

HawaiiBusiness

LOCALLY OWNED,
LOCALLY COMMITTED
SINCE 1955

2017 MEDIA KIT



**MEDIA
CALENDAR**

p.4

—
**DIGITAL
MEDIA KIT**

p.13



**SIGNATURE
EVENTS**

p.8

Locally owned, Locally committed

Since 1955

Our goal is to strengthen the local economy and help our communities thrive.

Articles in *Hawaii Business* focus on the big issues affecting Hawaii's economy and businesses, including jobs, profit and loss, leadership, education, housing and much more.

We also aim to be useful to our readers by providing information that helps their companies succeed and helps people advance their careers. Our stories are enhanced by dynamic photographs, design and infographics.

For the past five years, *Hawaii Business* has won more awards than any other publication from the Society of Professional Journalists Hawaii chapter – the state's most prestigious journalism competition. We also won five national awards last year in a national competition that included business publications based in all the major markets, including New York, Los Angeles and Chicago.



May 2016 issue

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Our Readership

81,886

monthly readership
Readership increases to 100,000 during signature editions

65%

of *Hawaii Business* readers are in the Owner/C-Suite/Partner/Director/Professional/VP categories

1 in 3

readers contact and conduct business with a *Hawaii Business* magazine advertiser

69%

of *Hawaii Business* readers spend at least half-an-hour reading the magazine

1 in 4

Hawaii Business readers are professionals under the age of 40

Male	57%
Female	43%
Average age	50
Average household income	\$246,000
Average home value	\$1.26 million
College degree or higher	97%
Manager level or higher	77%
Married	70%
Live in Hawaii	98%
Own their own home	80%
Travel regularly	64%
Prefers dining out	88% (lunch) 94% (dinner)
Made charitable contribution last year	95%

Source: Readership Study, QMark Research, 2014

Circulation

Hawaii Business is one of 150 print magazine titles in the nation that have thrived for more than 50 years; only 9 TV programs can say the same.

Source: MPA Info Center, MediaFinder.com, Serial Solutions, Ulrich's web, Museum of Broadcast Communications; 2012 data

17,532

Circulation

13,637

Subscribers

Source: Subscription source provided by The Alliance for Audited Media, December 2014

Distribution

PRINT COPIES AVAILABLE AT:

- Barnes & Noble
- Walgreens
- Walmart
- Costco
- Foodland / Sack & Save
- Whalers General Store
- Times Supermarket
- Don Quijote
- KTA / Waikoloa Village
- CVS Longs
- Safeway
- ...and other major retail newsstands



March 2016 issue

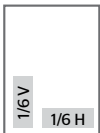
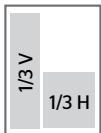
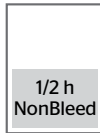
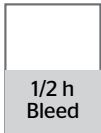
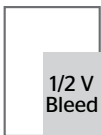
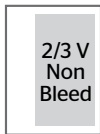
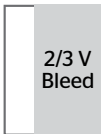
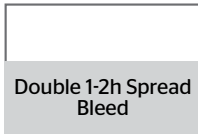
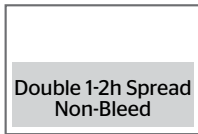
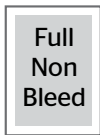
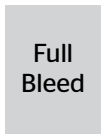
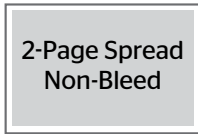
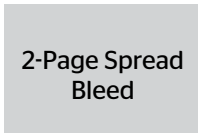
2017 Media Calendar

