

# HawaiïBusiness

REVISED JANUARY 2018

LOCALLY OWNED,  
LOCALLY COMMITTED  
SINCE 1955

## 2018 MEDIA KIT

+ EDITORIAL P.05 + DIGITAL P.07 + EVENTS P.09





Garrett Marrero, president and CEO of Maui Brewing and 2017 National Small Business Person of the Year



OUR AWARDS

NATIONAL AWARDS FROM THE ALLIANCE OF AREA BUSINESS PUBLICATIONS

- BEST FEATURE LAYOUT, ALL MAGAZINES, GOLD
- BEST OVERALL DESIGN, ALL MAGAZINES, GOLD
- BEST USE OF PHOTOGRAPHY/ILLUSTRATIONS, ALL MAGAZINES, GOLD
- BEST BODY OF WORK, SINGLE WRITER, MEDIUM NEWSPAPERS AND MAGAZINES, GOLD
- BEST LOCAL COVERAGE OF A NATIONAL STORY, MEDIUM NEWSPAPERS AND MAGAZINES, GOLD
- BEST PERSONALITY PROFILE, MEDIUM-SIZE NEWSPAPERS AND MAGAZINES, SILVER
- BEST MAGAZINE, ALL MAGAZINES, BRONZE
- BEST COVER, ALL MAGAZINES, BRONZE

LOCAL AWARDS FROM SPJ HAWAII

- INFORMATIONAL GRAPHICS, FIRST PLACE
- HEADLINES, FIRST PLACE
- BEST EXPLANATORY JOURNALISM, FIRST PLACE
- BUSINESS REPORTING, FINALIST
- INDUSTRY OR TRADE REPORTING, FINALIST
- PROFILE, FINALIST
- FEATURE WRITING/LONG FORM, FINALIST
- OVERALL DESIGN, FINALIST
- BEST SINGLE FEATURE LAYOUT, FINALIST

LOCALLY OWNED, LOCALLY COMMITTED, NATIONALLY HONORED

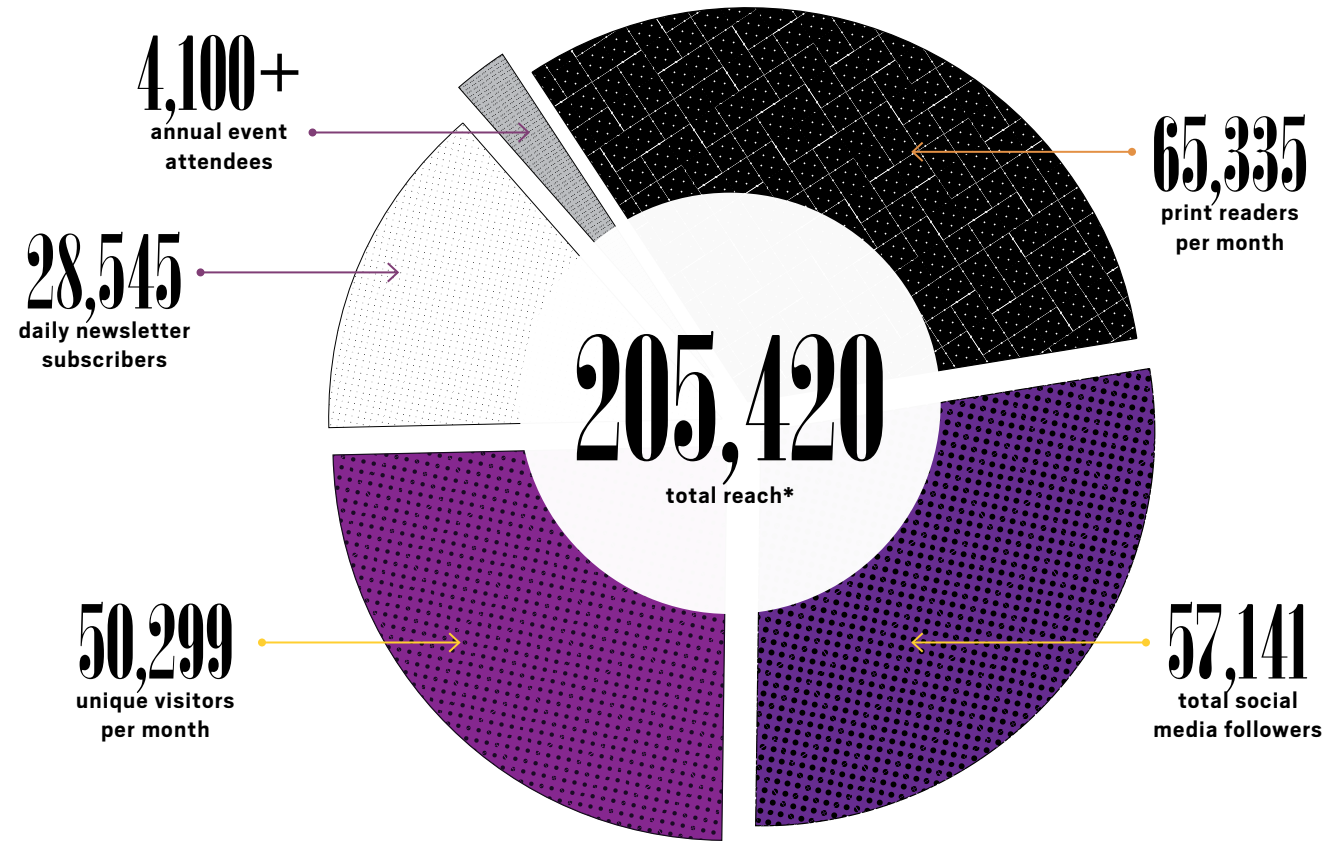
Hawaii Business is focused on serving its readers and advertisers

