

# HawaiïBusiness

REVISED NOVEMBER 2017

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



# 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 AWARDS

### NATIONAL AWARDS FROM THE ALLIANCE OF AREA BUSINESS PUBLICATIONS



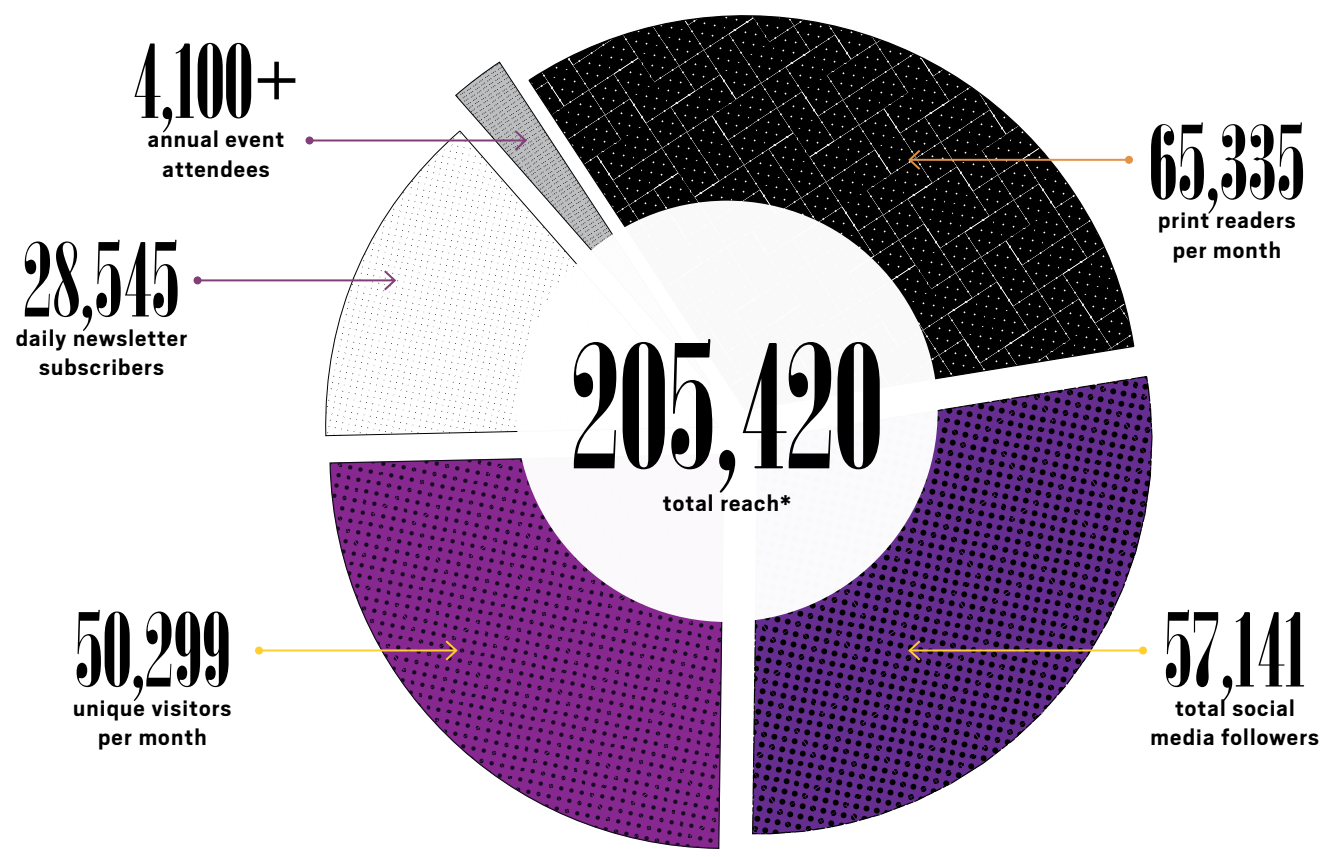
- BEST FEATURE LAYOUT, ALL MAGAZINES, GOLD
- BEST OVERALL DESIGN, ALL MAGAZINES, GOLD
- BEST USE OF PHOTOGRAPHY/ILLUSTRATIONS, ALL MAGAZINES, GOLD
- BEST BODY OF WORK, SINGLE WRITER, MEDIUM NEWSPAPERS AND MAGAZINES, GOLD
- BEST LOCAL COVERAGE OF A NATIONAL STORY, MEDIUM NEWSPAPERS AND MAGAZINES, GOLD
- 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

