



“Today’s Hawaii News has been beneficial for Vintage Cave Cafe's marketing strategy in local customers that fit the demographic that we want to connect with and we have been able to see our return on investment.”

GOTARO OSHITARI
MARKETING AND DESIGN DIRECTOR
VINTAGE CAVE CAFE

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

21,149

total newsletter subscribers

THE BREAKDOWN

24.13%

Open rate:*

the number of unique opens divided by total delivered.

4.75%

Clickthrough rate:*

total unique clicks divided by total delivered. Average clickthrough across industries is 2.52%

SOCIAL MEDIA AD SPECS | DIGITAL AD SPECS

SPACE	WIDTH	HEIGHT
FACEBOOK	1200px	630px
INSTAGRAM	1080	1080
TWITTER	440	220
LINKEDIN	1200	300

SPACE	WIDTH	HEIGHT
WEBSITE - LEADERBOARD	728px	90px
NEWSLETTER - BANNER	300	250

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.