OUR STORIES COVER the big issues that affect Hawai'i, its people, companies and nonprofits. We also give readers information and ideas that are useful to their organizations and careers. Along the way, we keep them engaged, informed, inspired and entertained. And we do that on multiple platforms: in print, digitally, on social media and at our events. We also help our advertisers and partners tell their stories to our elite audience, while providing excellent customer service.

Local people already know we are the best business magazine in the Islands, but in 2017 we were named one of the Top Three regional business magazines in the nation, beating publications from much bigger markets on the Mainland. In fact, over the past six years, Hawaii Business has won more than 100 national and statewide awards.

Spend time with Hawaii Business; you'll find it's a good investment.

OUR AUDIENCE: BY THE NUMBERS



DISTRIBUTION

Pick up a copy of Hawaii Business magazine at the following locations:

- ★ Barnes & Noble
- ★ Walgreens
- ★ Walmart
- ★ Costco
- ★ Daniel K. Inouye airport
- ★ Foodland/Sack & Save
- ★ Whaler's General Store
- ★ Times
- ★ Don Quijote
- ★ KTA/Waikoloa Village
- ★ CVS Longs
- ★ Safeway

PARTNERSHIPS

Over 30 association partnerships including Small Business Hawai'i Chamber of Commerce of Hawaii, and UH Shidler College of Business:

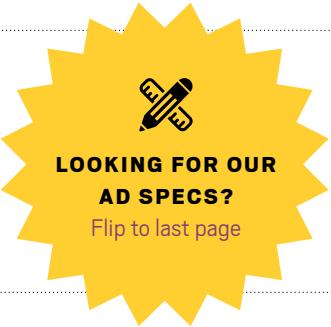
- ★ AIA Honolulu
- ★ Building Industry Assoc. of Hawaii
- ★ Better Business Bureau of Hawaii
- ★ Hawaii Venture Capital Assoc.
- ★ Japanese Chamber of Comm. & Ind. of HI
- ★ Small Business Hawaii
- ★ Chamber of Commerce of Hawaii
- ★ Hawai'i Island Chamber of Commerce
- ★ Kona-Kohala Chamber of Commerce
- ★ Kaua'i Chamber of Commerce
- ★ Maui Chamber of Commerce
- ★ Hnl. Japanese Chamber of Commerce

