

2026 MEDIA KIT

LOCALLY OWNED, LOCALLY COMMITTED SINCE 1955

HawaiiBusiness
magazine

WE SERVE HAWAI‘I AND ITS BUSINESS COMMUNITY WITH IMPORTANT AND USEFUL INFORMATION BY JENNIFER ABLAN, EDITOR-IN-CHIEF

BY JENNIFER ABLAN, EDITOR-IN-CHIEF



Hawaii Business Magazine celebrates more than 71 years of serving the Islands this year – and our role remains crucial.

We provide valuable information for you and your organization, award-winning stories about interesting and important topics, and unique coverage found nowhere else. We earn our credibility and the respect of the business community with every issue we publish.

Our educated and engaged readers depend on our well-researched and well-written articles to understand complex local issues and changing industries like tourism, real estate, finance, health care/wellness, transportation, construction, energy and much more.

The stories are always written from a local perspective, with a deep understanding of Hawai‘i and its people, of its past and present. We also love to tell the stories of individuals, companies and nonprofits that represent the best of Hawai‘i in our print magazine, on our website and through social media.

We’ve amassed a loyal following on Instagram, LinkedIn as well as through our newsletters.

Four times in the past decade, *Hawaii Business* has been named the best regional business magazine in the country, beating magazines from much larger markets such as Dallas and Florida. Hawaii Business also took home 19 awards from the annual SPJ Hawaii competition, including the prestigious Ulupono Prize for sustainability reporting – a typical year for our outstanding staff. And we will deliver that excellence again in 2026.

OUR
AUDIENCE:
BY THE
NUMBERS

MONTHLY GROSS REACH PRINT
AND DIGITAL EDITIONS

26,817*

TOTAL SOCIAL MEDIA
FOLLOWERS

56,105**

WEB USERS PER MONTH

60,000*

THN A.M. NEWSLETTER
SUBSCRIBERS'

22,190**

THN P.M. NEWSLETTER
SUBSCRIBERS'

22,324**

PERSONAL FINANCE REPORT
SUBSCRIBERS'