# 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

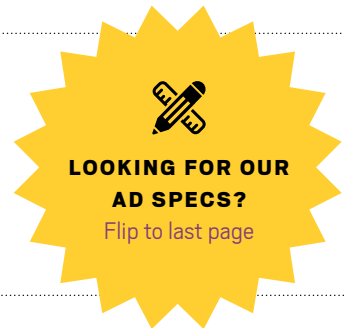
Over 30 association partnerships including Small Business Hawai'i Chamber of Commerce of Hawaii, and UH Shidler College of Business:

- ★ 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

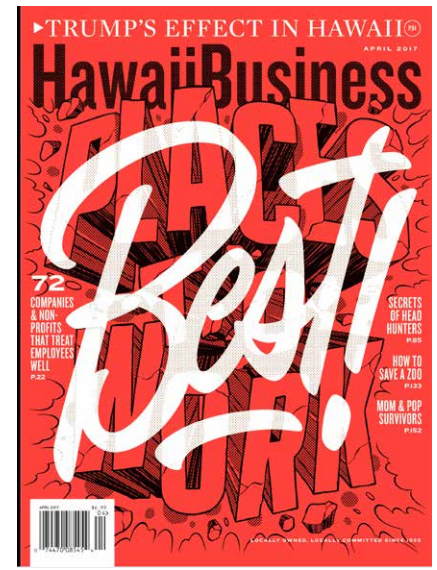
- ★ Hnl. Japanese. Jr. Chamber of Commerce
- ★ Native Hawaiian Chamber of Commerce
- ★ HNL Filipino Chamber of Commerce
- ★ Hawaii Society of CPA's
- ★ Hawai'i Alliance of Nonprofit Organizations
- ★ HI Science & Technology Council
- ★ Kapolei Chamber of Commerce
- ★ UH Shidler College of Business
- ★ 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 5-0 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

