2021 MEDIA KIT
Locally owned, locally committed since 1955

Hawaii Business magazine
The team at Hawaii Business Magazine works hard to serve our readers, our partners and advertisers, and all of Hawaii. People have noticed: We have won more than 100 national and state awards over the past four years, including the prize for best regional business magazine in the country for three straight years.

Our stories cover the big issues that affect Hawaii, its people, companies and nonprofits. We also give readers information and ideas that are useful to themselves and their organizations. Along the way, we keep them engaged, informed, inspired and entertained. And we do that on multiple platforms: in print, digitally, at in-person and virtual events, and on video, social media and podcasts.

We help our advertisers and partners tell their stories to our elite audience, while providing excellent customer service.

Spend time with Hawaii Business; you’ll find it’s a good investment.
$2,569
$935
is a measure

PĀHEONA & MO’OMEHEU:
hou i ka ‘ōlelo i ke kula


*71), ELAINE BUTLER (1971), EDNA BAKER (1972), ELIZABETH W.L. BAL (1972), BEATRICE N BLOCK (1972), ALEX J.H. BORGE (1972), ROS


First-place Statewide Awards from the Society of Professional Journalists in 2020, 2019 and 2018
- Business Reporting
- Industry & Trade Reporting
- Best Body of Work by a Single Writer
- Science Reporting
- Long Feature Writing
- Short Feature Writing
- Arts and Entertainment Writing
- Special Section
- Overall Design
- Datajournalism
- Illustration
- Informational Graphics
- Page Design
- Magazine Cover
- Headlines
OUR AUDIENCE: BY THE NUMBERS

MONTHLY GROSS REACH PRINT AND DIGITAL EDITIONS
62,750

TOTAL SOCIAL MEDIA FOLLOWERS (GROWING DAILY)**
75,117

WEB USERS PER MONTH* 53,236

ANNUAL EVENT ATTENDEES
5,760+

227,210+

THN A.M. NEWSLETTER SUBSCRIBERS**
22,733

THN P.M. NEWSLETTER SUBSCRIBERS**
13,374

TOTAL NEWSLETTER UNDUPPLICATED SUBSCRIBERS**
30,082

MONTHLY GROSS CONTACTS
4

HAWAII BUSINESS MAGAZINE

DISTRIBUTION
Pick up a copy of Hawaii Business Magazine at these locations or order an issue at hawaiibusiness.com.

- Barnes & Noble
- Walgreens
- Walmart
- Costco
- Daniel K. Inouye International Airport
- Foodland / Sack & Save
- Whalers General Store
- Times Supermarket
- Don Quiote
- KTA / Walla Walla Village
- CVS Longs
- Safeway
- Small Business Administration
- 7-Eleven
- Target
- Food Pantry

PARTNERSHIPS
Over 40 association partnerships including:

- AIA Honolulu
- Better Business Bureau Northwest - Pacific
- Building Industry Association of Hawaii
- Building Owners & Managers Association
- Chamber of Commerce of Hawaii
- Chaminade Alumni Association
- Chinese Chamber of Commerce of Hawaii
- Filipino Chamber of Commerce of Hawaii
- Hawaii Venture Capital Association
- Hawaii Society of CPAs
- Hawaii Alliance of Nonprofit Organizations
- Hawaii Employers Council
- Hawaii Island Chamber of Commerce
- Hawaii Pacific University
- Hawaii Pacific Steel Framing Alliance
- Hawaii Public Radio
- Hawaii Association of Realtors
- Hawaii Visitors & Convention Bureau
- HI Science & Technology Council
- Honolulu Filipino Chamber of Commerce
- Honolulu Japanese Chamber of Commerce
- Honolulu Japanese Jr. Chamber of Commerce
- Japanese Chamber of Commerce & Industry of Hawaii
- Kona-Kohala Chamber of Commerce
- Kauai Chamber of Commerce
- Kapiolani Chamber of Commerce
- Kapolei Chamber of Commerce
- Kauai Chamber of Commerce
- Maui Chamber of Commerce
- Molokai Chamber of Commerce
- Maui Filipino Chamber of Commerce
- Native Hawaiian Chamber of Commerce
- Northern California Hawaii Chapter of Commerce
- Society of Human Resource Management
- Tax Foundation Hawaii
- UH Alumni Association
- UH Stidler College of Business
- Young Business Council
- YWCA Hawaii