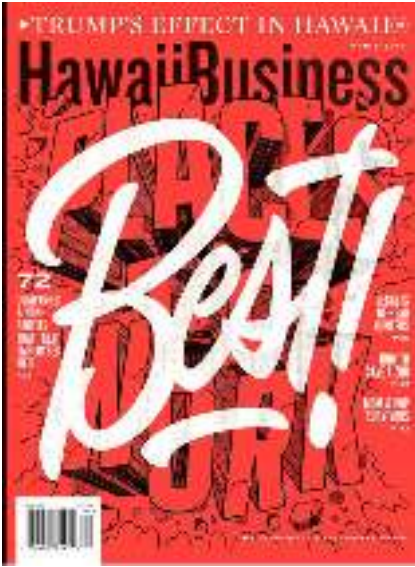
- ★ Hnl. Japanese. Jr. Chamber of Commerce
- ★ Native Hawaiian Chamber of Commerce
- ★ HNL Filipino Chamber of Commerce
- ★ Hawaii Society of CPA's
- ★ Hawai'i Alliance of Nonprofit Organizations
- ★ HI Science & Technology Council
- ★ Kapolei Chamber of Commerce
- ★ UH Shidler College of Business
- ★ Hawaii Pacific University
- ★ Young Business Council
- ★ UH Alumni Association
- ★ YWCA
- ★ Building Owners & Managers Association
- ★ Northern California Hawaii Chapter of Commerce
- ★ Chaminade Alumni Association
- ★ Moloka'i Chamber of Commerce

"The magazine is a cut above. The articles have depth, the layout and design work is excellent, and it has an overall good polished feel to it."

JEFF MIKULINA, EXECUTIVE DIRECTOR, BLUE PLANET FOUNDATION

\* SOURCE: 2015 CIRCULATION VERIFICATION COUNCIL





**JANUARY 2018**  
**TOURISM**  
**FOCUS**  
tourism, politics, small business  
**SPECIAL SECTIONS**  
West O'ahu  
Corporate Anniversaries  
AIGA Hawai'i's 5-O Awards Insert  
**EVENTS**  
SmallBiz Academy  
Space due: Nov. 22, 2017  
Materials due: Nov. 29, 2017

**FEBRUARY 2018**  
**DIGITAL**  
**FOCUS**  
digital industry, small business  
**SPECIAL SECTIONS**  
Construction Outlook  
Energy Guide  
**EVENTS**  
C-Suite Speaker Series  
Space due: Dec. 21, 2017  
Materials due: Dec. 28, 2017

**MARCH 2018**  
**FUTURE ISSUE\***  
**FOCUS**  
20 for the Next 20, small business startup awards  
**SPECIAL SECTIONS**  
Who's Who in Healthcare  
Senior Care Guide  
Hospitality, Meetings & Events  
**EVENTS**  
Best Places to Work  
Space due: Jan. 19, 2018  
Materials due: Jan. 26, 2018

**APRIL 2018**  
**BEST PLACES TO WORK\*\***  
**FOCUS**  
workplace satisfaction, small business  
**SPECIAL SECTIONS**  
Best Places to Work Profiles  
Maui Business Report Insert  
**EVENTS**  
SmallBiz Academy  
Space due: Feb. 16, 2018  
Materials due: Feb. 23, 2018

**MAY 2018**  
**BEST OF SMALL BUSINESS\***  
**FOCUS**  
small business awards  
**SPECIAL SECTIONS**  
Pathways to Sustainability  
Investing & Succession Planning  
**EVENTS**  
SBA & SmallBiz Editor's Choice Awards  
Space due: Mar. 23, 2018  
Materials due: Mar. 30, 2018

**JUNE 2018**  
**REAL ESTATE\***  
**FOCUS**  
real estate, small business  
**SPECIAL SECTIONS**  
Real Estate's Top 100: Profiles of Top Realtors  
Real Estate Marketplace  
NAIOP Kuku'ulu Hale Award  
**EVENTS**  
Real Estate's Top 100 Gala  
Space due: April 20, 2018  
Materials due: April 27, 2018

**JULY 2018**  
**POLITICS & GOVERNMENT**  
**FOCUS**  
energy report, small business  
**SPECIAL SECTIONS**  
Leaders in Technology  
Hawaii Business Report Insert  
**EVENTS**  
Leadership Conference  
Space due: May 18, 2018  
Materials due: May 25, 2018

**AUGUST 2018**  
**TOP 250\*\***  
**FOCUS**  
Hawai'i's biggest companies and nonprofits, small business  
**SPECIAL SECTIONS**  
Top 250 Profiles  
Safety & Security Guide  
**EVENTS**  
Merging Visions  
Space due: June 22, 2018  
Materials due: June 29, 2018

