The team at Hawaii Business Magazine works hard to serve our readers, our partners and advertisers, and all of Hawai‘i. 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 of the past four years.

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 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.
Hawaii Business Named Best Magazine Overall in 2020, 2019 and 2018

Other National Awards in past four years
• Explanatory Journalism
• Body of Work by a Single Writer
• Local Reporting of a National Story
• Recurring Feature
• Overall Design
• Magazine Cover
• Design of a Single Feature
• Photography/ Illustrations

First-place Statewide Awards from the Society of Professional Journalists in the past four years
• Business Reporting (multiple times)
• Industry & Trade Reporting (multiple times)
• Best Body of Work by a Single Writer
• Science Reporting
• Long Feature Writing
• Short Feature Writing
• Explanatory Journalism
• Arts & Entertainment Writing
• Special Section
• Overall Design
• Datajournalism
• Illustration
• Informational Graphics
• Page Design
• Magazine Cover
• Headlines
**OUR AUDIENCE: BY THE NUMBERS**

<table>
<thead>
<tr>
<th>MONTHLY GROSS REACH PRINT AND DIGITAL EDITIONS</th>
<th>62,750</th>
</tr>
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<tbody>
<tr>
<td>TOTAL SOCIAL MEDIA FOLLOWERS (GROWING DAILY)**</td>
<td>78,092</td>
</tr>
<tr>
<td>WEB USERS PER MONTH*</td>
<td>42,962</td>
</tr>
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</table>

| TOTAL GROSS MONTHLY CONTACTS | 225,046 |

<table>
<thead>
<tr>
<th>DISTRIBUTION</th>
<th>Pick up a copy of Hawaii Business Magazine at these locations or order an issue at hawaiibusiness.com.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Barnes &amp; Noble</td>
<td>• Foodland / Sack &amp; Save</td>
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<tr>
<td>• Walgreens</td>
<td>• Whalers General Store</td>
</tr>
<tr>
<td>• Walmart</td>
<td>• Times Supermarket</td>
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<tr>
<td>• Costco</td>
<td>• Don Quiole</td>
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<tr>
<td>• Daniel K. Inouye International Airport</td>
<td>• KTA / Wailoa Village</td>
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<td>• CVS Longs</td>
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<td></td>
<td>• Safeway</td>
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<td></td>
<td>• Small Business Administration</td>
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<td>• 7-Eleven</td>
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<td>• Target</td>
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<td>• Food Pantry</td>
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<table>
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<tr>
<th>PARTNERSHIPS</th>
<th>Over 40 association partnerships including:</th>
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<tr>
<td>• AIA Honolulu</td>
<td>• Kapolei Chamber of Commerce</td>
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<tr>
<td>• Better Business Bureau Northwest + Pacific</td>
<td>• Kauai Chamber of Commerce</td>
</tr>
<tr>
<td>• Building Industry Association of Hawaii</td>
<td>• Maui Chamber of Commerce</td>
</tr>
<tr>
<td>• Building Owners &amp; Managers Association</td>
<td>• Molokai Chamber of Commerce</td>
</tr>
<tr>
<td>• Chamber of Commerce of Hawaii</td>
<td>• Maui Filipino Chamber of Commerce</td>
</tr>
<tr>
<td>• Chaminade Alumni Association</td>
<td>• Native Hawaiian Chamber of Commerce</td>
</tr>
<tr>
<td>• Chinese Chamber of Commerce of Hawaii</td>
<td>• Northern California Hawaii Chapter of Commerce</td>
</tr>
<tr>
<td>• Filipino Chamber of Commerce of Hawaii</td>
<td>• Society of Human Resource Management</td>
</tr>
<tr>
<td>• Hawaii Venture Capital Association</td>
<td>• Tax Foundation Hawaii</td>
</tr>
<tr>
<td>• Hawaii Society of CPAs</td>
<td>• UH Alumni Association</td>
</tr>
<tr>
<td>• Hawaii Alliance of Nonprofit Organizations</td>
<td>• UH Shidler College of Business</td>
</tr>
<tr>
<td>• Hawaii Employers Council</td>
<td>• Young Business Council</td>
</tr>
<tr>
<td>• Hawaii Island Chamber of Commerce</td>
<td>• YWCA Hawaii</td>
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JANUARY/FEBRUARY 2022
Housing
SPECIAL SECTIONS
West O'ahu, Corporate Anniversaries, IIDA Ho'ohuli Awards

MARCH 2022
Future Issue*
20 for the Next 20 and Hawaii Venture Capital Association Awards; Construction
SPECIAL SECTIONS
20 For the Next 20, Education, Career and Workforce Development, Hawaii's Food Security

APRIL 2022
Best Places to Work**
SPECIAL SECTIONS
Best Places to Work Profiles, Focus on Healthcare: Keeping Hawaii Healthy

