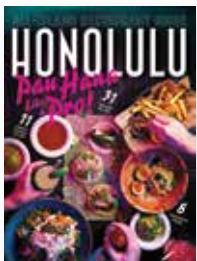
## FEBRUARY

**Editorial:** Best Dentists, Style, 'Ono, Calendar  
**Special Section:** Healthy Living  
**Space Close:** 12/3  
**Materials Due:** 12/12  
**On Sale:** 1/30



## AUGUST

**Editorial:** Style, 'Ono, Calendar  
**Special Section:** Private School Guide  
**Space Close:** 5/28  
**Materials Due:** 6/5  
**On Sale:** 7/30



## MARCH

**Editorial:** Restaurant Guide, Spring Fashion, 'Ono, Calendar  
**Special Section:** All-Island Restaurant Guide  
**Space Close:** 1/2  
**Materials Due:** 1/9  
**On Sale:** 2/27



## SEPTEMBER

**Editorial:** Hale 'Aina Awards, Fall Fashion, 'Ono, Calendar  
**Space Close:** 7/1  
**Materials Due:** 7/10  
**On Sale:** 9/3



## APRIL

**Editorial:** Grading the Public Schools, Style, 'Ono, Calendar  
**Special Section:** Faces of Hawai'i  
**Space Close:** 1/28  
**Materials Due:** 2/6  
**On Sale:** 4/2



## OCTOBER

**Editorial:** Style, 'Ono, Calendar  
**Special Section:** College Guide, Women's Health  
**Space Close:** 7/29  
**Materials Due:** 8/7  
**On Sale:** 10/1



## MAY

**Editorial:** Best in Real Estate / Homebuyers Guide, Style, 'Ono, Calendar  
**Space Close:** 3/4  
**Materials Due:** 3/13  
**On Sale:** 5/7



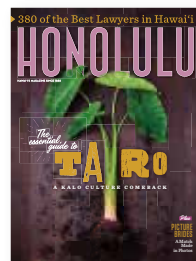
## NOVEMBER

**Editorial:** 131st Holiday Annual, Style, 'Ono, Calendar  
**Special Section:** Holiday Gift Guide, Best Wealth Advisors  
**Space Close:** 9/3  
**Materials Due:** 9/11  
**On Sale:** 11/5



## JUNE

**Editorial:** Top Doctors, Style, 'Ono, Calendar  
**Special Section:** Healthy Living  
**Space Close:** 4/1  
**Materials Due:** 4/10  
**On Sale:** 6/4



## DECEMBER

**Editorial:** Best Lawyers 'Ono, Calendar  
**Special Section:** Holiday Gift Guide  
**Space Close:** 9/30  
**Materials Due:** 10/9  
**On Sale:** 12/3

# Email-Newsletters

HONOLULU Magazine delivers 4 unique e-newsletters each week with an average 20% 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.

## TUESDAY

**HONOLULU  
INSIDER**

SUBSCRIBERS: **33,000+**

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

4 AUDIENCES  
20% + AVERAGE  
OPEN RATE

## WEDNESDAY

**HONOLULU  
weekendpicks  
HNL TIX**

SUBSCRIBERS: **19,000+**

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.

## WEDNESDAY

**HONOLULU  
family**

SUBSCRIBERS: **15,000+**

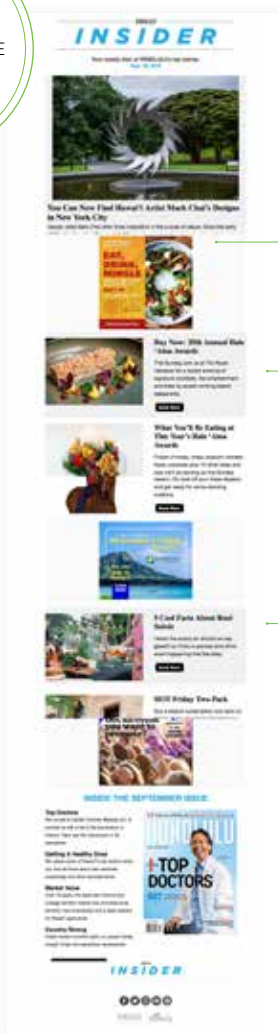
Issue previews, special events and promotions, weekly event picks and a roundup of our blogs, features and contests.

## THURSDAY

**biting COMMENTARY**  
**RESTAURANT NEWS & REVIEWS**

SUBSCRIBERS: **20,000+**

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.