PUBLICATION MONTH	EDITORIAL FOCUS	SPECIAL SECTION	EVENTS
<p>January</p> <p>Space Due: Nov. 14, 2016 Materials Due: Nov. 21, 2016</p>	<ul style="list-style-type: none"> ➤ Tourism Report ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Corporate Anniversaries ➤ Outstanding Hospitality / Meetings & Events Guide ➤ 2017 Maui Business Report ➤ 2017 West Oahu Magazine 	
<p>February</p> <p>Space Due: Dec. 6, 2016 Materials Due: Dec. 13, 2016</p>	<ul style="list-style-type: none"> ➤ Digital Issue ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Construction Outlook ➤ Energy Outlook ➤ HR 360° ➤ Real Estate Trends ➤ Security & Risk Management 	<p>C-Suite Seminar I (tentative)</p> <p>Lunch & Learn I: Windward</p>
<p>March</p> <p>Space Due: Jan. 9, 2017 Materials Due: Jan. 16, 2017</p>	<ul style="list-style-type: none"> ➤ 20 for the Next 20 ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ HB Who's Who in Healthcare ➤ Senior Care Guide ➤ Engineers Week ➤ 2017 Hawaii Island Business Report 	<p>20 for the Next 20</p> <p>Best Places to Work</p>
<p>April <i>Premium Issue</i></p> <p>Space Due: Feb. 6, 2017 Materials Due: Feb. 13, 2017</p>	<ul style="list-style-type: none"> ➤ Best Places to Work ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Best Places to Work ➤ Shipping, Air & Transportation ➤ HB Legal 	
<p>May</p> <p>Space Due: Mar. 13, 2017 Materials Due: Mar. 20, 2017</p>	<ul style="list-style-type: none"> ➤ Small Business Issue ➤ Education 	<ul style="list-style-type: none"> ➤ Education & Career Advancement Guide ➤ Pathways to Sustainability ➤ 2017 BBB Torch Awards 	<p>Small Business Awards Luncheon</p> <p>Lunch & Learn II: Downtown</p>
<p>June</p> <p>Space Due: Apr. 10, 2017 Materials Due: May 17, 2017</p>	<ul style="list-style-type: none"> ➤ Top Realtors ➤ BOSS Survey ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Top 100 Realtors ➤ Real Estate Marketplace ➤ Mortgage & Title ➤ 2017 NAIOP Kukulu Hale Awards 	<p>Top Realtors Award Gala</p> <p>Merging Visions</p>

Event dates subject to change
Revised 10/12/16

PUBLICATION MONTH	EDITORIAL FOCUS	SPECIAL SECTION	EVENTS
<p>July</p> <p>Space Due: May 15, 2017 Materials Due: May 22, 2017</p>	<ul style="list-style-type: none"> ➤ Energy Report ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ HB Insider: Industry Exclusive ➤ Leaders in Technology ➤ Corporate Anniversary 	<p>Leadership Conference</p>
<p>August <i>Premium Issue</i></p> <p>Space Due: June 12, 2017 Materials Due: June 19, 2017</p>	<ul style="list-style-type: none"> ➤ Top 250 ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Top 250 Profiles 	<p>C-Suite Seminar II (tentative)</p> <p>Lunch & Learn III: West Oahu</p>
<p>September</p> <p>Space Due: July 10, 2017 Materials Due: July 17, 2017</p>	<ul style="list-style-type: none"> ➤ Construction ➤ Hawaii's Most Profitable Companies ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Top 250 Most Profitable Company Profiles ➤ HB Insider: Hospital Edition ➤ 2017 Coming Together: Kakaako 	
<p>October</p> <p>Space Due: Aug. 7, 2017 Materials Due: Aug. 14, 2017</p>	<ul style="list-style-type: none"> ➤ Wahine Issue ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Women in Construction ➤ Women in Dentistry ➤ Women in Law ➤ Women in Medical ➤ 2017 AIA Design Awards 	<p>Wahine Forum</p>
<p>November</p> <p>Space Due: Sept. 11, 2017 Materials Due: Sept. 18, 2017</p>	<ul style="list-style-type: none"> ➤ Hawaii Island ➤ Hawaii's Most Charitable Companies ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Most Charitable Companies ➤ HB Insider: Real Estate Edition 	<p>C-Suite Seminar III (tentative)</p> <p>Lunch & Learn IV: Downtown</p>
<p>December <i>Premium Issue</i></p> <p>Space Due: Oct. 8, 2017 Materials Due: Oct. 16, 2017</p>	<ul style="list-style-type: none"> ➤ CEO of the Year ➤ Black Book ➤ BOSS Survey ➤ SmallBiz 	<ul style="list-style-type: none"> ➤ Hawaii Business Century Club ➤ HB Insider: Industry Exclusive ➤ 2017 Kaka'ako Magazine 	