# Hawaii Business 2021 Editorial Calendar

## Marketing
**SPECIAL SECTIONS**
West O'ahu, Corporate Anniversaries, Marketing/Advertising/Public Relations, Information Technology

### March 2021
**The Future Issue***
20 for the Next 20 and Hawaii Venture Capital Association Awards; Construction

**SPECIAL SECTIONS**
Construction Outlook, Education/Career and Workforce Development

### April 2021
**Best Places to Work**

**SPECIAL SECTIONS**
Best Places to Work Profiles

### May 2021
**Best of Small Business***
Including Hawaii Business Editor's Choice Awards and Hall of Fame Awards

**SPECIAL SECTIONS**
Neighbor Island Business Report, Keeping Hawaii Healthy

### June/July 2021
**Real Estate**

**SPECIAL SECTIONS**
Top Performers in Real Estate, Top Mortgage Companies, NAIOP Kukulu Hale Awards

### August 2021
**Top 250**

**SPECIAL SECTIONS**
Top 250 Profiles, Tourism

### September 2021
**Construction & Tourism**

**SPECIAL SECTIONS**
Shipping, Air & Transportation, Groundbreaking Leaders, Spaces & Places, Engineers Directory

### October 2021
**The Wahine Issue***

**SPECIAL SECTIONS**
Celebrating Professional Women, AIA Honolulu Design Awards

### November 2021
**Hawaii’s Most Charitable Companies**

**SPECIAL SECTIONS**
Most Charitable Companies, Planning for a Bright, Secure Future

### December 2021
**The Black Book Issue**

**SPECIAL SECTIONS**
Year in Review, Black Book of the Future

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*Signature Issue, **Premier Issue. Information subject to change.*
Our “mobile first” layout, web exclusive content and videos keep readers engaged and coming back for more. Hawaii Business offers advertisers integrated digital advertising packages designed to reach our highly affluent and connected audience.

WEB USERS PER MONTH
53,236

GROWTH IN WEB USERS
(2020 V. 2019)
8.38%

AVERAGE MONTHLY PAGE VIEWS
97,600

SOCIAL MEDIA FOLLOWERS
75,117

GROWTH IN SOCIAL MEDIA FOLLOWERS
(2020 V. 2019)
6.20%

TWITTER FOLLOWERS
31,936

INSTAGRAM FOLLOWERS
24,664

FACEBOOK FOLLOWERS
9,887

LINKEDIN FOLLOWERS
8,630

Source: October 2019 – September 2020 Google Analytics/Social Media Platforms
OUR DAILY NEWSLETTERS: TODAY’S HAWAI’I NEWS

HAWAII BUSINESS WANTS YOU TO HAVE A QUICK READ OF THE TOP LOCAL NEWS STORIES EVERY WEEKDAY MORNING AND AFTERNOON

“Today’s Hawaii 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 A.M.
• Links to each story in case you want to learn more
• Curated stories by Hawaii Business Editor Steve Petranik and his team of journalists.

TOTAL UNIQUE NEWSLETTER SUBSCRIBERS
30,082

A.M. SUBSCRIBERS
22,733
GROSS OPEN RATE
47.58%
UNIQUE OPEN RATE
27.90%
CLICKTHROUGH RATE
13.12%

P.M. SUBSCRIBERS
13,374
GROSS OPEN RATE
51.54%
UNIQUE OPEN RATE
31.46%
CLICKTHROUGH RATE
7.90%

GROWTH IN TODAY’S HAWAI’I NEWS SUBSCRIBERS, A.M. & P.M. (2020 V. 2019) 7.87%

Source: Feb 2020 - Aug 2020 Acoustic
2021 EVENTS CALENDAR

Small Business Summit
VIRTUAL
The Small Business Summit brings together experts and industry leaders to help small businesses grow and succeed. The event features two general sessions and four breakout sessions.
ATTENDEES 400+
SAVE THE DATE
February 11, 2021
8:00 a.m. – 3:30 p.m.

Best Places to Work
VIRTUAL
Organizations named as one of the “Best Places to Work in Hawaii” are recognized at an exciting and fun celebration. The event also serves as the official release of our April issue which features the Best Places to Work companies list.
ATTENDEES 600+
SAVE THE DATE
April 2, 2021
4:00 – 5:15 p.m.

The CHANGE Event Series
Each panel discussion will be based on one of the topics in the CHANGE framework: Community & Economy, Health & Wellness, Arts & Culture, Natural Environment, Government & Civics, Education
ATTENDEES 275+
SAVE THE DATE
February 25, 2021
March 18, 2021
April 22, 2021
June 10, 2021
August 19, 2021
September 9, 2021
3:00 – 4:00 p.m.

