

2024 MEDIA KIT

LOCALLY OWNED, LOCALLY COMMITTED SINCE 1955

HawaiiBusiness
— magazine —

IMPORTANT ISSUES, USEFUL INFORMATION, LOCAL PERSPECTIVES

BY STEVE PETRANIK, EDITOR AND EXECUTIVE PUBLISHER

Hawaii Business Magazine charts a different course from the rest of the local news media.

Often, our magazine is in front of important issues, as we were with our award-winning report on the causes of and remedies for Hawai'i's growing wildfire threat – published nine months before the Lahaina tragedy.

Our reports regularly provide the depth that our educated and engaged readers depend on to understand complex local issues and changing industries like **housing**

and real estate, tourism, health care, small business, construction and energy.

Every month we also provide business owners and executives with useful information that helps their organizations thrive – always written from a local perspective.

And we love to tell the stories of individuals, companies and nonprofits that exemplify the best of Hawai'i.

All of that is in our print magazine, on our website and social media, newsletters and in our videos.. People

have noticed: Three times *Hawaii Business* has been named the best regional business magazine in the country; on two other occasions we were runners-up.

In the past five years, we have won dozens of national awards and over a hundred statewide awards, mostly for our reporting, but also for design, photography, infographics and multimedia reports.

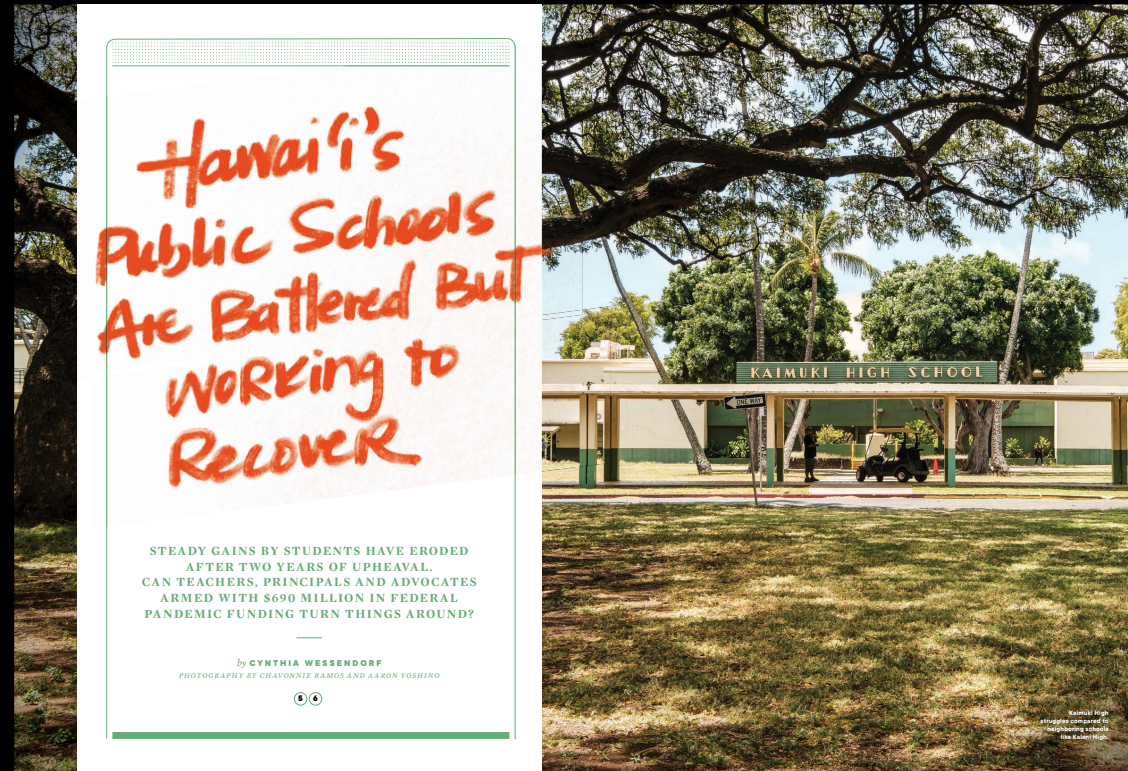
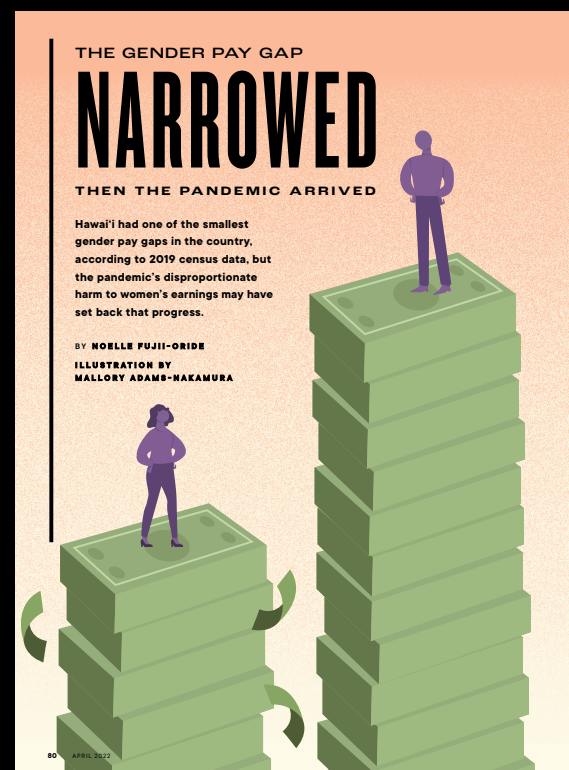
Our motto sums up our coverage: Locally Owned, Locally Committed Since 1955.

OUR RECENT AWARDS

**NATIONAL FIRST-
PLACE AWARDS OVER
THE PAST FIVE YEARS
FROM THE ALLIANCE
OF AREA BUSINESS
PUBLISHERS, THE
NATIONAL ASSOCIATION
OF BUSINESS JOURNALISTS
AND MAGAZINES**

- Best Magazine
- Best Multimedia
- Explanatory Reporting
- Beat Reporting
- Best Work by a Single Writer
- Local Reporting of a National Story
- Overall Design
- Magazine Cover
- Design of a Single Feature
- Photography/ Illustrations

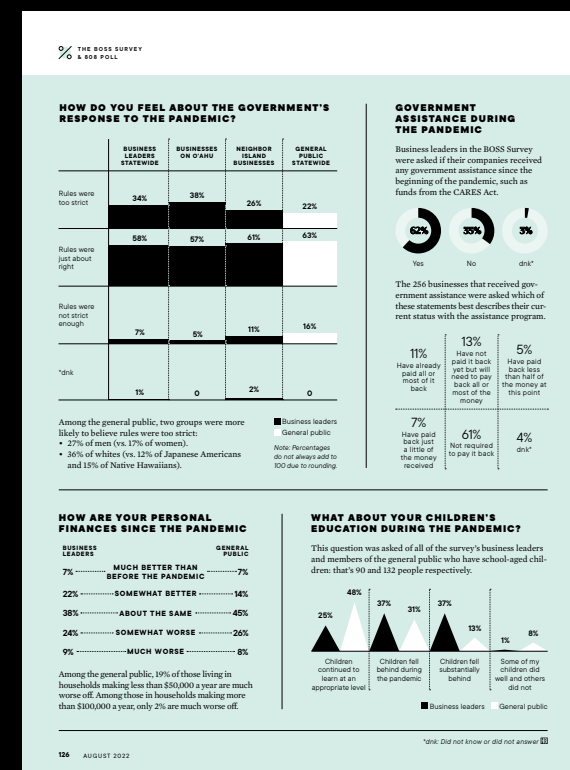
Plus dozens of second- and third-place awards



First-place statewide awards from the Society of Professional Journalists. In fact, in most of these categories, we have won first place multiple times in the past five years.