**SEPTEMBER 2018**  
**CONSTRUCTION**  
**FOCUS**  
construction, most profitable companies, small business  
**SPECIAL SECTIONS**  
Auto Guide  
Engineers, Architects, Landscapers & Surveyors  
**EVENTS**  
SmallBiz Academy  
Space due: July 24, 2018  
Materials due: Aug. 3, 2018

**OCTOBER 2018**  
**WAHINE\***  
**FOCUS**  
women, small business  
**SPECIAL SECTIONS**  
Hawai'i's Professional Women  
AIA Awards Insert  
**EVENTS**  
Wahine Conference  
Space due: Aug. 24, 2018  
Materials due: Aug. 31, 2018

**NOVEMBER 2018**  
**NEIGHBOR ISLANDS**  
**FOCUS**  
Hawai'i island, Maui, Most Charitable Companies, small business  
**SPECIAL SECTIONS**  
Nonprofit & Charitable Companies  
East O'ahu  
**EVENTS**  
SmallBiz Academy  
Space due: Sept. 21, 2018  
Materials due: Sept. 28, 2018

**DECEMBER 2018**  
**BLACK BOOK\*\***  
**FOCUS**  
CEO of the year, Black Book, small business  
**SPECIAL SECTIONS**  
Kaka'ako Magazine  
Shipping, Freight, and Transportation  
Holiday Messages  
**EVENTS**  
C-Suite Speaker Series  
Space due: Oct. 19, 2018  
Materials due: Oct. 26, 2018



# A REDESIGNED HAWAII BUSINESS EXPERIENCE

THE NEW **HawaiiBusiness.com** features a three-column layout with more content front and center, which engages readers with trusted high-quality journalism of the magazine as well as video, web-exclusives and more dynamic content. HawaiiBusiness.com is a premiere destination for the most-relevant content and local perspective in the 50th State's business community.

OUR SOCIAL MEDIA AUDIENCE: BY THE NUMBERS

IF THE INTERNET WAS A COCKTAIL PARTY then *Hawaii Business*' social media is the most interesting person at the affair: witty, stylish and smart. Social media is the first customer-facing of our brand and this digital audience grows daily. Engage with millennials and the tech savvy business community through these dynamic platforms. Raise your glasses!

57,141  
total combined social media reach\*

THE BREAKDOWN

30,002  
Twitter followers

17.6k  
Instagram followers

7,320  
Facebook likes

2,209  
LinkedIn followers



“Today’s Hawaii News has been *the perfect vehicle* for Kualoa to increase awareness with frequency and in a dynamic manner, and has resulted in a marked *increase in inquiries and bookings.*”

FRANK AMONG, DIRECTOR OF SALES, MARKETING AND BUSINESS DEVELOPMENT, KUALOA RANCH & PRIVATE NATURE RESERVE

# OUR DAILY NEWSLETTER: TODAY'S HAWAII NEWS

*Hawaii Business* wants you to have a quick read of the top local news stories every weekday morning. “Today’s Hawaii News” gives you:

- ◆ Summaries of the main statewide stories, compiled from all of the state’s leading news media, not just one source.
- ◆ Separate sections for each of the major Hawaiian Islands.
- ◆ Links to each story, in case you want to learn more.
- ◆ Curated stories by *Hawaii Business* Editor Steve Petranik and his team of journalists.

OUR NEWSLETTER AUDIENCE: BY THE NUMBERS

28,545  
total newsletter subscribers

THE BREAKDOWN

18.89%  
Open rate:\*  
the number of unique opens divided by total delivered.