**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



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 Hale Award

### EVENTS

Real Estate's Top 100 Gala

Space due: April 20, 2018

Materials due: April 27, 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

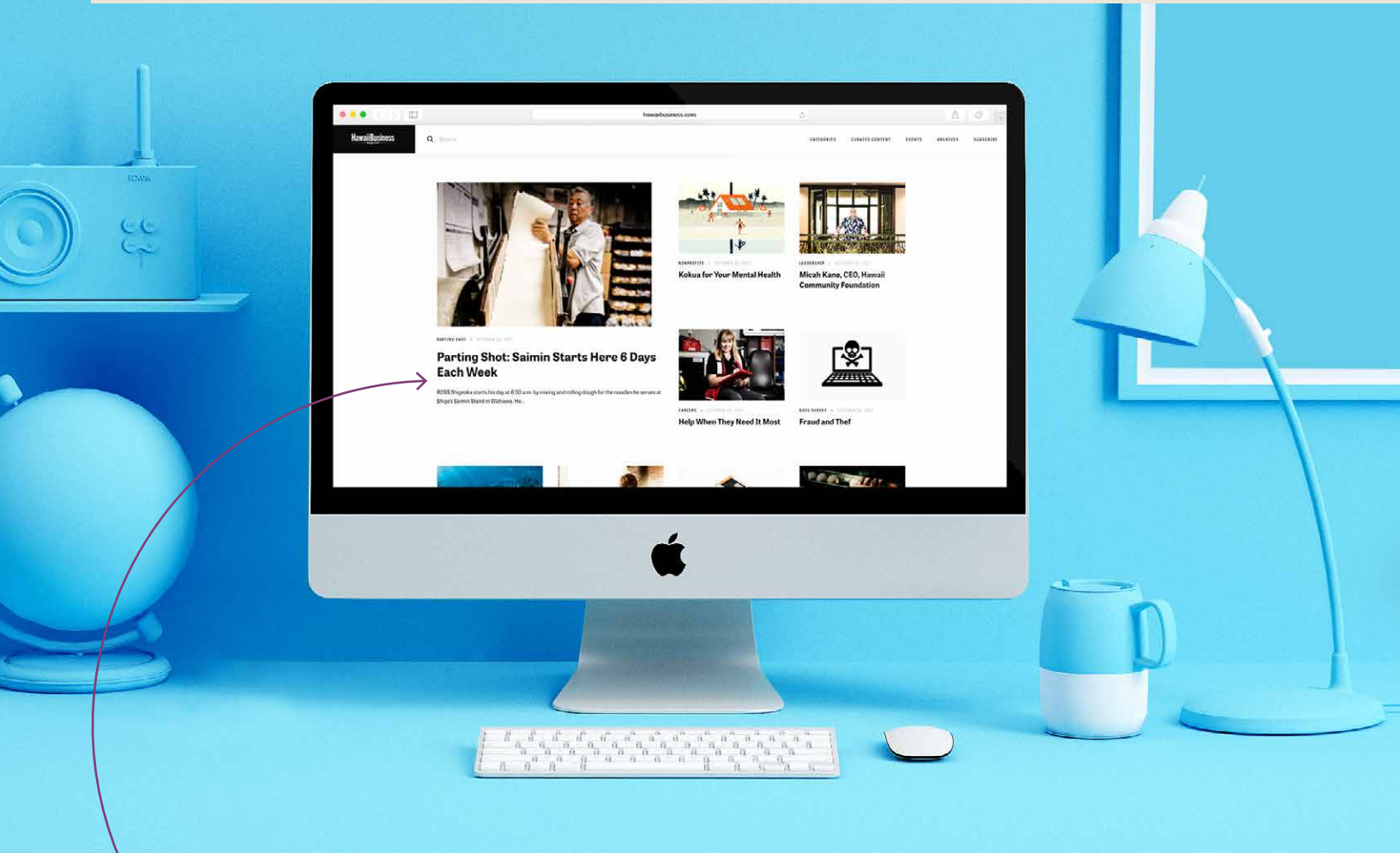
Kaka'ako Magazine  
Shipping, Freight, and Transportation  
Holiday Messages