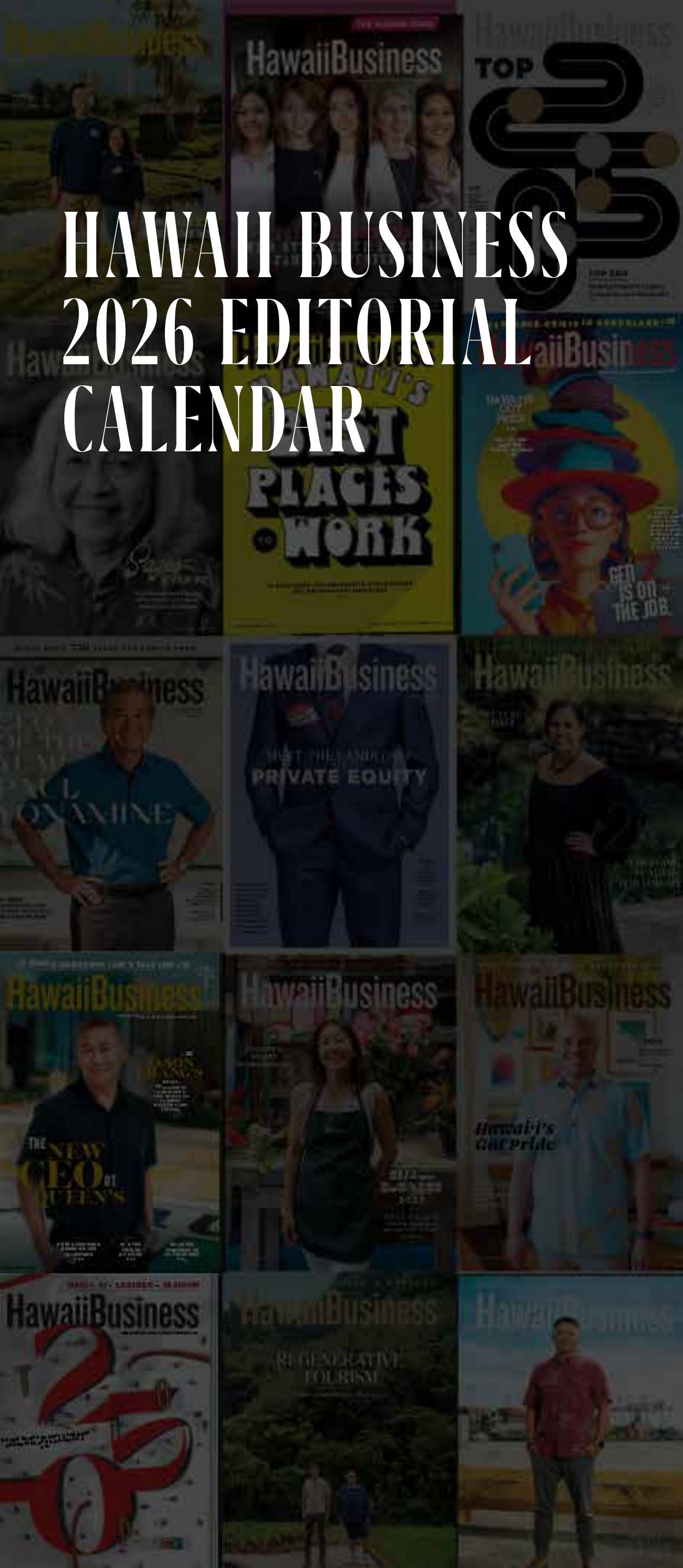
21,996***

TOTAL GROSS MONTHLY CONTACTS

209,432



Sources: *October 2024–March 2025 CVC Audit **As of August 2025 Acoustic/LSC Marketing Group, Social Media Platforms ***As of September 17, 2025 Acoustic/LSC Marketing Group.



HAWAII BUSINESS 2026 EDITORIAL CALENDAR

JANUARY 2026

ECONOMIC OUTLOOK | HOUSING |
HEALTHCARE | TRANSPORTATION

SPECIAL SECTIONS

Shipping Air & Transportation | Industry Outlook |
Construction Preview

SPACE DUE
11/21/25
MATERIALS DUE
11/26/25

FEBRUARY 2026

HEALTH AND WELLNESS ISSUE

SPECIAL SECTIONS

Keeping Hawai'i Healthy

SPACE DUE
12/19/25
MATERIALS DUE
12/26/25

MARCH 2026

FUTURES ISSUE
20 FOR THE NEXT 20

SPECIAL SECTIONS

Banking and Finance Report | 20 For the Next 20 (HB20)

SPACE DUE
01/16/26
MATERIALS DUE
01/23/26

APRIL 2026

BEST PLACES TO WORK

SPECIAL SECTIONS

Best Places to Work Training Day

SPACE DUE
02/20/26
MATERIALS DUE
02/27/26

MAY 2026

ASIAN AMERICAN, NATIVE HAWAIIAN
PACIFIC ISLANDER MONTH

SPECIAL SECTIONS

Best of Small Business | Keeping Hawaii Healthy |
Big Island Business Report

SPACE DUE
03/20/26
MATERIALS DUE
03/27/26

JUNE 2026

THE BANKING ISSUE

SPECIAL SECTIONS

Credit Union Report | Top Attorneys For Business |
Emerging Legal Stars | Shipping, Air and Transportation

SPACE DUE
04/17/26
MATERIALS DUE
04/24/26

JULY 2026

REAL ESTATE

SPECIAL SECTIONS

Top Performers in Real Estate |
Commercial Real Estate Report | NAIOP

SPACE DUE
05/22/26
MATERIALS DUE
05/29/26

AUGUST 2026

HAWAI'I'S TOP 250 COMPANIES

SPECIAL SECTIONS

Hawai'i's Top 250 Largest Companies

SPACE DUE
06/26/26
MATERIALS DUE
07/2/26

SEPTEMBER 2026

HAWAI'I'S EXCELLENCE IN BUSINESS
AWARDS | **EDUCATION** |
MOST PROFITABLE COMPANIES

SPECIAL SECTIONS

Hawai'i's Excellence in Business Awards |
Private School Report |
AIA Design Awards | West Oahu

SPACE DUE
07/24/26
MATERIALS DUE
07/31/26

OCTOBER 2026

WAHINE ISSUE

SPECIAL SECTIONS

Women in Banking | Women in Healthcare |
Banking and Finance Report

SPACE DUE
08/21/26
MATERIALS DUE
08/28/26

NOVEMBER 2026

MOST CHARITABLE COMPANIES

SPECIAL SECTIONS

Most Charitable Companies | Financial Planning Guide |
AAFP Section | Keeping Hawaii Healthy

SPACE DUE
09/18/26
MATERIALS DUE
09/25/26

DECEMBER 2026

CEO OF THE YEAR | **BLACK BOOK**

SPECIAL SECTIONS

Year in Review | Top Accountants

SPACE DUE
10/23/26
MATERIALS DUE
10/30/26

EXPERIENCE HAWAII BUSINESS DIGITAL

A COMPREHENSIVE,
READER FRIENDLY
RESOURCE FOR THE
BUSINESS COMMUNITY

Hawaii Business
continues to draw more
readers to its website
each year.