- Business Reporting
- Industry & Trade Reporting
- Explanatory Journalism
- Datajournalism
- Illustration
- Best Body of Work by a Single Writer
- Overall Design
- Informational Graphics
- Long Feature Writing
- Short Feature Writing
- Arts & Entertainment Writing
- Special Section
- Page Design
- Magazine Cover Design
- Headlines
- Student Feature Reporting

Plus more than 100 second-
and third-place awards



OUR
AUDIENCE:
BY THE
NUMBERS

MONTHLY GROSS REACH PRINT
AND DIGITAL EDITIONS

47,218

TOTAL SOCIAL MEDIA
FOLLOWERS

83,911**

WEB USERS PER MONTH

45,999*

TOTAL GROSS MONTHLY CONTACTS

224,521

THN A.M. NEWSLETTER
SUBSCRIBERS

24,654**

THN P.M. NEWSLETTER
SUBSCRIBERS

22,739**

DISTRIBUTION

Copies of *Hawaii Business Magazine* are available at the following high-traffic retail locations:

- | | | |
|--|---------------------|--------------------------|
| • Barnes and Noble | • Foodland | • Target |
| • Walgreens | • Times Supermarket | • Food Pantry |
| • Walmart | • CVS/Longs | • Whaler's General Store |
| • Daniel K. Inouye International Airport | • Safeway | |
| | • 7-11 | |

PARTNERSHIPS

Association partnerships with the following major organizations:

- | | | |
|---|---|--|
| • AIA Honolulu | • Hawaii Restaurant Association | Commerce & Industry of Hawaii |
| • Better Business Bureau | • Hawaii Venture Capital Association | • Kona-Kohala Chamber of Commerce |
| • Building Industry Association of Hawaii | • Hawaii Society of CPAs | • Kauaï Chamber of Commerce |
| • Building Owners & Managers Association | • Hawai'i Alliance of Nonprofit Organizations | • Kapolei Chamber of Commerce |
| • Chamber of Commerce of Hawaii | • Hawaii Employers Council | • Maui Chamber of Commerce |
| • Chaminade Alumni Association | • Hawai'i Island Chamber of Commerce | • Mortgage Bankers Association of Hawaii |
| • Chinese Chamber of Commerce of Hawaii | • Hawai'i Pacific University | • Native Hawaiian Chamber of Commerce |
| • Filipino Chamber of Commerce of Hawaii | • Hawaii Public Radio | • Sales and Marketing Executives of Honolulu |
| • General Contractors Association | • Hawaii Society of Business Professionals | • Smart Business Hawaii |
| • Hawaii Association of Realtors | • Hawai'i Visitors & Convention Bureau | • Tax Foundation Hawaii |
| • Hawaii Employers Council | • HI Science and Technology Council | • UH Alumni Association |
| • Hawaii Food Industry Association | • Honolulu Filipino Chamber of Commerce | • UH Shidler College of Business |
| • Hawaii Information Services | • Honolulu Japanese Chamber of Commerce | • Urban Land Institute of Hawaii |
| • Hawaii State Bar Association | • Institute of Management Accounts | • Young Business Council |
| | • Japanese Chamber of | • YWCA Hawaii |

Sources: *August 2022–August 2023 GA4 **As of August 2023 Acoustic/LSC Marketing Group, Social Media Platforms



HAWAII BUSINESS 2024 EDITORIAL CALENDAR

JANUARY/FEBRUARY 2024

Housing and Construction

SPACE DUE
12/01/23

MATERIALS DUE
12/08/23

SPECIAL SECTIONS

Corporate Anniversaries; Construction Outlook; Industry Outlook; Shipping, Air and Transportation; IIDA Awards

MARCH 2024

20 For the Next 20 Issue*

SPACE DUE
01/12/24

MATERIALS DUE
01/19/24

20 for the Next 20, Hawai'i's Top Employees

APRIL 2024

Best Places to Work**

SPACE DUE
02/16/24

MATERIALS DUE
02/23/24

SPECIAL SECTIONS

Best Places to Work Profiles

MAY 2024

Best of Small Business*

SPACE DUE
03/22/24

MATERIALS DUE
03/29/24

SPECIAL SECTIONS

Hawai'i's Healthcare Champions, Hawai'i Island Business Report, Spaces and Places, Best of Small Business, Focus on Artificial Intelligence

JUNE/JULY 2024

Real Estate Issue

SPACE DUE
05/03/24

MATERIALS DUE
05/10/24

SPECIAL SECTIONS

Top Performers in Real Estate, Top Mortgage Companies, Industry Update, NAIOP Kukulu Hale Awards

AUGUST 2024

Top 250 Companies**

SPACE DUE
06/14/24

MATERIALS DUE
06/21/24

SPECIAL SECTIONS

Top 250 Profiles

SEPTEMBER 2024

Most Profitable Companies

SPACE DUE
07/19/24

MATERIALS DUE
07/26/24

SPECIAL SECTIONS

Top Attorneys for Business, AIA Awards, West O'ahu

OCTOBER 2024

Wahine Issue*

SPACE DUE
08/23/24

MATERIALS DUE
08/30/24

SPECIAL SECTIONS

Celebrating Professional Women, Hawai'i's Influential Women, Financial Planning and Personal Finance

NOVEMBER 2024

Hawai'i's Most Charitable Companies

SPACE DUE
09/20/24

MATERIALS DUE
09/27/24

SPECIAL SECTIONS

Most Charitable Companies Profiles, Keeping Hawai'i Healthy

DECEMBER 2024

Black Book and CEO of the Year**

SPACE DUE
10/25/24

MATERIALS DUE
11/01/24

SPECIAL SECTIONS

Year in Review, Black Book

*Signature Issue, **Premier Issue. *Information subject to change.*

EXPERIENCE HAWAII BUSINESS ONLINE

A COMPREHENSIVE,
READER FRIENDLY
RESOURCE FOR THE
BUSINESS COMMUNITY

Our “mobile first” layout,
web exclusive content
and videos keep readers
engaged and coming
back for more.