MAY 2022
Best of Small Business*
Including Hawaii Business Editor's Choice Awards and Hall of Fame Awards
SPECIAL SECTIONS
Hawaii Island Business Report, Shipping, Air and Transportation

JUNE/JULY 2022
Real Estate
SPECIAL SECTIONS
Top Performers in Real Estate, Top Mortgage Companies

AUGUST 2022
Top 250**
SPECIAL SECTIONS
Top 250 Profiles, Healthy Aging

SEPTEMBER 2022
Construction & Sages Over 70
SPECIAL SECTIONS
Construction Outlook, Groundbreakers, Seniors Making A Difference

OCTOBER 2022
Wahine Issue*
SPECIAL SECTIONS
Celebrating Professional Women

NOVEMBER 2022
Hawaii’s Most Charitable Companies
SPECIAL SECTIONS
Most Charitable Companies, Planning for a Bright, Secure Future, NAIOP Kukuku Hale Awards

DECEMBER 2022
Black Book & CEO of the Year**
SPECIAL SECTIONS
Year in Review, AIA Honolulu Design Awards

*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.

### A COMPREHENSIVE, READER FRIENDLY RESOURCE FOR THE BUSINESS COMMUNITY

**WEB USERS PER MONTH**

42,962

**AVERAGE MONTHLY PAGE VIEWS**

79,838

**SOCIAL MEDIA FOLLOWERS**

78,092

**TWITTER FOLLOWERS**

32,605

**INSTAGRAM FOLLOWERS**

25,704

**FACEBOOK FOLLOWERS**

10,122

**LINKEDIN FOLLOWERS**

9,661

Source: October 2020 – August 2021 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 A.M.
• Links to each story for convenient access to more detailed information
• Curated stories by Hawaii Business Editor Steve Petranik and his team of journalists.

HAWAII BUSINESS MAGAZINE

A.M. SUBSCRIBERS
23,630
(3.9% ANNUAL GROWTH)

GROSS OPEN RATE
47.87%

UNIQUE OPEN RATE
30.74%

CLICKTHROUGH RATE
22.27%

P.M. SUBSCRIBERS
17,612
(31.7% ANNUAL GROWTH)

GROSS OPEN RATE
48.07%

UNIQUE OPEN RATE
30.74%

CLICKTHROUGH RATE
9.77%
Need To Know Event Series
Hawaii Business will host in-depth conversations with community leaders and stakeholders about some of the critical issues in our state, including food safety, housing, tourism and more.

**SAVE THE DATE**
February 10, 2022
April 21, 2022
August 25, 2022
September 22, 2022

Best Places to Work
Organizations named as one of the “Best Places to Work in Hawai‘i” 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**
400+

**SAVE THE DATE**
April 1, 2022
5:00 – 9:00 p.m.

Small Business Awards
Hawaii Business and our partners in the business community recognize Hawai‘i’s best in small business.

**SAVE THE DATE**
May 13, 2022

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 informative general sessions and workshops featuring national and local speakers.

**ATTENDEES**
600+

**SAVE THE DATE**
July 20–21, 2021
Full-day Conference

Merging Visions
Hawaii Business will bring together the leaders of Hawai‘i’s Top 250 businesses and emerging leaders to cultivate conversation and collaboration and accelerate positive change in our community.

**SAVE THE DATE**
August 18, 2022
4:30 – 8:30 p.m.

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**
1000+

**SAVE THE DATE**
October 20–21, 2021
Full-day Conference

Family Business Forum
Learn about the key generational issues and challenges that families encounter along the succession journey, and interact with professionals who work with families in business on a daily basis.

**SAVE THE DATE**
November 8, 2022

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 8, 2022

TOTAL ATTENDEES IN 2021
3,700+

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

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
BLEED ADS

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<thead>
<tr>
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<td>10.375”</td>
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<tr>
<td>Trim</td>
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<td>10.875”</td>
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<td>Bleed</td>
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<td>11.125</td>
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<td>FULL PAGE</td>
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<td>Bleed</td>
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<td>11.125</td>
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NON-BLEED ADS

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<tr>
<td>1/6 PAGE HORIZONTAL</td>
<td>4.625”</td>
<td>2.375”</td>
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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.
- 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.

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.

DIGITAL MEDIA SPECIFICATIONS

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<th>SOCIAL MEDIA AD SPECS</th>
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<tr>
<td>FACEBOOK</td>
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<td>628px</td>
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<tr>
<td>INSTAGRAM - POST</td>
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<table>
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<tr>
<td>RECTANGLE</td>
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<td>BILLBOARD</td>
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<tr>
<td>HALF PAGE</td>
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</tbody>
</table>

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.
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