4.07%  
Clickthrough rate:\*  
total unique clicks divided by total delivered. Average clickthrough across industries is 2.52%

X SOCIAL MEDIA AD SPECS			DIGITAL AD SPECS		
SPACE	WIDTH	HEIGHT	SPACE	WIDTH	HEIGHT
FACEBOOK	1200px	630px	WEBSITE - LEADERBOARD	728px	90px
INSTAGRAM	1080	1080	NEWSLETTER - BANNER	360	85
TWITTER	440	220	ACCEPTED DIGITAL FILE FORMATS 72dpi web-optimized .JPG, .PNG, or .GIF. HTML files ar also accepted. Images with higher resolutions will be subject to reduced file size conversion.		
LINKEDIN	1200	300			



OUR EVENTS: BY THE NUMBERS

4,100+ 14

attendees

events



ATTENDEE INDUSTRIES

- ★ Architecture & Design
- ★ Banking & Finance
- ★ Construction
- ★ Food & Beverage
- ★ Healthcare
- ★ Government
- ★ Hospitality & Tourism
- ★ Law
- ★ Non-Profit
- ★ Retail
- ★ Real Estate
- ★ Sales & Marketing
- ★ Technology
- ★ Education



“*Hawaii Business* magazine events continuously strive to be innovative and cutting edge in their content development. It is important to them to provide value to their attendees.”

MAKANA MCCLELLAN, PUBLIC INFORMATION OFFICER,  
THE QUEEN'S HEALTH SYSTEMS

QUARTERLY  
SMALLBIZ  
ACADEMY

Seminars that offer valuable tips, insight and data to support Hawai'i's small business community.

**ATTENDEES**  
120+ attendees

**SAVE THE DATES**  
January 2018  
April 2018  
September 2018  
November 2018

TRI-ANNUAL  
C-SUITE  
SPEAKER SERIES

The C-Suite Speaker Series brings together Hawai'i executives to learn from mutual experience and perspectives.

**ATTENDEES**  
150+ attendees

**SAVE THE DATES**  
February 2018  
May 2018  
December 2018

ANNUAL CELEBRATION  
BEST PLACES  
TO WORK

Organizations named as one of the "Best Places to Work in Hawaii" are recognized at an extravagant celebration. The event also serves as the official release of the April issue, which features the Best Places to Work companies.

**ATTENDEES**  
600+ attendees

**SAVE THE DATE**  
March 29, 2018

ANNUAL CELEBRATION  
SBA & SMALLBIZ  
EDITOR'S  
CHOICE AWARDS

Each year *Hawaii Business* magazine partners with the SBA to present the Small Business Awards Luncheon. This is the state's largest small business recognition program. The pool of honorees are nominated by their banks and lenders for the SBA Awards. In addition, *Hawaii Business* awards five winners the SmallBiz Editor's Choice Awards.

**ATTENDEES**  
350+ attendees

**SAVE THE DATE**  
May 2018

ANNUAL INVITATION-ONLY  
CELEBRATION  
REAL ESTATE'S  
TOP 100 GALA

*Hawaii Business*' Real Estate's Top 100 program is the only objective recognition of the highest performing agents in the state. The gala recognizes these accomplished individuals for their unmatched success in the real estate industry.

**ATTENDEES**  
400+ attendees

**SAVE THE DATE**  
June 2018

ANNUAL FULL-DAY  
CONFERENCE  
LEADERSHIP  
CONFERENCE

The Leadership Conference is dedicated to the advancement of Hawai'i's emerging leaders. Attendees are able to enhance their professional aptitude and leadership skills through a full day of informative general sessions and workshops featuring national and local speakers.

**ATTENDEES**  
600+ attendees

**SAVE THE DATE**  
July 26, 2018

ANNUAL INVITATION-ONLY  
CELEBRATION  
MERGING  
VISIONS

Merging Visions brings together the leaders of Hawai'i's Top 250 companies and the emerging leaders of 20 for the Next 20, H.A.P.A., Pacific Century Fellows and Omidyar Fellows to cultivate relationships to accelerate Hawai'i's future.

**ATTENDEES**  
350+ attendees

**SAVE THE DATE**  
August 2018


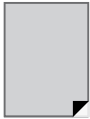
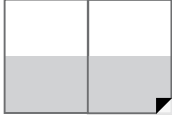



ANNUAL FULL-DAY  
CONFERENCE  
WAHINE FORUM

The Wahine Forum is the largest professional development conference for women in the state of Hawai'i. The conference is attended by Hawai'i's top female executives, entrepreneurs, up-and-coming leaders and others intent on advancing their careers.