1

### BANNER AD

- ➔ **\$450/NET**
- 300 x 250 pixels

### SPONSORED PICK 1ST POSITION

- ➔ **\$795/NET**
- 1 high resolution .jpeg
- 25 words max
- 300 x 250 pixels banner ad
- URL Link

### SPONSORED PICK 2ND POSITION

- ➔ **\$595/NET**
- 1 high resolution .jpeg
- 25 words max
- 300 x 250 pixels banner ad
- URL Link

3



2

### DEDICATED E-NEWSLETTER

- ➔ **\$1,500 per newsletter**
- 200-250 words with a call to action
- 1 high resolution .jpeg/.gif
- URL Link



### FULL SCREEN DISPLAY AD

- ➔ **\$1,500 per newsletter**
- 600 x 728 pixels

# HNLTix.com

Introducing HNLTix.com, your local ticketing partner!

## OUR SERVICES

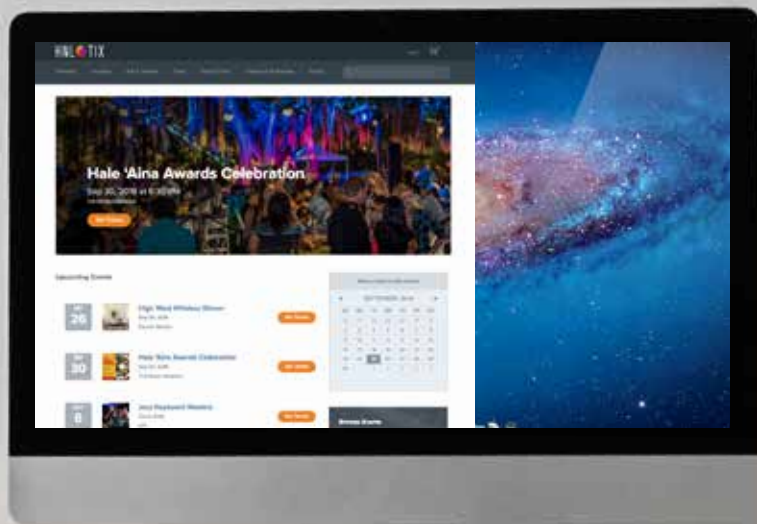
Leverage HONOLULU Magazine's regional reach to promote your events and boost ticket sales. Unlock exposure to our audience of readers through opportunities including:

- Web, e-mail, and event calendar promotion
- Social media support
- Exclusive advertising offers

Our software is sophisticated, intuitive, and easy-to-use. Customers experience smooth, convenient ticket purchasing. Our responsive design allows buyers to purchase tickets from any device.

Competitive pricing, local customer service. No cost to partner with us and customers pay the ticket fee. Work with a local team you trust, who know and care about your organization.

Contact us for a demo today at [info@hnltx.com](mailto:info@hnltx.com).





# 2019 Event Opportunities

HONOLULU & HONOLULU Family produces nine signature events a year, entertaining more than 15,000 total attendees. Each event is a powerful opportunity for brands to interact with an audience of highly targeted, engaged consumers.

## HONOLULU FAMILY VOLUNTEER DAY

➤ **January 5**

Parent and child teams across O'ahu will have an opportunity to give back by getting hands-on to help out nonprofits that focus on families.

## HONOLULU FAMILY FUN RUN

➤ **March 2**

Lace up your shoes and get ready for a keiki dash, 5k family fun run and a fun zone.

## BRUNCHFEST

➤ **March 24**

Brunch like you mean it! Enjoy sweet and savory dishes from local restaurants, a Bloody Mary and mimosa bar, entertainment, games and more.

## KIDCHELLA (NEW!)

➤ **April**

Join HONOLULU Family Magazine as we put our family friendly spin on the famous music festival, Coachella. Grab your mini VIP's and rock out to the star-studded line up, fun activities and demonstrations.

## BEST OF HONOLULU FESTIVAL

➤ **July 20**

A festival celebrating the Best of Honolulu. Enjoy food booths, marketplace and kids zone.

## COVER KIDS EVENTS

➤ **July - October**

HONOLULU Family's annual search for Cover Kids is its most popular promotion. Bring our event to your business and draw an engaged audience of parents of young children.

## ROSÉ SOIRÉE

➤ **August**

Rosé all day! Sip on a selection of refreshing rosé wines and paired with delicious bites from some of Hawai'i's top restaurants.