Our integrated digital
advertising packages
will connect you to
our targeted, affluent
audience.

WEB USERS PER MONTH
60,000

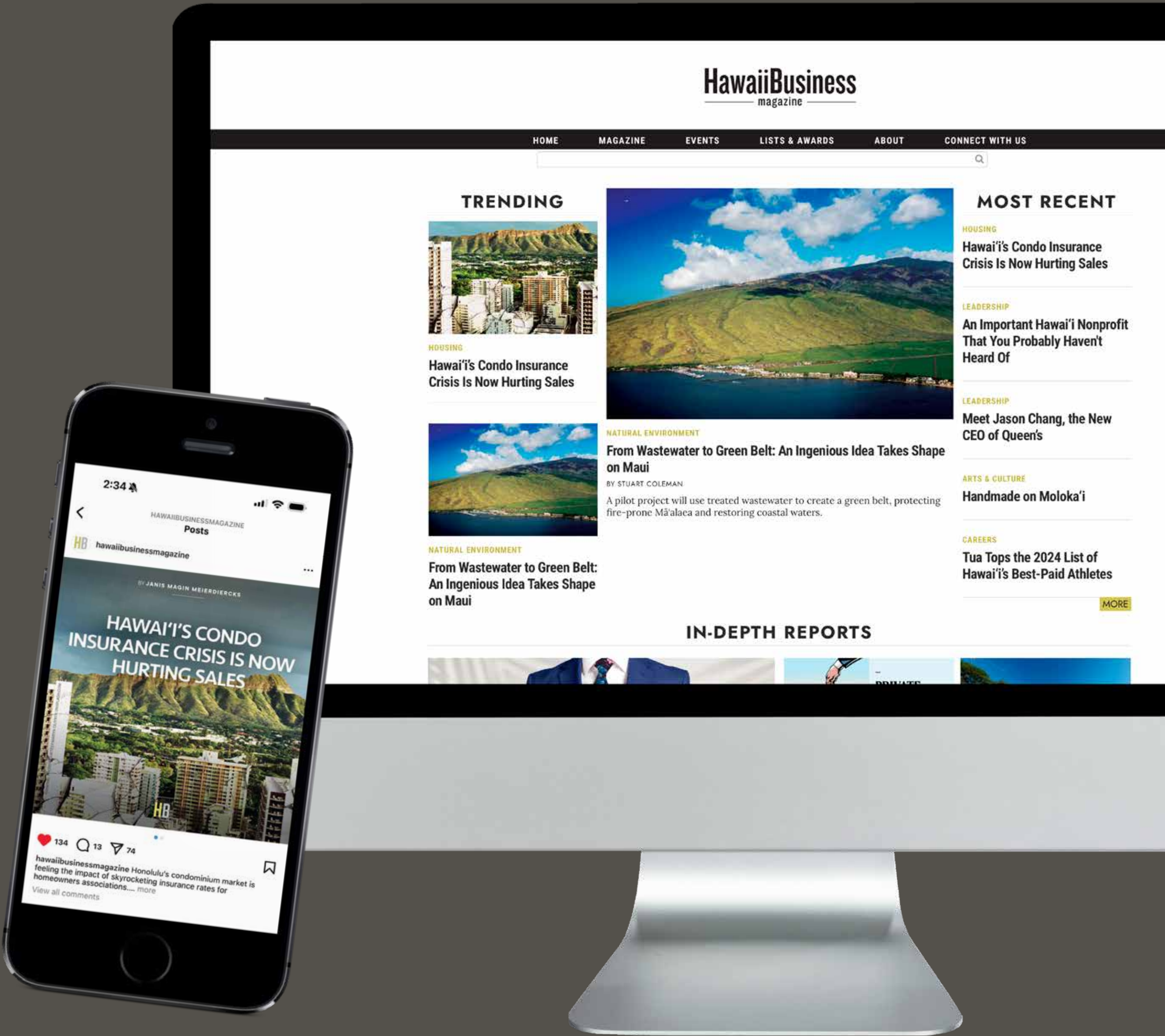
AVERAGE MONTHLY PAGE VIEWS
89,854**

SOCIAL MEDIA FOLLOWERS
56,105

INSTAGRAM FOLLOWERS
30,500

FACEBOOK FOLLOWERS
10,500

LINKEDIN FOLLOWERS
16,000



Source: October 2024–March 2025 CVC Audit **September 17, 2025 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*