Event dates subject to change
Revised 10/12/16



Ad Specs

Bleed Ads

Space		Width	Height
2 PAGE SPREAD	LIVE	15.75"	10.375"
	TRIM	16.25	10.875
	BLEED	16.75	11.375
FULL PAGE	LIVE	7.625	10.375
	TRIM	8.125	10.875
	BLEED	8.625	11.375
DOUBLE 1-2H SPREAD	LIVE	15.75	4.833
	TRIM	16.25	5.333
	BLEED	16.75	5.833
2/3 PAGE VERTICAL	LIVE	4.667	10.375
	TRIM	5.167	10.875
	BLEED	5.667	11.375
1/2 PAGE VERTICAL	LIVE	4.667	7.458
	TRIM	5.167	7.958
	BLEED	5.667	8.458
1/2 PAGE HORIZONTAL	LIVE	7.625	4.833
	TRIM	8.125	5.333
	BLEED	8.625	5.833
Bleed		.5 inches	

Non Bleed Ads

Space	Width	Height
2-PAGE SPREAD	15.167"	10"
FULL-PAGE	7	10
DOUBLE 1/2H SPREAD	15.167	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

Hawaii Business accepts only digital ads 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 proof the ad prior to submittal.

AD FORMATS

Macintosh Adobe Illustrator® CS4 or earlier, Adobe Photoshop® CS4, Adobe InDesign® CS4 or earlier.

Hawaii Business is printed in **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.

Include all screen and printer fonts and all CMYK graphics files.

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.

To ensure that crop marks are easily removed when placed in our template, please offset all crop marks by 0.25".

TIFF or EPS files must be submitted with a resolution of at least 300 dpi, with CMYK color or grayscale at actual size with all fonts converted to outlines.

Adobe Illustrator® CS3 EPS files are also acceptable, provided that all type is converted to outlines and support images are embedded and in CMYK format. PC: 300 dpi CMYK TIFF at actual size.

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 (to ensure that) advertisements are displayed at their best quality.

DISK FORMATS

CD-ROM, DVD-R single layered.

EMAILED ADS

Email attachments less than 4 MB may be sent to **Anela Apostadiro, Sales & Marketing Coordinator at anelaa@hawaiibusiness.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).

PRODUCTION SUBMISSION

FTP (File Transfer Protocol): Transferring large files over the Internet is also an option. If interested, please ask your account executive for more information.

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.

Custom Campaigns

WE KNOW HAWAII AND WE KNOW PUBLISHING. We are Hawaii's specialists in delivering a business message, persuasively and on-target. Our custom publications leverage PacificBasin Communications' unparalleled quality, distribution channels, and award-winning design.

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

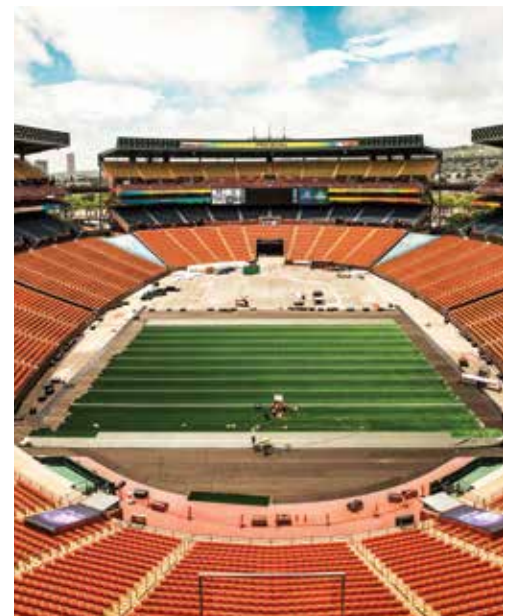
- Accuity LLP
- AIA Honolulu
- APEC 2011 Hawaii
- The Audio Visual Company
- Better Business Bureau
- Central Pacific Bank
- The Department of Commerce and Consumer Affairs (DCCA)
- Hawaii Automotive Dealership Association (HADA)
- Hawaii Island Economic Development Board
- Hawaii Science & Technology Council
- Honolulu Japanese Chamber of Commerce
- The Howard Hughes Corporation- Ward Village
- Kapiwai
- Kapolei Property Development
- Maui Economic Development Board
- The Medical Corner
- NAIOP Hawaii
- Pacific Aviation Museum
- Pacific Office Properties
- The Shidler Group
- Stanford Carr-Kakaako Coming Together
- State of Hawaii DBEDT
- State of Hawaii DLNR
- University of Hawaii Alumni Association
- University of Hawaii College of Tropical Agriculture and Human Resources
- University of Hawaii Richardson School of Law
- West Oahu Economic Development Association (WOEDA)