## 2019 HALE 'AINA AWARDS AND CELEBRATION

➤ **September**

Indulge your taste buds at food stations from some of Hawai'i's best chefs while sipping on signature cocktails and enjoying live entertainment in a festive setting.

## BURGER BASH

➤ **November**

You know we love a good burger, come and taste some of Honolulu's favorites paired with refreshing beers.



HONOLULU FAMILY FUN RUN



BRUNCHFEST



BEST OF HONOLULU FESTIVAL



HONOLULU FAMILY  
VOLUNTEER DAY



ROSÉ SOIRÉE



HALE 'AINA

# 2019 Print Advertising Rates

\*Effective | 01/01/2019

## FOUR COLOR DISPLAY ADS

SIZE	12x	8x	4x	OPEN
<b>Full Page</b>	\$5,070	\$5,490	\$6,240	\$7,405
<b>2/3 Page</b>	\$4,250	\$4,615	\$5,260	\$6,255
<b>1/2 Page</b>	\$3,595	\$3,895	\$4,440	\$5,270
<b>1/3 Page</b>	\$2,625	\$3,010	\$3,445	\$4,080
<b>1/6 Page</b>	\$1,430	\$1,640	\$1,850	\$2,215

## COVERS (RATES INCLUDE COLOR, BLEED AND POSITION)

SIZE	12x	8x	4x	OPEN
<b>Inside Front Cover</b>	\$7,310	\$8,405	\$9,550	\$11,350
<b>Inside Back Cover</b>	\$6,365	\$7,280	\$8,270	\$9,815
<b>Back Cover</b>	\$7,675	\$8,765	\$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.

## INCREASED FREQUENCY DISCOUNT

Can be combined with ad buy in other PacificBasin Communications publications

**18x Rates: 5% off 12x rates**

**24x Rates: 10% off 12x rates**

## NONPROFIT RATE

12x 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/h

(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



# 2019 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	5.167	7.958
	B	5.417	8.208
	L	4.667	7.458
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		4.675	7.5
1/2-Page Horizontal		7	4.875
1/3-Page Vertical		2.25	10
1/3-Page Horizontal		4.625	4.875
1/6-Page Vertical		2.25	4.875
1/6-Page Horizontal		4.625	2.375

## 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](mailto: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

2-PAGE SPREAD BLEED

2-PAGE SPREAD NON BLEED

FULL BLEED

FULL NON BLEED

2/3 V. BLEED

2/3 V. NON BLEED

1/2 V. BLEED

1/2 V. NON BLEED

DOUBLE 1/2 H. SPREAD BLEED

DOUBLE 1/2 H. SPREAD NON BLEED

1/3 H. 1/3 V.

1/6 H. 1/6 V.

### 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.

# 2019 Digital Package Rates

\*Effective | 01/01/2019

## PLUMERIA PACKAGE

### ➤ \$1,200/NET

- 2 weeks of banner ad placement on honolulumagazine.com
- 1 sponsored pick e-newsletter
- 2 social media posts

## ORCHID PACKAGE

### ➤ \$2,750/NET

- 2 weeks of banner ad placement on honolulumagazine.com
- 1 sponsored post
- 1 sponsored pick e-newsletter
- 1 dedicated e-newsletter
- 4 social media posts
- 1 month of programmatic banner advertising

## PIKAKE PACKAGE

### ➤ \$4,750/NET

- 2 weeks of banner ad placement on honolulumagazine.com
- 1 sponsored post
- 1 sponsored pick e-newsletter
- 1 dedicated e-newsletter
- 6 social media posts
- 1 month of programmatic banner advertising
- Online Contest
- Video

## CALENDAR SPONSORSHIP

### ➤ \$5,000/NET

- 4 weeks exclusive banner ad placement on the calendar pages
- 4 sponsored picks in the weekend picks e-newsletter
- Sponsor mention in all social media posts regarding weekend picks
- Weekly radio spots mentions on KUMU 97.4 and Da Bomb 102.7

## DIGITAL LIVE REMOTE

### ➤ \$5,500/NET

- 3 hours of coverage of an event with 10-15 social media posts
- 1 sponsored post
- 1 dedicated e-newsletter to all HONOLULU lists
- 1 wrap up story or photo gallery