Hawaii Business
offers integrated digital
advertising packages
designed to reach our
highly affluent and
connected audience.

WEB USERS PER MONTH

45,999

AVERAGE MONTHLY PAGE VIEWS

83,225

SOCIAL MEDIA FOLLOWERS

83,911

X FOLLOWERS

32,850

INSTAGRAM FOLLOWERS

27,413

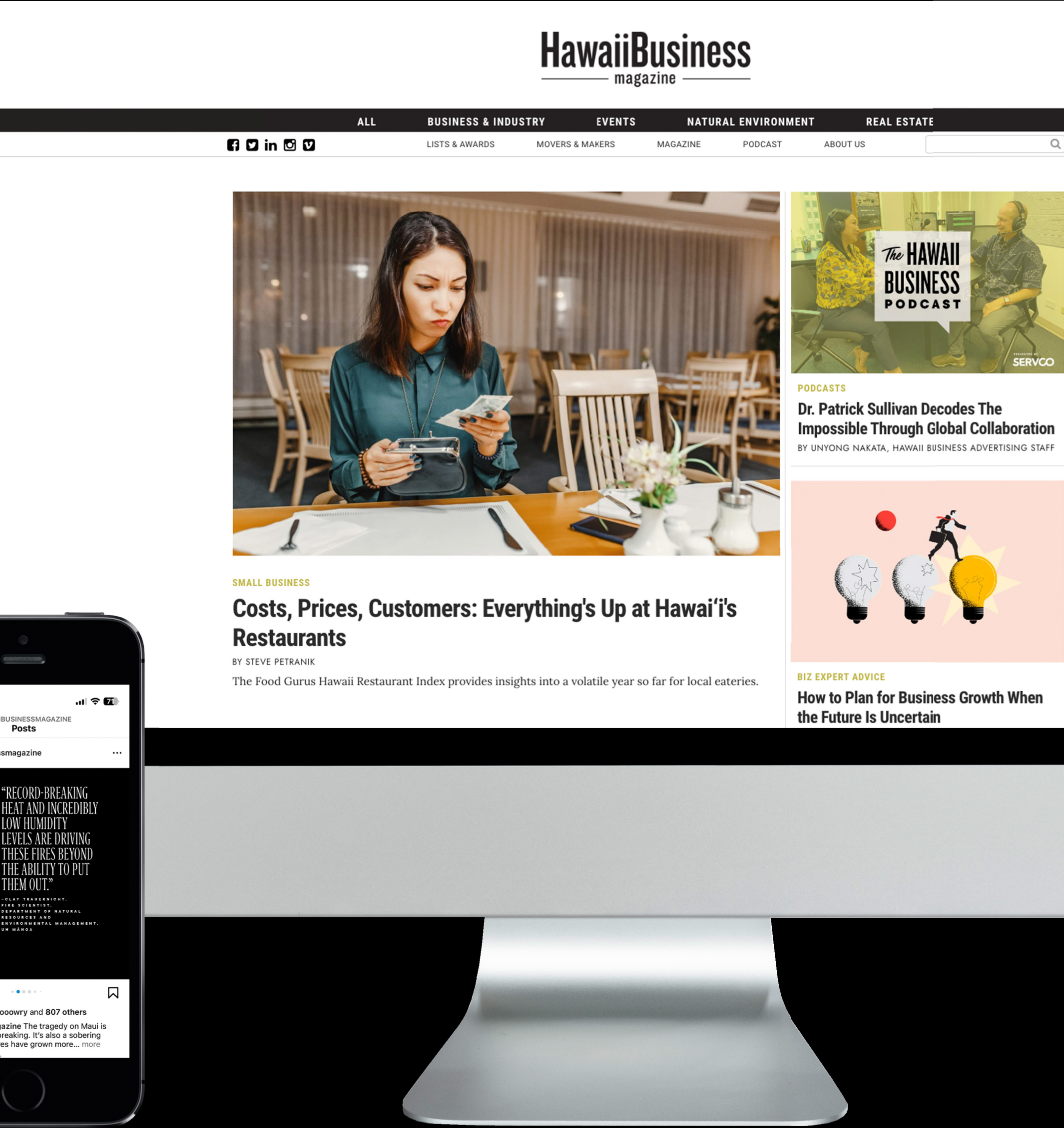
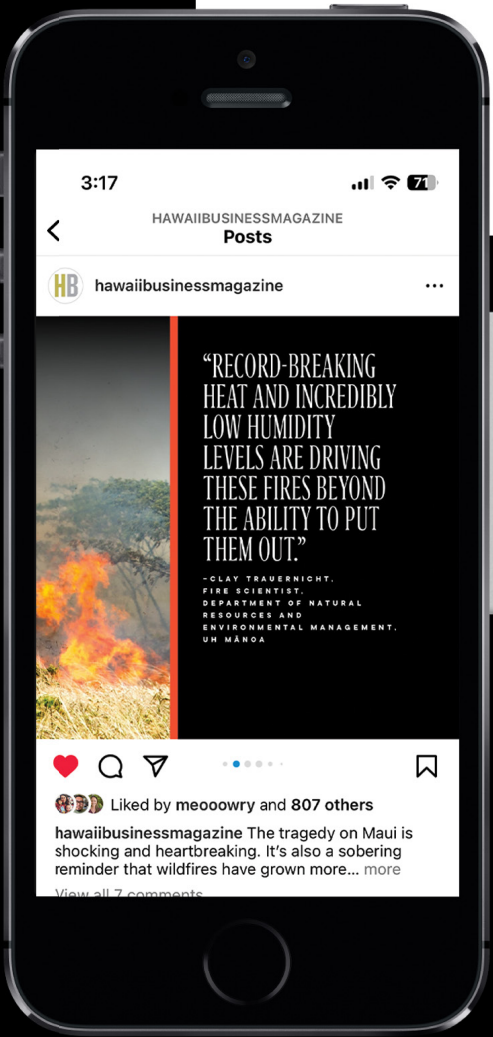
FACEBOOK FOLLOWERS