Partnerships

Each month *Hawaii Business* reaches executives of the Top 250 companies and members of the following Association Partners:

- American Institute of Architects
- Association of Fundraising Professionals
- Better Business Bureau of Hawaii
- Building Industry Association of Hawaii
- Building Owners Management Association
- Chamber of Commerce Hawaii
- Chaminade Alumni Association
- Chinese Chamber of Commerce
- Filipino Chamber of Commerce
- Hawaii Alliance of Nonprofit Organizations
- Hawaii Island Chamber of Commerce
- Hawaii Pacific Steel Framing Alliance
- Hawaii Science & Technology Council
- Hawaii Society of Corporate Planners
- Hawaii Society of CPAs
- Hawaii Venture Capital Association
- Honolulu Japanese Chamber of Commerce
- Honolulu Japanese Junior Chamber of Commerce
- Kapolei Chamber of Commerce
- Kauai Chamber of Commerce
- Kona-Kohala Chamber of Commerce
- Maui Chamber of Commerce
- Maui Filipino Chamber of Commerce
- Molokai Chamber of Commerce
- Native Hawaiian Chamber of Commerce
- Northern California Hawaii Chamber of Commerce
- Pacific Century Fellows
- Shidler College of Business at UH Manoa
- Smart Business Hawaii
- University of Hawaii Alumni Association
- West Oahu Economic Development Association (WOEDA)
- Vietnamese American Chamber of Commerce
- Young Business Council
- YWCA of Oahu



August 2016 issue

➤ For more information on starting your custom publication, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com

Signature Conferences

HawaiiBusiness
LEADERSHIP
★ CONFERENCE ★

LEADERSHIP CONFERENCE

The Leadership Conference is dedicated to the advancement of Hawaii's emerging leaders. Attendees are able to enhance their professional aptitude and leadership skills through a full day of informative general sessions and workshops led by Hawaii's top business leaders.

- **Event Size:** 600 Attendees
- **Event Type:** Full-Day Conference



➤ For more information on event sponsorship opportunities, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com



wahine FORUM

HawaiiBusiness

WAHINE FORUM

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

- **Event Size:** 850 Attendees
- **Event Type:** Full-Day Conference



➤ For more information on event sponsorship opportunities, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com

Signature Program & Award Events



BEST PLACES TO WORK IN HAWAII

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

- **Event Size:** 650 Attendees
- **Event Type:** Awards Dinner



TOP 100 REALTORS GALA

Hawaii Business’ Top Realtors program is the only objective recognition of the highest performing agents in the state. The Top 100 Realtors Gala recognizes these accomplished individuals for their unmatched success in the real estate industry. (Invitation Only)

- **Event Size:** 400 Attendees
- **Event Type:** Cocktail Reception & Awards



➤ For more information on event sponsorship opportunities, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com



20 FOR THE NEXT 20

The 20 for the Next 20 honors individuals whose efforts impact the Hawaii business community and community at-large currently, and who will continue to do so over the next 20 years. We shine the spotlight on up-and-coming leaders blazing a path in their industries or sector.

- > **Event Size:** 300 Attendees
- > **Event Type:** Cocktail Reception & Awards



EDITOR'S CHOICE AWARDS

SMALL BUSINESS LUNCHEON

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; and five winners are awarded the *Hawaii Business* SmallBiz Editor's Choice Awards.

- > **Event Size:** 450 Attendees
- > **Event Type:** Awards Luncheon



MERGING VISIONS

A new initiative geared towards accelerating emerging leaders for the betterment of Hawaii's future. Merging Visions is designed to support cross generational leaders within one of the most powerful networks of influencers, including the Top 250 companies & 20 for the Next 20 cohorts. (Invitation Only)

- > **Event Size:** 300 Attendees
- > **Event Type:** Networking Pau Hana

> For more information on event sponsorship opportunities, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com

Signature Series



THE C-SUITE SERIES

The C-Suite Series is a breakfast seminar featuring a peer-to-peer dialogue with high-level executives discussing relevant topics within their field of expertise. Speakers and panelists are drawn from CEO top-level draws and national keynote presenters.

