2023 MEDIA KIT

LOCALLY OWNED, LOCALLY COMMITTED SINCE 1955

HawaiiBusiness
magazine
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 almost 200 national and state awards over the past six years, including the prize for best regional business magazine in the country three times and third-place twice.

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 and inspired. And we do that in print, on the web, 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 great investment.
First-place statewide awards from the Society of Professional Journalists. In almost all of these categories, we have won first place multiple times in the past six years.

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

Plus more than 100 second- and third-place awards
# Audience: By the Numbers

**MONTHLY GROSS REACH PRINT AND DIGITAL EDITIONS**

- 47,218

**TOTAL SOCIAL MEDIA FOLLOWERS**

- 80,115

**WEB USERS PER MONTH**

- 46,033

**THN A.M. NEWSLETTER SUBSCRIBERS**

- 24,654

**THN P.M. NEWSLETTER SUBSCRIBERS**

- 19,876

**HAWAI’I REAL ESTATE NEWSLETTER SUBSCRIBERS**

- 14,016

**HAWAI’I BUSINESS PODCAST SUBSCRIBERS**

- 1,316

**TOTAL GROSS MONTHLY CONTACTS**

- 233,228

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**Distribution**

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

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

**Partnerships**

Association partnerships with the following major organizations:

- AIA Honolulu
- Better Business Bureau
- Building Industry Association of Hawaii
- Building Owners & Managers Association
- Chamber of Commerce of Hawaii
- Chaminade Alumni Association
- Chinese Chamber of Commerce of Hawaii
- Filipinos Chamber of Commerce of Hawaii
- Hawaii Association of Realtors
- Hawaii State Bar Association
- Hawaii Restaurant Association
- 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 Public Radio
- Hawaii Visitors & Convention Bureau
- HI Science and Technology Council
- Honolulu Filipino Chamber of Commerce
- Honolulu Japanese Chamber of Commerce
- Japanese Chamber of Commerce & Industry of Hawaii
- Kona-Kohala Chamber of Commerce
- Kauai Chamber of Commerce
- Kapolei Chamber of Commerce
- Kaui Chamber of Commerce
- Maui Chamber of Commerce
- Moloka’i Chamber of Commerce
- Native Hawaiian Chamber of Commerce
- Tax Foundation Hawaii
- UH Alumni Association
- UH Shidler College of Business
- Young Business Council
- YWCA Hawaii

Sources: *September 2021–July 2022 Google Analytics **As of July 2022 Acoustix/LSC Marketing Group/Social Media Platforms ***January 1, 2020–December 31, 2021 Circulation Verification Council
JANUARY/FEBRUARY 2023
Housing and Construction
SPECIAL SECTIONS
Corporate Anniversaries; Construction Outlook 2023; Shipping, Air and Transportation

MARCH 2023
Future Issue*
20 for the Next 20 and Hawaii Entrepreneur Awards

APRIL 2023
Best Places to Work**
SPECIAL SECTIONS
Best Places to Work Profiles

MAY 2023
Best of Small Business*
SPECIAL SECTIONS
The Big Book of Small Business; Keeping Hawaii Healthy

JUNE/JULY 2023
Real Estate
SPECIAL SECTIONS
Top Performers in Real Estate, NAIOP Kukulu Hale Awards

AUGUST 2023
Top 250**
SPECIAL SECTIONS
Top 250 Profiles

SEPTEMBER 2023
Sages Over 70 and Sustainability Heroes
SPECIAL SECTIONS
Sustainability Heroes, AIA Awards

OCTOBER 2023
Wahine Issue*
SPECIAL SECTIONS
Women Making a Difference, Celebrating Professional Women

NOVEMBER 2023
Hawaii’s Most Charitable Companies
SPECIAL SECTIONS
Most Charitable Companies

DECEMBER 2023
Black Book and CEO of the Year**
SPECIAL SECTIONS
Year in Review, IIDA Ho‘ohuli 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 integrated digital advertising packages designed to reach our highly affluent and connected audience.