### 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\*

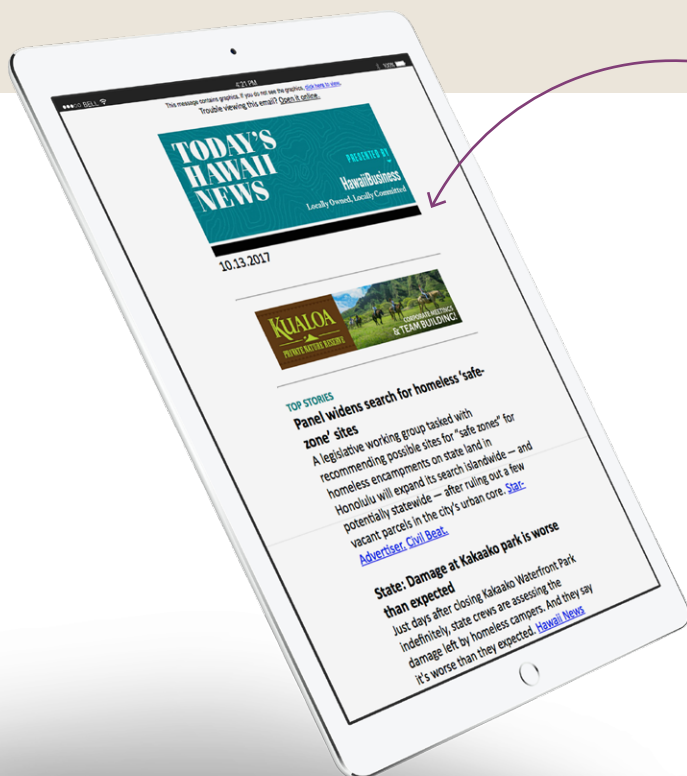
### THE BREAKDOWN

**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			
LINKEDIN	1200	300			

### ACCEPTED DIGITAL FILE FORMATS

72dpi web-optimized .JPG, .PNG, or .GIF. HTML files are also accepted. Images with higher resolutions will be subject to reduced file size conversion.



**OUR EVENTS: BY THE NUMBERS**

**4,100+** attendees  
**14** events



**ATTENDEE INDUSTRIES**

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



**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 Hawai'i" 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





*“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

INCLUDES  
EXPO!

INCLUDES  
EXPO!

**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.



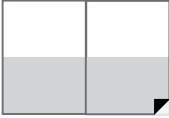



**ATTENDEES**  
850+ attendees

**SAVE THE DATE**  
October 25, 2018



# PRINT AD SPECIFICATIONS REVISED NOVEMBER 2017

## 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

## NON-BLEED ADS

	WIDTH	HEIGHT
2-PAGE SPREAD	15.167"	10"
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. format with files and turn bleeds on when exporting to PDF if submitting ad with bleeds.
  - Offset all crop marks by 0.125".
  - 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.
  - 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 screen and printer fonts and all CMYK graphics files included. For InDesign® files, please include PDF X-1a (2001)
- 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.

## AD SUBMISSION

Email attachments less than 20 MB may be sent to **Chris Griffin, Sales & Marketing Coordinator** at [chrisg@hawaiibusiness.com](mailto:chrisg@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). 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.

**FOR MORE INFORMATION** Contact Chris Griffin, Sales & Marketing Coordinator, [chrisg@hawaiibusiness.com](mailto:chrisg@hawaiibusiness.com), 808-534-7560



# 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
- ◆ Social media campaign and digital rollout

# HawaiiBusiness

magazine

1088 BISHOP ST., SUITE LL2,  
HONOLULU, HI 96813  
(808) 534-7500  
www.hawaiibusiness.com

## CONTACT US

### PUBLISHER

Cheryl Oncea  
cherylo@hawaiibusiness.com  
534-7575

### ASSOCIATE PUBLISHER

David Sur  
davids@hawaiibusiness.com  
534-7124

### EDITOR

Steve Petranik  
stevep@hawaiibusiness.com  
534-7584

### SENIOR ACCOUNT MANAGER

James Survance  
james@hawaiibusiness.com  
534-7128

### ACCOUNT MANAGER

Jimmy Nakano  
jamesn@hawaiibusiness.com  
534-7164

### ACCOUNT MANAGER

Stephen Guzman  
stepheng@hawaiibusiness.com  
534-7165

### SALES & MARKETING COORDINATOR

Chris Griffin  
chrisg@hawaiibusiness.com  
534-7560

### DIGITAL MEDIA DIRECTOR

Daniel Ikaika Ito  
danieli@hawaiibusiness.com  
534-7536

### EVENTS MANAGER

Kira Chong Tim  
kiract@hawaiibusiness.com  
534-7145

## aio | MEDIA GROUP



## CONNECT WITH US



### INSTAGRAM

@hawaiibusinessmagazine

### FACEBOOK.COM/

hawaiibusiness

### TWITTER

@hawaiibusiness

### LINKEDIN

Hawaii Business Magazine