**ATTENDEES**  
850+ attendees

**SAVE THE DATE**  
October 25, 2018



BLEED ADS		WIDTH	HEIGHT
2 PAGE SPREAD 	Live	15.5"	10.375"
	Trim	16	10.875
	Bleed	16.25	11.125
FULL PAGE 	Live	7.5	10.375
	Trim	8	10.875
	Bleed	8.25	11.125
DOUBLE 1-2H SPREAD 	Live	15.5	4.833"
	Trim	16.0	5.333
	Bleed	16.25	5.583
2/3 PAGE VERTICAL 	Live	4.665	10.375
	Trim	5.165	10.875
	Bleed	5.415	11.125
1/2 PAGE VERTICAL 	Live	4.667	7.458
	Trim	5.167	7.958
	Bleed	5.417	8.208
1/2 PAGE HORIZONTAL 	Live	7.5	4.833
	Trim	8	5.333
	Bleed	8.25	5.583
Bleed	0.125 inches		



LOOKING FOR OUR DIGITAL AD SPECS?  
Flip to page 7

AD SUBMISSION

Email attachments less than 20 MB may be sent to **Chris Griffin, Sales & Marketing Coordinator** at [chrisg@hawaiiibusiness.com](mailto:chrisg@hawaiiibusiness.com). It is the responsibility of the client and/or agency to confirm reception of e-mail with *Hawaii Business* as well as provide color proof (if proof is needed). Transferring large files over the Internet through Dropbox, Google Drive, and FTP is also an option. If interested, please ask your account executive for more information.

NON-BLEED ADS	WIDTH	HEIGHT
2-PAGE SPREAD	15.5"	10.375"
FULL-PAGE	7	10
DOUBLE 1/2H SPREAD	14.92	4.875
2/3-PAGE VERTICAL	4.625	10
1/2-PAGE VERTICAL	4.625	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

**WHAT IS BLEED?** Bleeds allow you to run artwork to the edge of a page. On a press, the artwork is printed on a large sheet of paper and then trimmed down to size

PRINT AD FORMATS

Adobe Illustrator® CC 2014 or earlier, Adobe Photoshop® CC 2014, Adobe InDesign® CC 2014 or earlier.

4-color CMYK  
Any layouts containing RGB, Spot or Pantone colors must be converted to their CMYK equivalents. Any layouts found to have a differing color scheme must be revised accordingly. We want to ensure that colors are represented properly, therefore, the client will be notified if there are any inconsistencies in color scheme.

All screen and printer fonts and all CMYK graphics files included. For InDesign® files, please include PDF X-1a (2001)

format with files and turn bleeds on when exporting to PDF if submitting ad with bleeds.

Offset all crop marks by 0.125".

EPS and TIFF files: 300dpi resolution with CMYK color or grayscale at actual size with all fonts converted to outlines  
Press-Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi.

All PDFs built incorrectly will be sent back to the client for revisions. We are also obligated to alert the client if any graphic elements are under 300 dpi to ensure that advertisements are displayed at their best quality.



# CUSTOM CAMPAIGNS

Let us tell your story



CUSTOM PUBLICATIONS

**WE KNOW HAWAII** and we know publishing. We are Hawai'i's specialists in delivering a business message, persuasively and on-target. Our custom publications leverage aio media's unparalleled quality, distribution channels, and award-winning design.

Let us help tell your story, like we have done for these clients:

- ◆ The Howard Hughes Corporation
- ◆ The Department of Commerce and Consumer Affairs (DCCA)
- ◆ NAIOP Hawaii
- ◆ The Shidler Group
- ◆ Honolulu Japanese Chamber of Commerce
- ◆ Hawaii Automotive Dealership Association (HADA)
- ◆ Central Pacific Bank
- ◆ Kamehameha Schools



CELEBRATORY PACKAGES

**CELEBRATE YOUR ORGANIZATION'S** anniversary, milestone, rebrand or grand opening with *Hawaii Business* magazine and digital platforms. Let us create a custom campaign to honor your achievements and proudly proclaim your company's work to the business community.

Our celebratory package includes

- ◆ Four-page advertorial spread
- ◆ Appears in *Hawaii Business* in month of client's choice
- ◆ 500 additional copies of your advertorial
- ◆ Professional writing services
- ◆ Professional photoshoot
- ◆ Native content article on [HawaiiBusiness.com](http://HawaiiBusiness.com)
- ◆ Social media campaign and digital rollout

# HawaiiBusiness

magazine

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## aio | MEDIA GROUP



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