10,379

LINKEDIN FOLLOWERS

13,269

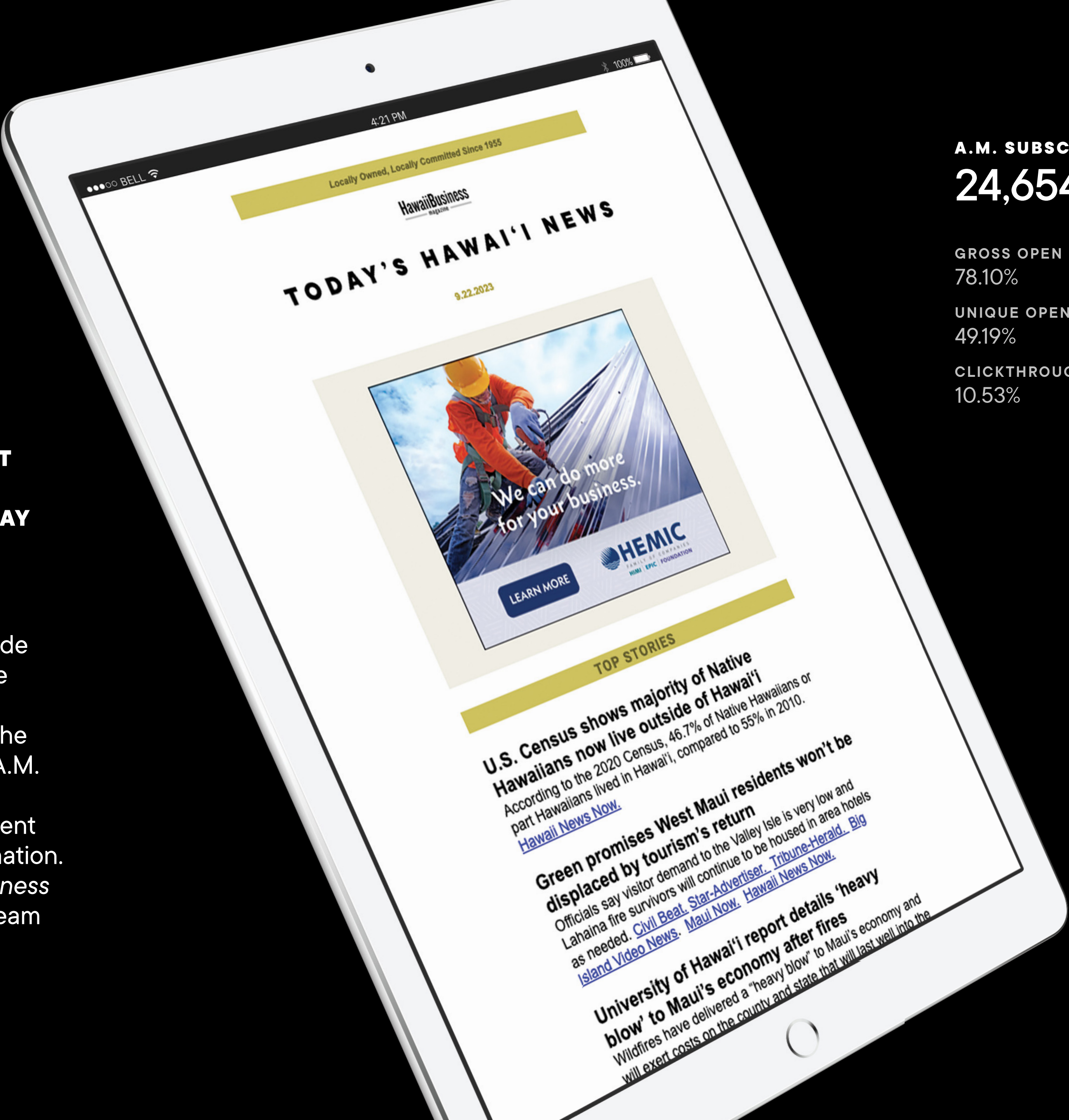
Source: August 2022–2023 Google Analytics



OUR DAILY NEWSLETTERS: TODAY'S HAWAI'I NEWS

HAWAII BUSINESS OFFERS QUICK, TIMELY AND EFFICIENT RECAPS OF THE TOP LOCAL NEWS STORIES EVERY WEEKDAY MORNING AND AFTERNOON

- “Today’s Hawai’i News” delivers:
- Summaries of the main statewide stories, compiled from all of the state’s leading news media.
 - Separate sections for each of the major Hawaiian Islands in the A.M. newsletter.
 - Links to each story for convenient access to more detailed information.
 - Curated stories by *Hawaii Business* Editor Steve Petranik and his team of journalists.



A.M. SUBSCRIBERS
24,654

GROSS OPEN RATE
78.10%

UNIQUE OPEN RATE
49.19%

CLICKTHROUGH RATE
10.53%

P.M. SUBSCRIBERS
22,739

GROSS OPEN RATE
74.50%

UNIQUE OPEN RATE
48.18%

CLICKTHROUGH RATE
6.09%

Source: Acoustic, As of August 2023 Acoustic/LSC Marketing Group

2024 EVENTS CALENDAR

Is Private Equity’s Ownership of Hotels Good for Hawai’i?

A panel discussion hosted by Hawaii Business’ award-winning journalist Noelle Fujii-Oride exploring the impact of private equity investment in the hotel sector and its impact on the state economy.

ATTENDEES
120

SAVE THE DATE
January 18, 2024 | 4:00–6:00 p.m.

LOCATION
Entrepreneur’s Sandbox

Stressed to Strong: Mental Health and Wellness Conference

This half-day conference will assist employers, HR managers and educators in improving employee wellness, retention and productivity. Keynote opening session followed by informative breakout sessions on topics including: helping employees achieve financial security, creating a “safe space” work environment, preparing a disaster plan for businesses and their employees and more.

ATTENDEES
200+

SAVE THE DATE
February 15, 2024 | 11:00 a.m.–4:30 p.m.

LOCATION
Japanese Cultural Center

20 For the Next 20

This exclusive, invitation only celebration brings together our annual cohort of 20 community leaders projected to have a major impact for the next 20 years.

ATTENDEES
150+

SAVE THE DATE
March 14, 2024

LOCATION
YWCA Fuller Hall

Best Places to Work

Organizations chosen for the Best Places to Work in Hawai’i are recognized at a fun and exciting celebration, where we officially release our April issue featuring the overall and category winners of our annual Best Places to Work survey.

ATTENDEES
550+

SAVE THE DATE
April 5, 2024 | 5:00 – 9:00 p.m.

LOCATION
Hilton Hawaiian Village

Women Entrepreneurs’ Conference

In partnership with Central Pacific Bank, *Hawaii Business Magazine* presents the 2nd annual half-day conference; an informative, inspiring event supporting the growth of women-owned businesses in Hawai’i. The speaker line-up features successful women leaders, business owners, entrepreneurs and funders.

ATTENDEES
250+

SAVE THE DATE
May 17, 2024 | 11:30 a.m. – 5:30 p.m.

LOCATION
Prince Waikiki

AI Hawai’i Summit

This half-day conference will address the challenges and opportunities for businesses in integrating artificial intelligence into their workplace. The event is designed for business owners, senior executives and managers in the areas of IT, HR, sales and marketing and finance.

ATTENDEES
150+

SAVE THE DATE
June 4, 2024

LOCATION
Mid-Pacific Institute

Revitalizing Downtown Honolulu

Join us as we engage in a lively discussion of action items to begin the process of revitalizing Downtown Honolulu. Enjoy a networking breakfast and then hear from our expert panelists as we hear a blueprint for a renaissance of our state’s business and civic center.

ATTENDEES
150+

SAVE THE DATE
September 25, 2024 | 8:30 – 11:00 a.m.