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 informative general sessions and workshops featuring national and local speakers.
ATTENDEES 600+
SAVE THE DATE
July 22, 2021
Full-day Conference

aio Media & HLTA Awards
Hawaii Business Magazine, in collaboration with the Hawai‘i Lodging & Tourism Association, celebrates and recognizes those working in the Tourism Industry: largest hotels, tour operators and restaurants to local festivals and individual entertainers. Award categories include: Leaders in Ecotourism, Best Heritage & Cultural, Best Attractions & Activities, Excellence in Food & Beverage, Best Hotels & Accommodations.
ATTENDEES 375+
SAVE THE DATE
September 3, 2021
4:30 – 8:00 p.m.

CEO of the Year
Every year we celebrate the newest inductee to our illustrious cohort of Hawai‘i’s CEO of the Year. Our guest of honor sits down with a group of fellow leaders and our editor for an informative and inspiring discussion.
ATTENDEES 250+
SAVE THE DATE
December 9, 2021

Wahine Forum
The Wahine Forum is the largest professional development conference for women in the State of Hawaii. The conference is attended by top female executives, entrepreneurs, up-and-coming leaders and others intent on advancing their careers.
ATTENDEES 1,000+
SAVE THE DATE
October 21, 2021
Full-day Conference

The TOTAL ATTENDEES IN 2020
5,760+

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

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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:
- The Howard Hughes Corporation
- NAIOP Hawaii
- Kamehameha Schools
- AIA Honolulu
- Hawaiian Electric Co.

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 proclaim your company’s work to the business community.

Celebratory packages may include:
- Multiple-page advertorial
- Appearance in Hawaii Business issue in the month of your choice
- 500 additional printed copies of your advertorial
- 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 Michelle Okada, Advertising Project Manager at michelleo@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.

**Bleed Ads**

<table>
<thead>
<tr>
<th>Spread Type</th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2 Page Spread</strong></td>
<td>15.5”</td>
<td>16</td>
<td>16.25</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>7.5”</td>
<td>8</td>
<td>8.25</td>
</tr>
<tr>
<td><strong>Double 1/2H Spread</strong></td>
<td>15.5”</td>
<td>16</td>
<td>16.25</td>
</tr>
<tr>
<td><strong>2/3 Page Vertical</strong></td>
<td>4.655”</td>
<td>5.165</td>
<td>5.415</td>
</tr>
<tr>
<td><strong>1/2 Page Horizontal</strong></td>
<td>7.5”</td>
<td>8</td>
<td>8.25</td>
</tr>
<tr>
<td><strong>Bleed</strong></td>
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**Non-Bleed Ads**

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<td>10.375”</td>
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<tr>
<td><strong>Full Page</strong></td>
<td>7”</td>
<td>10”</td>
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<td><strong>Double 1/2H Spread</strong></td>
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<td>10”</td>
</tr>
<tr>
<td><strong>1/2 Page Horizontal</strong></td>
<td>7”</td>
<td>4.875”</td>
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<tr>
<td><strong>1/3 Page Horizontal</strong></td>
<td>4.625”</td>
<td>4.875”</td>
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<tr>
<td><strong>1/6 Page Horizontal</strong></td>
<td>4.625”</td>
<td>2.375”</td>
</tr>
</tbody>
</table>

**Accepted Print Ad Formats:**
- 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: 300 dpi 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.

**Social Media Ad Specs**

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<thead>
<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>1200px</td>
<td>630px</td>
</tr>
<tr>
<td>Instagram - Post</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Instagram - Story</td>
<td>1080</td>
<td>1920</td>
</tr>
<tr>
<td>Twitter</td>
<td>1024</td>
<td>512</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1200</td>
<td>628</td>
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</table>

**Digital Ad Specs**

<table>
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</thead>
<tbody>
<tr>
<td>Website - Leaderboard</td>
<td>728px</td>
<td>90px</td>
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<tr>
<td>Website - Medium Rectangle</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Newsletter - Banner</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Native Content Images</td>
<td>1800</td>
<td>1200</td>
</tr>
</tbody>
</table>

**Accepted Digital File Formats**
- 72dpi web-optimized .JPEG, .PNG, or .GIF.
- HTML files are also accepted.
- Images with higher resolutions will be subject to reduced file size conversion.