Today's Hawai'i News

A.M. SUBSCRIBERS'

22,190

GROSS OPEN RATE

73%

UNIQUE OPEN RATE

46%

CLICKTHROUGH RATE

9.40%

P.M. SUBSCRIBERS'

22,324

GROSS OPEN RATE

74%

UNIQUE OPEN RATE

47%

CLICKTHROUGH RATE

6.0%

OUR WEEKLY NEWSLETTER: HAWAII BUSINESS PERSONAL FINANCE REPORT

**PATTERNED AFTER THE
MOST RESPECTED BUSINESS
NEWSLETTER IN THE STATE,
HAWAII BUSINESS PERSONAL
FINANCE REPORT IS DELIVERED
TO SUBSCRIBERS' INBOXES EVERY
TUESDAY 50 WEEKS PER YEAR.**

- Stories and information for investors with a local flavor
- Links to each story for convenient access to more information
- A “Hawaii Stock Ticker” that tracks all publicly traded companies headquartered in Hawaii
- Unique marketing opportunities for financial advisors



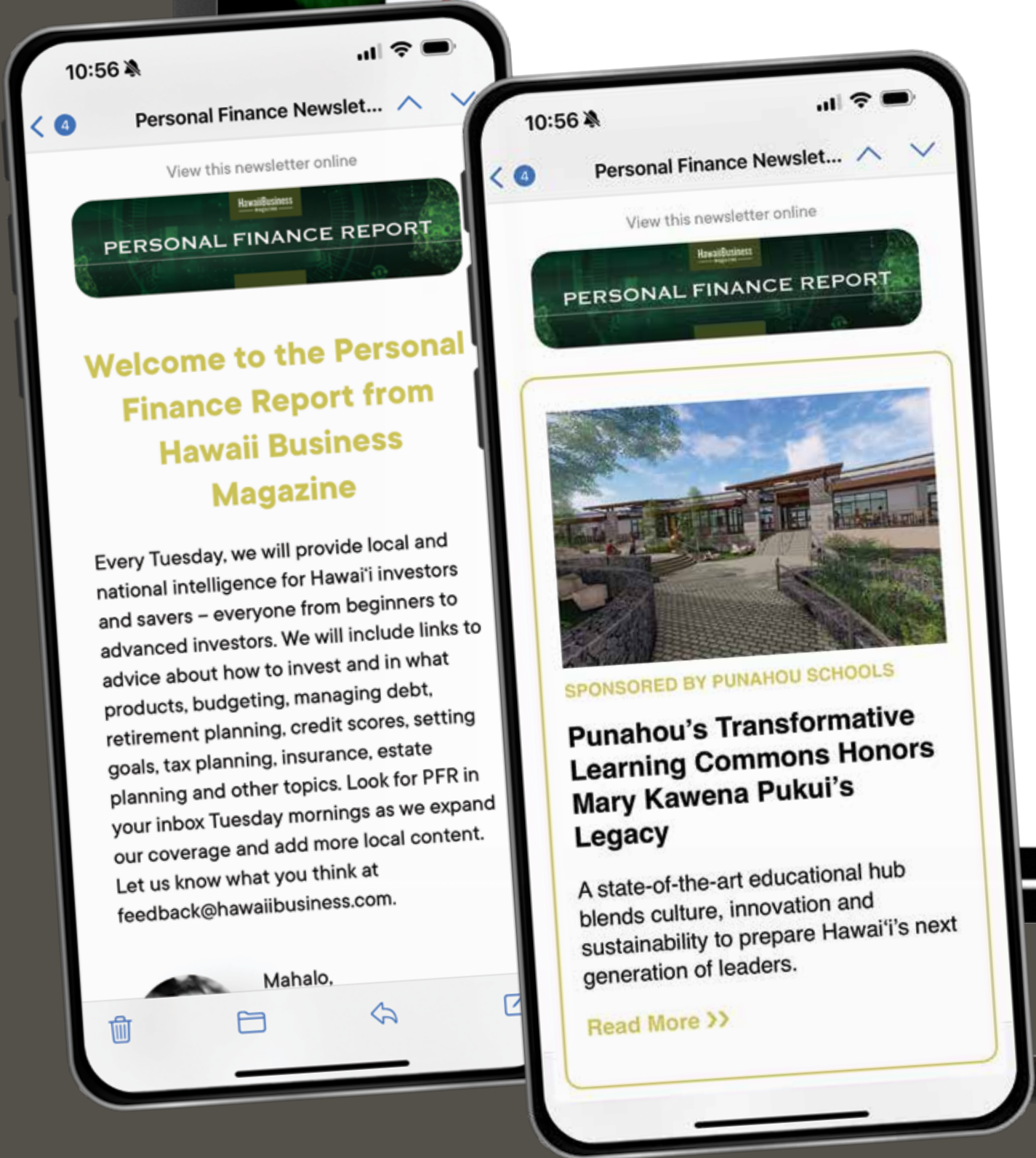
PERSONAL FINANCE REPORT

SUBSCRIBERS'
21,996

OPEN RATE:
74%

**UNIQUE
OPEN RATE:**
47%

**CLICK
THRU RATE:**
6%



Welcome to the Personal Finance Report from Hawaii Business Magazine

Every Tuesday, we will provide local and national intelligence for Hawai'i investors and savers – everyone from beginners to advanced investors. We will include links to advice about how to invest and in what products, budgeting, managing debt, retirement planning, credit scores, setting goals, tax planning, insurance, estate planning and other topics. Look for PFR in your inbox Tuesday mornings as we expand our coverage and add more local content. Let us know what you think at feedback@hawaiibusiness.com.



Mahalo,
Steve Petranik, Editor and Executive

2026 EVENTS CALENDAR

ATTENDEES’ INDUSTRIES

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

Health & Wellness Conference

This half-day conference will assist the working community in developing and implementing health and wellness practices into their company culture and daily lives.

ATTENDEES | **200+**
SAVE THE DATE | **THU, FEB. 19, 2026**
LOCATION | **JAPANESE CULTURAL CENTER**

HB 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 | **THU, MAR. 5, 2026**
LOCATION | **CAFE JULIA, YWCA DOWNTOWN**

Best Places to Work

Organizations chosen for the Best Places to Work in Hawaii 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 DAT | **FRI, MAR. 27, 2026 5:00-9:00 P.M.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

Hawaii Leadership Academy

The Hawaii Leadership Academy will host its second cohort in a five week, in-person, half-day dynamic program designed to elevate careers through increased leadership understanding and capacity.

DATES | **APRIL 10TH – MAY 8TH, 2026**
HOSTED AT THE HAWAII EMPLOYERS COUNCIL