LOCATION
YWCA Fuller Hall

Leadership Conference

The 11th Annual Leadership Conference is dedicated to the advancement of Hawai’i’s emerging leaders. Attendees are able to enhance their professional skills through informative general sessions and workshops featuring national and local speakers.

ATTENDEES
600+

SAVE THE DATE
July 19, 2024
Full-day Conference

LOCATION
Hilton Hawaiian Village

2024 EVENTS CALENDAR

Top 250 CEO Celebration

Our annual networking party brings together the CEOs or top executives from the Top 250 Companies in Hawaii list featured in *Hawaii Business Magazine's* August issue.

ATTENDEES
175+

SAVE THE DATE
August 2024 | 5:00–8:00 p.m.

Wahine Forum

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

ATTENDEES
1,000+

SAVE THE DATE
October 11, 2024

LOCATION
Hilton Hawaiian Village

Money Matters Conference

This full day conference takes place on a Saturday “on campus” where attendees will choose from one of five “tracks” ranging from “Getting Started” to “The Advanced Investor” where they will gain the knowledge and tools to navigate the complex world of personal finance confidently. Two general keynote sessions and three breakouts per track.

ATTENDEES
300+

SAVE THE DATE
November 9, 2024

LOCATION
Mid-Pacific Institute

CEO of the Year

Hawaii Business Magazine's CEO of the Year celebration breakfast is a tribute to the transformative power of visionary leadership. Our guest of honor joins previous winners and our Editor for an inspiring discussion.