- **Time:** 7:30am to 9:00am
- **Venue:** Pomaikai Ballroom
- **Event Size:** 150 Attendees
- **Event Type:** Breakfast Seminar



SMALL BIZ LUNCH & LEARN QUARTERLY SEMINARS

Focused mini-seminars with moderated panel discussions on a range of topics relevant to small business professionals. Panelists are drawn from CEO contacts and other top-level draws. Topics include: marketing, sales, human resources, customer service, social media and more.

- **Occurrence:** Quarterly
- **Time:** 11:30am to 1:30pm
- **Venue:** YWCA at Laniakea - Fuller Hall
- **Event Size:** 150 Attendees
- **Event Type:** Lunch Seminar



➤ For more information on event sponsorship opportunities, please contact David Sur, Associate Advertising Director at (808) 534-7124 or email davids@hawaiibusiness.com

Digital Media

Hawaii Business magazine digital delivers quality content to the business community across all platforms, anytime, anywhere.

78,294

AVERAGE MONTHLY PAGEVIEWS

“Hawaii Business”

PAGE 1 RANKING ON GOOGLE SEARCH

51,912

AVERAGE MONTHLY UNIQUE VISITORS

40,391

TOTAL COMBINED SOCIAL MEDIA REACH

According to the Circulation Verification Council (CVC) -an independent, third-party reporting audit company that analyzes cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies - *Hawaii Business'* unique web visitorship is eight times that of the national average. CVC audits thousands of editions nationwide with a combined circulation of more than 55 million. They currently audit 3,600+ magazines with a combined 70 million subscribers. This includes 100+ of the Alliance of Area Business Publication (AABP) titles. The national average for Unique Individual Visitors is calculated as 25% of the Average Net Circulation. *Hawaii Business* magazine has shown to have a significantly higher audience engagement compared to national business publications based in North America.



iPad

ANDROID
Tablets

iPhone

➤ For more information on digital inquiries, please contact Daniel Ikaika Ito, Digital Director at (808) 534-7536 or email danieli@hawaiibusiness.com

HawaiiBusiness.com

The new-look HawaiiBusiness.com is launching in February 2017 with the “Digital Issue.” With a three-column layout of the homepage more content is front and center, engaging readers with the quintessential high-quality journalism of *Hawaii Business* as well as video, web-exclusives and more dynamic content. HawaiiBusiness.com will be the premiere destination for the most-relevant content and local perspective in the 50th State’s business community.

WEBSITE



OPPORTUNITY: Run-of-Site Web Banner Advertisements and Native Content

SCHEDULE FREQUENCY: Monthly

AUDIENCE: 51,912 Visitors; 78,294 Pageviews*

AVAILABILITY: Subject to available inventory

*Audience numbers based on 2016 averages.

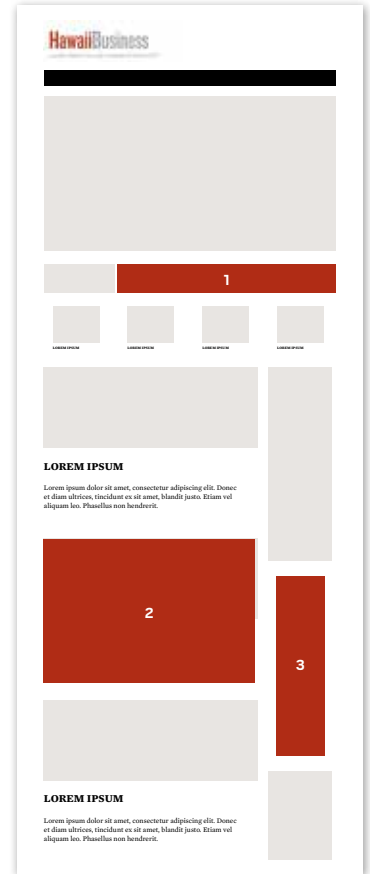
- INVESTMENT:**
- 1. LEADERBOARD \$850
 - 2. ISLAND \$680
 - 3. SKYSCRAPER \$575

rates are NET

NATIVE CONTENT



INVESTMENT:
\$1,600 NET



Social Media

Engage our audience with your brand message through *Hawaii Business*' 40K social media channels. Connect with the business community through Facebook, Twitter, Instagram and Linked-In.