## INSTAGRAM GIVEAWAY

### ➤ \$1,600/NET + \$50 minimum giveaway

- 1 sponsored post
- 1 sponsored pick e-newsletter
- 1 Instagram post + 1 reminder Instagram post

## À LA CARTE

### ➤ Banner Advertising:

- \$25 CPM

### ➤ Premium Drop-Down Shadow Box:

- \$800/week net

### ➤ Sponsored Web Post:

- \$1,100 net

### ➤ Sponsored Pick E-newsletter:

- 1st Position: \$795/net
- 2nd Position: \$595/net
- Banner Ad: \$450/net

### ➤ Dedicated E-newsletter:

- \$1,500 net

### ➤ Programmatic Banner Ad Placement & Retargeting Campaigns:

- Starting at \$500/month net
  - Keyword targeting
  - IP address targeting
  - Geofence
  - and more!

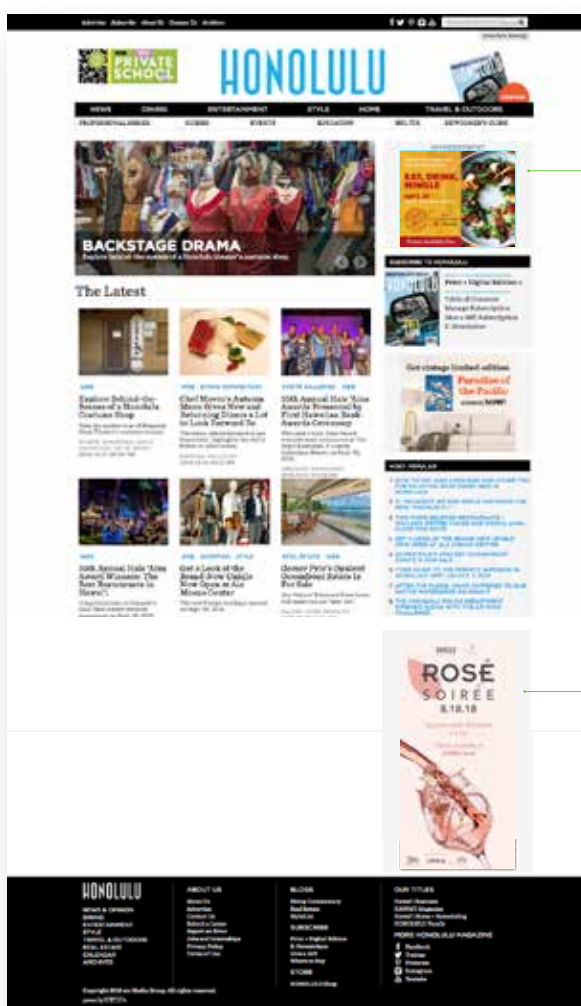


CONTACT US  
FOR A  
CUSTOMIZED  
PACKAGE

# 2019 Digital Advertising Specs



DROP-DOWN  
SHADOW  
BOX



BANNER AD 1

BANNER AD 2

## BANNER ADS

### ➤ Banner Ad Units:

1. 300 x 250 pixels
2. 300 x 600 pixels

### ➤ Drop-Down Shadow Box:

- 600 x 600 pixels

## SOCIAL MEDIA

### ➤ Facebook:

- 1000 x 1000 pixels

### ➤ Instagram:

- 1000 x 1000 pixels

### ➤ Twitter:

- 1000 x 1000 pixels

## NATIVE CONTENT

### ➤ Sponsored Post:

- 200-250 words
- 800 x 500 pixel photo
- URL Link

## DIGITAL SPECIFICATIONS

### ➤ Supplied Creative Specifications:

- File saved as .jpg or .gif.
- Html files also accepted.
- Biting Commentary and HONOLULU creative: 600 px wide.
- Max file size no larger than 100KB.
- URL Link.

### ➤ Disk Formats:

CD-ROM, DVD-R single layered.

### ➤ E-mailed ads:

Email attachments less than 4 MB may be sent to [dayniw@honolulumatmagazine.com](mailto:dayniw@honolulumatmagazine.com). It is the responsibility of the client and/or agency to confirm reception of e-mail 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.



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HAWAII  
**HOME**  
+ REMODELING

**HAWAII**  
MAGAZINE

HONOLULU  
MAGAZINE

HONOLULU  
**family**

**HawaiiBusiness**  
magazine

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Revised | 11/07/2018

**HONOLULU**  
MAGAZINE

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HONOLULU, HI 96813

PHONE: 808-537-9500

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