ATTENDEES
150+

SAVE THE DATE
December 4, 2024

LOCATION
Japanese Cultural Center

ATTENDEES' INDUSTRIES

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

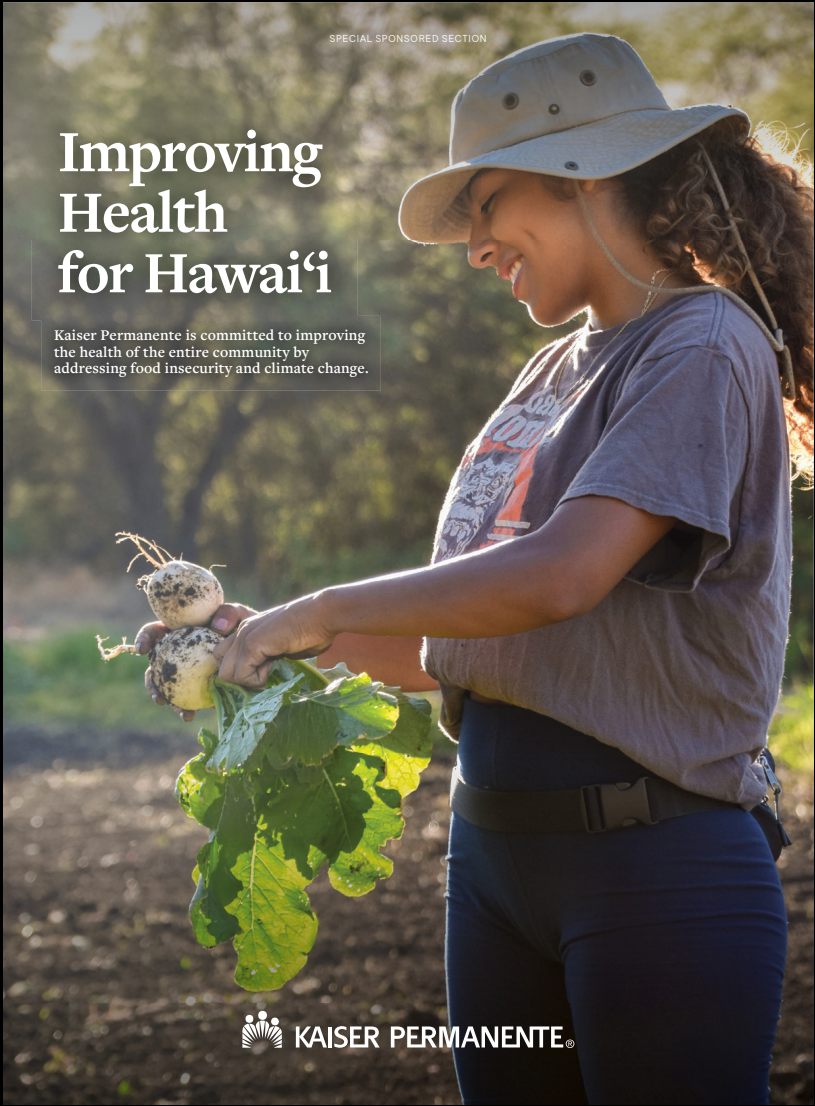
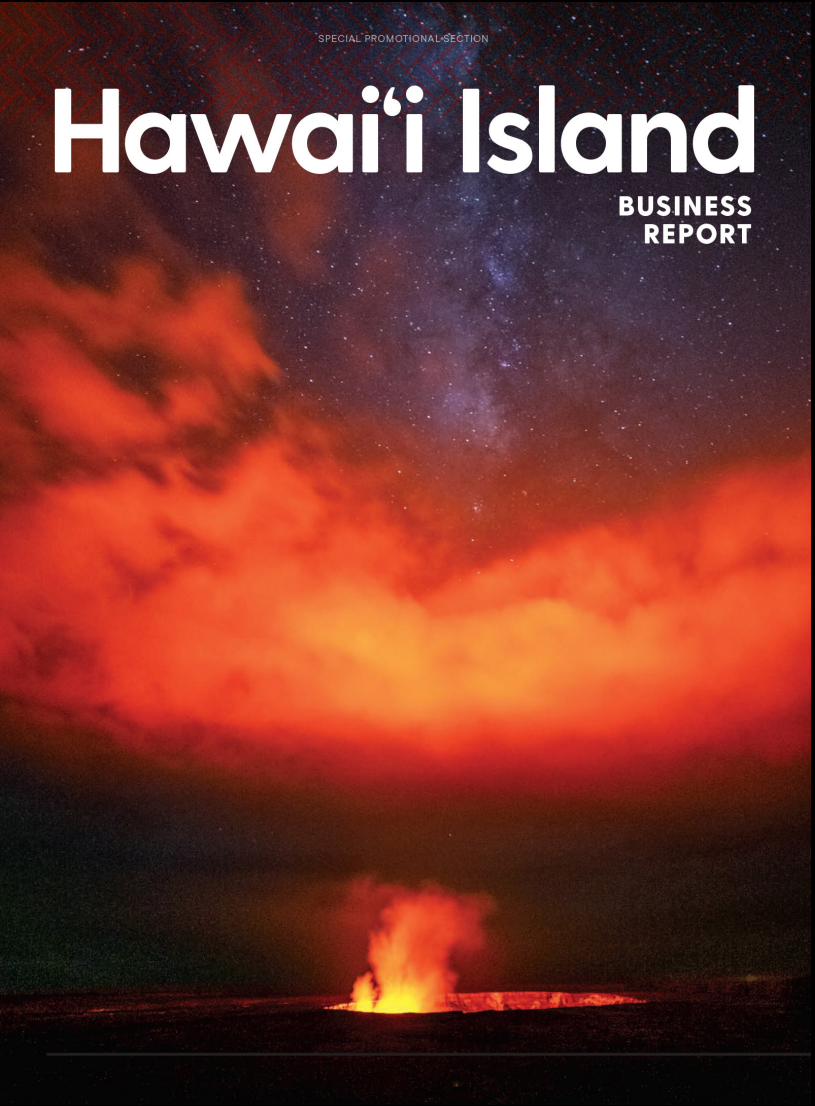
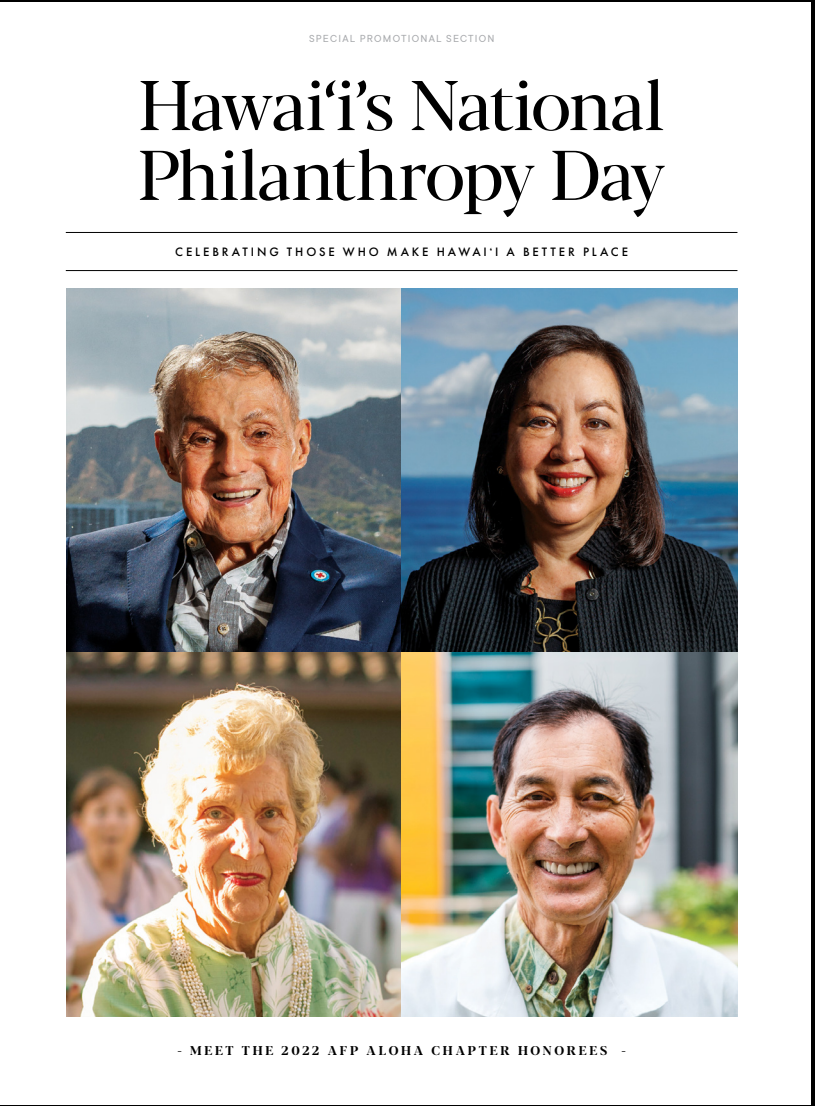
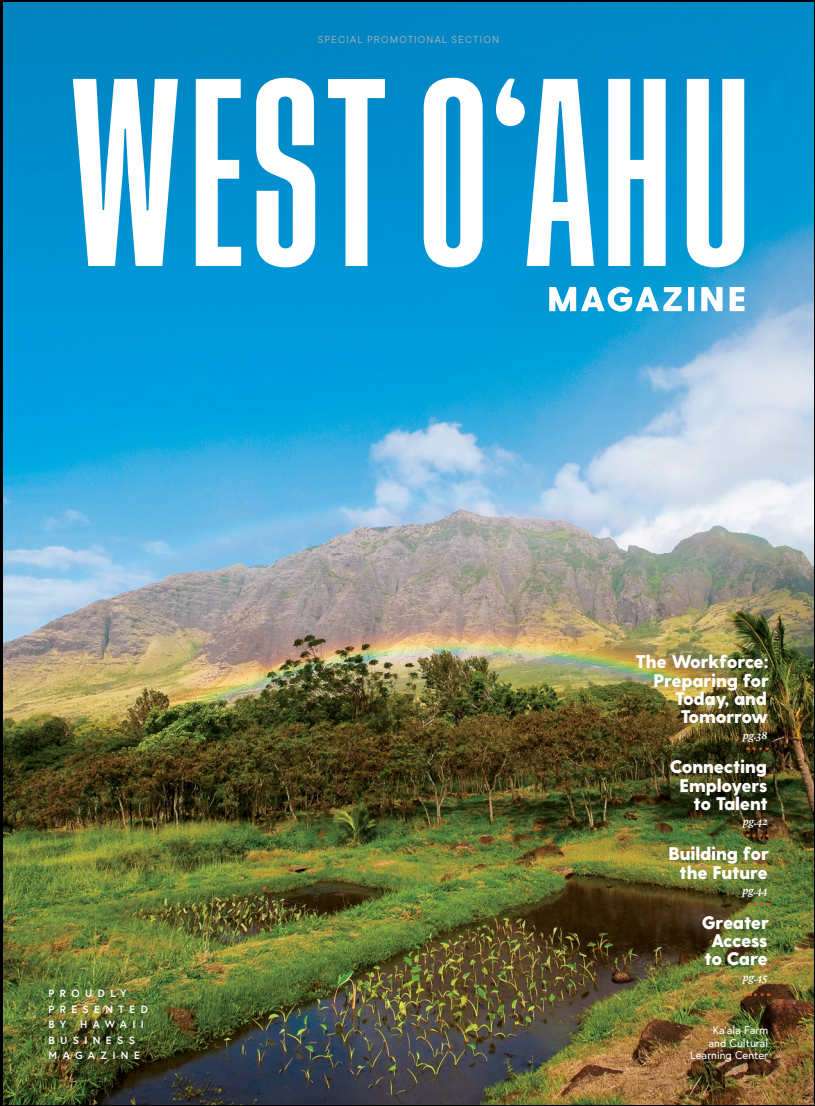
CUSTOM PUBLICATIONS

LET US HELP YOU TELL YOUR STORY

We know Hawai‘i 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.

Our clients include:

- Hawaiian Electric
- NAIOP Hawaii
- Kamehameha Schools
- AIA Honolulu
- Kaiser Permanente
- IIDA Ho‘ohuli Awards



Celebrate your organization’s anniversary, milestone, rebrand or grand opening with Hawaii Business Magazine’s print and digital platforms. Let us create a custom campaign to honor your achievements and proudly showcase your company’s work to the business community.