- 6,485
- 8,313
- 24,002
- 1,591

Total combined followers:
40,391



OPPORTUNITY: Writing assistance provided and Island Banner Ad

SCHEDULE FREQUENCY: 2 posts/month on Facebook, Twitter, Instagram and LinkedIn

AUDIENCE: 40,391

AVAILABILITY: Open, First-Come/First-Served Basis

REQUIREMENTS: Web-Optimized Imagery, Logo/Branding Colors, Call-to-Action*

(minimum three month commitment)

*Digital representative will work with you to craft an effective campaign message.

TOTAL INVESTMENT:
\$1,485 (a \$2,475 value)

➤ For frequency pricing, please contact your Account Manager

E-Newsletter Sponsorship Campaign

If you are looking for direct, undivided engagement with *Hawaii Business*' subscriber base, send your message exclusively through a fully-branded email. *Hawaii Business* magazine's HB Weekly E-Newsletter highlights releases of upcoming stories, articles and announcements sent weekly to over 20,000 email subscribers within the business community.

E-NEWSLETTER BANNER AD



OPPORTUNITY:

Sponsor Message + Banner Ad

SCHEDULE FREQUENCY:

One dedicated week, once a month*

AUDIENCE:

20,396

AVAILABILITY:

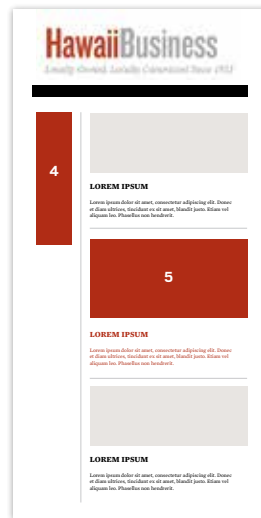
Up to 5 weeks per month

REQUIREMENTS:

Up to 100 words of copy + images, graphics, clickthrough URL and Skyscraper banner ad

*Purchase must be made as a 12-month annual campaign

INVESTMENT:
\$1,025/month NET



SPONSORED E-NEWSLETTER



OPPORTUNITY:

Dedicated, fully-branded sponsor message email

SCHEDULE FREQUENCY:

Flexible

AUDIENCE:

20,396

AVAILABILITY:

Subject to available inventory

INVESTMENT:
\$1,800/send NET

Digital Specs

Website Ads

- 1. LEADERBOARD** 728 x 90 pixels
- 2. ISLAND** 300 x 250 pixels
- 3. SKYSCRAPER** 160 x 600 pixels

Email Specs

- 4. E-NEWSLETTER BANNER AD** 160 x 600 pixels
- 5. SPONSORED E-NEWSLETTER** 600x100 pixels
1 high-res jpg
Up to 100 words, with call-to-action
Company logo
URL Link

Social Media Specs

- FACEBOOK** 1200 x 630 pixels
- INSTAGRAM** 1080 x 1080 pixels
- TWITTER** 440 x 220 pixels
- LINKEDIN** 1200 x 600 pixels

SUPPLIED CREATIVE SPECIFICATIONS

- File saved as .jpg or .gif.
- HTML files also accepted.
- File size must be optimized for web
- 72dpi resolution or high-resolution is accepted, but will be subject to reduced file size conversion.

DISK FORMATS

CD-ROM, DVD-R (single layer)

EMAILED ADS

Email attachments 5MB or less may be sent to Ephraim Botulan, Digital Media Manager, at ephraimb@hawaiibusiness.com. It is the responsibility of the client and/or agency to confirm reception.

SPECIAL SUBMISSION

If files are too large to transmit over email, please inquire with your account manager or the digital department to coordinate transfer either through Dropbox, or flash drive.

➢ For frequency pricing, please contact your Account Manager



HawaiiBusiness

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