**WEB USERS PER MONTH**
46,033

**AVERAGE MONTHLY PAGE VIEWS**
86,525

**SOCIAL MEDIA FOLLOWERS**
80,115

**TWITTER FOLLOWERS**
32,928

**INSTAGRAM FOLLOWERS**
25,984

**FACEBOOK FOLLOWERS**
10,216

**LINKEDIN FOLLOWERS**
10,987

Source: September 2021-July 2022 Google Analytics
OUR DAILY NEWSLETTERS: TODAY’S HAWAII NEWS

HAWAII BUSINESS OFFERS QUICK, TIMELY AND EFFICIENT RECAPS 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 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
(4.33% ANNUAL GROWTH)
GROSS OPEN RATE
71.57%
UNIQUE OPEN RATE
46.65%
CLICKTHROUGH RATE
7.78%

P.M. SUBSCRIBERS
19,876
(12.85% ANNUAL GROWTH)
GROSS OPEN RATE
70.55%
UNIQUE OPEN RATE
46.83%
CLICKTHROUGH RATE
4.34%

Source: Acoustic, LSC Marketing Group—July 2022
"Hawai‘i Real Estate News" delivers:
- An original feature story each week by real estate reporter Janis Magin Meierdiercks focused on the local market.
- Curated stories of interest to the real estate community by Editor Steve Petranik and our team of journalists
- A “Spotlight Feature” on one of Hawaii Business’ “Top Performers in Real Estate”
Launched in April 2022, The Hawaii Business Podcast is available every other Thursday on all major podcast platforms, including Apple, Stitcher, Spotify and Google. Hosted by Unyong Nakata, the show features some of Hawaii’s most influential business and community leaders.

The podcast has continued to build audience and is supported by Hawaii Business print and digital platforms.
2023 EVENTS CALENDAR

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 2023

Best Places to Work
Organizations chosen for the “Best Places to Work in Hawaii” are recognized at an exciting and fun celebration. And at the event, we officially release our April issue featuring the Best Places to Work.

*ATTENDEES* 450+

*SAVE THE DATE* March 31, 2023
5:00 – 9:00 p.m.

*LOCATION* Hilton Hawaiian Village

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* 550+

*SAVE THE DATE* July 2023
Full-day Conference

CEO of the Year
We celebrate Hawaii Business Magazine’s CEO of the Year. Our guest of honor then joins other local leaders and our editor for an informative and inspiring discussion.

*ATTENDEES* 250+

*SAVE THE DATE* December 6, 2023

Stay tuned as we add more dynamic events to our 2023 calendar!

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* 900+

*SAVE THE DATE* October 2023
Evening before event plus Full Day Conference

TOTAL ATTENDEES *5,760+

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

Source: *In person attendance in 2019*
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
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.

2023 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
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 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**

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<th>Live</th>
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<th>Bleed</th>
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<td>16</td>
<td>16.25</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>7.5’</td>
<td>8</td>
<td>8.25</td>
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<tr>
<td>DOUBLE 1/2 SPREAD</td>
<td>15.5’</td>
<td>16</td>
<td>16.25</td>
</tr>
<tr>
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<td>5.165</td>
<td>5.415</td>
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<tr>
<td>1/2 PAGE HORIZONTAL</td>
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**NON-BLEED ADS**

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<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>4.625’</td>
<td>2.375’</td>
</tr>
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**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.

**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: 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**

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<th>SOCIAL MEDIA AD SPECS</th>
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<tr>
<td>INSTAGRAM - STORY</td>
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<td>1920</td>
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<td>TWITTER</td>
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<td>512</td>
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<td>LINKEDIN</td>
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<table>
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<th>HEIGHT</th>
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</tr>
<tr>
<td>HALF PAGE</td>
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<td>600</td>
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**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.