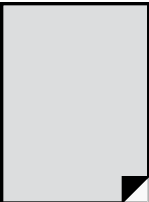

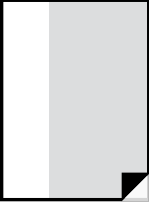
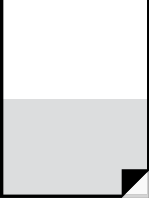
Celebratory packages may include:

- Multiple-page advertorial
- Prominent “special section” treatment in *Hawaii Business* issue of your choice
- Additional stand-alone printed copies for distribution to your target audience- employees, clients and/or the community at large
- Professional writing services and photoshoot
- Native content article on HawaiiBusiness.com
- Social media campaign
- Email marketing

PRINT AD SPECIFICATIONS

AD SUBMISSION

Email attachments less than 20 MB may be sent to **Rebecca Brooking, Senior Account Coordinator** at rebeccab@hawaiibusiness.com. It is the responsibility of the client and/or agency to confirm receipt of e-mail with *Hawaii Business* as well as provide color proof (if needed). Transferring large files over the Internet through Dropbox, Google Drive, and FTP is also an option. Please ask your account executive for more information.

BLEED ADS		WIDTH	HEIGHT
2 PAGE SPREAD	Live Trim Bleed	15.5" 16 16.25	10.375" 10.875 11.125
			
FULL PAGE	Live Trim Bleed	7.5" 8 8.25	10.375" 10.875 11.125
			
DOUBLE 1/2H SPREAD	Live Trim Bleed	15.5" 16 16.25	4.833" 5.333 5.583
			
2/3 PAGE VERTICAL	Live Trim Bleed	4.655" 5.165 5.415	10.375" 10.875 11.125
			
1/2 PAGE HORIZONTAL	Live Trim Bleed	7.5" 8 8.25	4.833" 5.333 5.583
			
BLEED		0.125 inches	

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.

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 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"

ACCEPTED 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.
- ☐ File should be exported with **0.125" bleed**, no crop marks.
- ☐ 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.

DIGITAL MEDIA SPECIFICATIONS

SOCIAL MEDIA AD SPECS		
	WIDTH	HEIGHT
FACEBOOK	1200px	628px
INSTAGRAM - POST	1080	1080
INSTAGRAM - STORY	1080	1920
X	1024	512
LINKEDIN	1200	628

WEBSITE & THN AD SPECS		
	WIDTH	HEIGHT
LEADERBOARD	728px	90px
LEADERBOARD (MOBILE)	320	50
RECTANGLE	300	250
BILLBOARD	970	250
HALF PAGE	300	600

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.

PRINT RATE CARD 2024

FOR MORE INFORMATION
OR TO RESERVE SPACE,
PLEASE CONTACT:

Kent Coules,
Co-Publisher
kentc@hawaiiibusiness.com
(808)364-5869

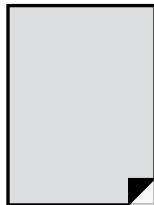
Rebecca Brooking,
Senior Account Coordinator
rebeccab@hawaiiibusiness.com
(808)534-7560

AD LAYOUTS

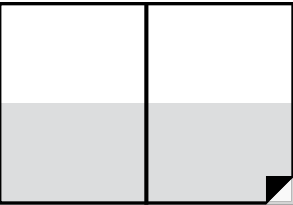
2-PAGE SPREAD



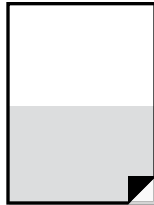
FULL-PAGE



DOUBLE 1/2H SPREAD



1/2-PAGE HORIZONTAL



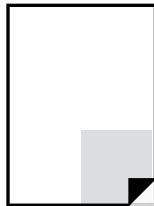
2/3-PAGE VERTICAL



1/3-PAGE VERTICAL



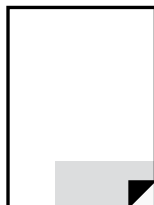
1/3-PAGE HORIZONTAL



1/6-PAGE VERTICAL



1/6-PAGE HORIZONTAL



FOUR COLOR DISPLAY ADS

SIZE	10X	6X	4X	OPEN
2-PAGE SPREAD	\$8,960	\$9,675	\$11,000	\$12,550
FULL-PAGE	\$4,670	\$5,150	\$5,790	\$6,605
DOUBLE 1/2H SPREAD	\$5,165	\$5,565	\$6,570	\$7,190
2/3-PAGE VERTICAL	\$4,020	\$4,410	\$4,865	\$5,620
1/2-PAGE	\$3,410	\$3,710	\$4,380	\$4,935
1/3-PAGE	\$2,825	\$3,090	\$3,525	\$3,985
1/6-PAGE	\$2,315	\$2,420	\$2,690	\$3,020
BLEED	10% ADDITIONAL			

PREMIUM POSITION

SIZE	10X	6X	4X	OPEN
INSIDE FRONT COVER	\$5,985	\$6,620	\$7,530	\$8,580
INSIDE BACK COVER	\$5,985	\$6,620	\$7,530	\$8,580
BACK COVER	\$6,140	\$6,850	\$7,700	\$8,915

DISCLAIMERS AND POLICIES

AGENCY COMMISSION & CASH DISCOUNT

Agency commission: 15 percent, within 30 days of invoice date allowed on general advertising; not on production charges. Forfeiture of agency commission on all accounts 90 days past due (no cash discount). Two percent discount on invoices paid 10 days within invoice date.

GENERAL ADVERTISING POLICY Publisher reserves the right to reject any advertising. Advertisers assume liability for all content of advertising published, and for any claims arising from the advertising. Publisher reserves the right to place the word “advertisement” on ads which, in the publisher’s opinion, resembles editorial matter. Cancellations accepted only in writing prior to space close. Rates subject to change 90 days with written notice.

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

INSERTS Rates for preprinted inserts, scent strips, gatefolds, catalogs or business reply cards available upon request. Inserts count as one insertion toward frequency discount rate. Publisher must be consulted for mechanical, postal and/or other requirements. Sample of preprinted insert and paper stock must be submitted prior to prepress film deadline.

CONVENIENCE FEE There is a 3% convenience fee to the invoice total for clients preferring to pay via credit card. There will be no fee for clients electing to pay via bank Draft/eCheck.

AD PRODUCTION RATES

FULL PAGE: \$500

Includes two (2) hours of layout and design, up to five 8.5” x 11” basic scans and two b/w proofs.

2/3 & 1/2 PAGE: \$300

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

1/3 PAGE AND SMALLER: \$300

Includes one (1) hour of layout and design, up to three 8.5” x 11” basic scans and two b/w proofs.

DIGITAL PROOFS

Up to three (3) free proofs. \$15 per additional proof.

ADDITIONAL SERVICES

LAYOUT AND DESIGN:

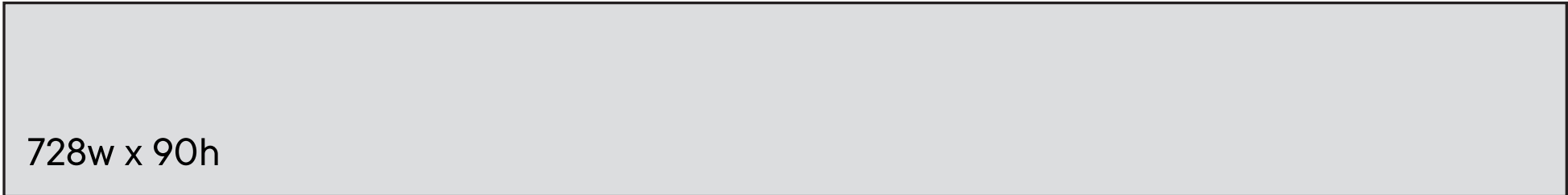
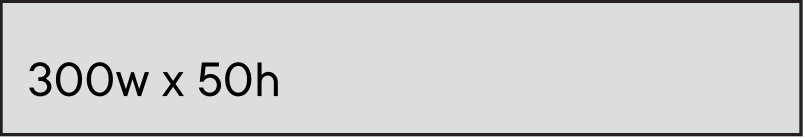
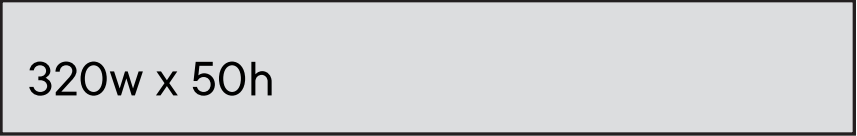
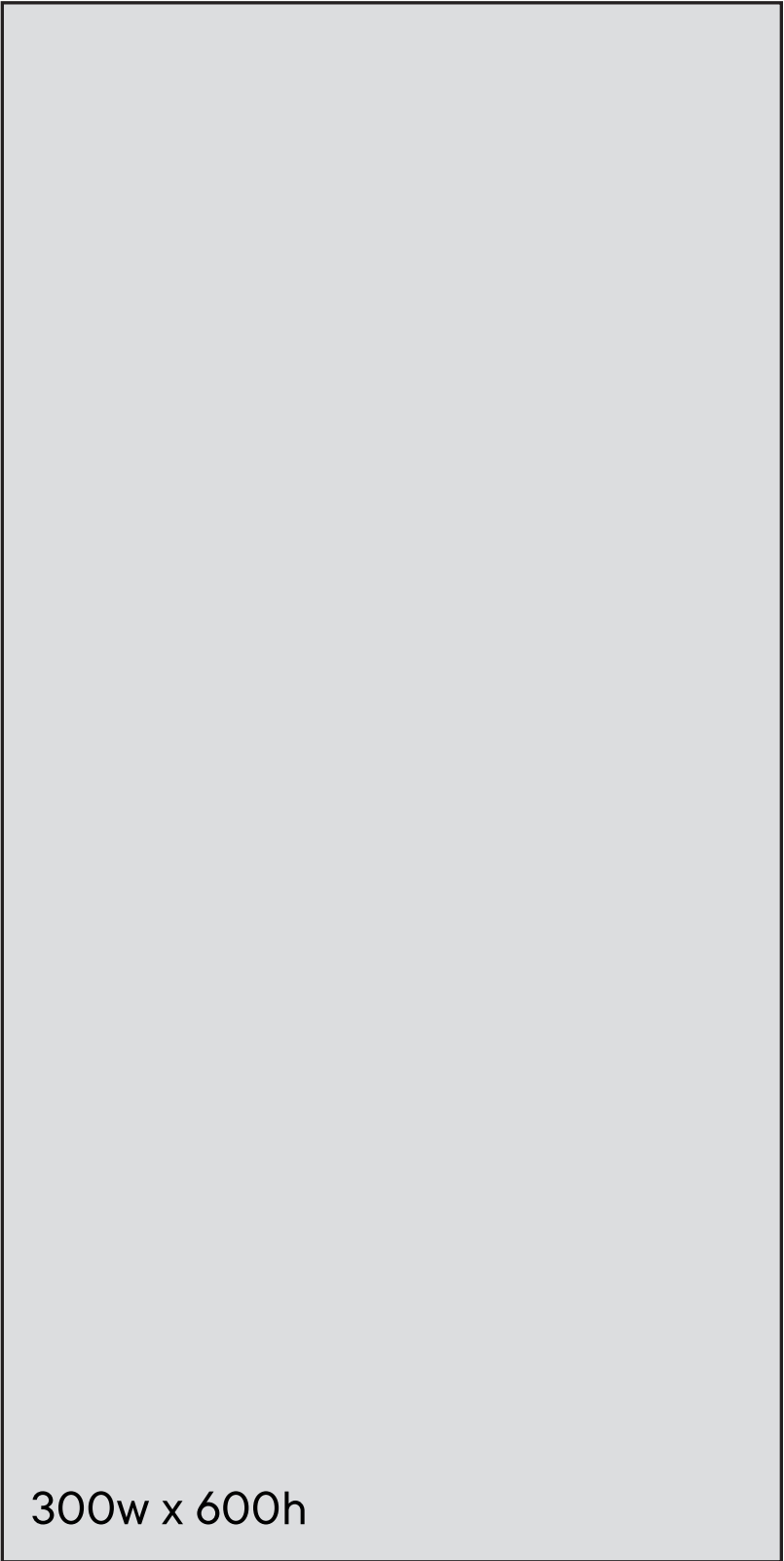
\$75/HOUR
Minimum one (1) hour. Does not include scans, proofs or color output.

CONTRACT PROOFS: \$50

8” x 10” color proof (will digitally archive all ads created in-house for two years). We will also, if requested, supply one Macintosh formatted CD of the ad, free of charge.

PROGRAMMATIC DISPLAY TARGETING

REACH YOUR IDEAL AUDIENCE WITH PROGRAMMATIC DISPLAY ADS. BASED ON THE TARGET AUDIENCE YOU WANT TO REACH, WE CAN HELP GET YOUR MESSAGE IN FRONT OF THE RIGHT AUDIENCE AND PRODUCE GREAT RESULTS.



- Ideal for driving traffic to your website, creating awareness for events, promotions, products and services.
- Have your ads delivered when a customer is near your business or shopping at a competitor’s business.
- Utilize up to 200 keywords and search terms and deliver relevant ads based on their behavior to potential customers.
- Comprehensive reports delivered with every campaign.

2024 RATES:
\$20 PER THOUSAND IMPRESSIONS

- Minimum 50,000 impressions
- Include URL, key target words, geographic target area, ideal audience profile.
- Provide images in jpeg format. Sizes: 160x600, 300x600, 300x250, 320x50, 300x50, 728x90, 468x60px
- Delivers 2–3X the national average click-thru rate of .08 ctr

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