Best Places to Work – Training Day

This half day conference will showcase best places to work winners as they share their best practices in creating employee engagement and re-tention.

SAVE THE DATE | **APRIL 26TH, 2026**

Women Entrepreneurs’ Conference

Hawaii Business Magazine presents the 3rd annual half-day conference; an informative, inspiring event supporting the growth of women-owned businessesin Hawaii. The speaker line-up features successful women leaders, business owners, entrepreneurs and funders.

ATTENDEES | **300+**
SAVE THE DATE | **MAY, 2026 11:30 A.M.-5:30 P.M.**
LOCATION | **TBD**

3P Summit: A Public Private Partnership Event

State Government leaders present opportunities to an invite only audience of business community leaders.

ATTENDEES | **300+**
SAVE THE DATE | **LATE MAY, 2026**
LOCATION | **TBD**

HB 20 (For the next 20) Reunion

This reunion celebration will bring together our 15 years of community leader cohorts with a mentoring event for young professionals and college students.

ATTENDEES | **150+**
SAVE THE DATE | **JUNE 2026**
LOCATION | **CAFE JULIA, YWCA DOWNTOWN**

Leadership Conference

The 13th annual Leadership Conference is dedicated to the advancement of Hawaii’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 17, 2026 8:00 A.M.-4:30 P.M.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

Top 250 Celebration

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

ATTENDEES | **150+**
SAVE THE DATE | **AUG. 13TH, 2026**
LOCATION | **CAPITAL MODERN**

Hawaii Leadership Academy

The Hawaii Leadership Academy will host its second cohort in a five week, in-person, half-day dynamic program designed to elevate careers through increased leadership understanding and capacity.

DATES | **SEPT. 11TH – OCT. 9TH, 2026**
HOSTED AT THE HAWAII EMPLOYERS COUNCIL

Hawai’i Excellence in Business Awards

Organizations chosen as finalists for Hawai’i Excellence in Business Awards are recognized at this evening celebration, where we announce the winners for 2026.

ATTENDEES | **250**
SAVE THE DATE | **SEPTEMBER TBD**
LOCATION | **TBD**

Wahine Forum

Wahine Forum is the largest professional development conference for women in the State of Hawaii. 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, 2026, 7:30 A.M.-4:30 P.M.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

Money Matters Financial Conference

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

ATTENDEES | **300+**
SAVE THE DATE | **NOVEMBER TBD**
LOCATION | **TBD**

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 TBD**
LOCATION | **TBD**

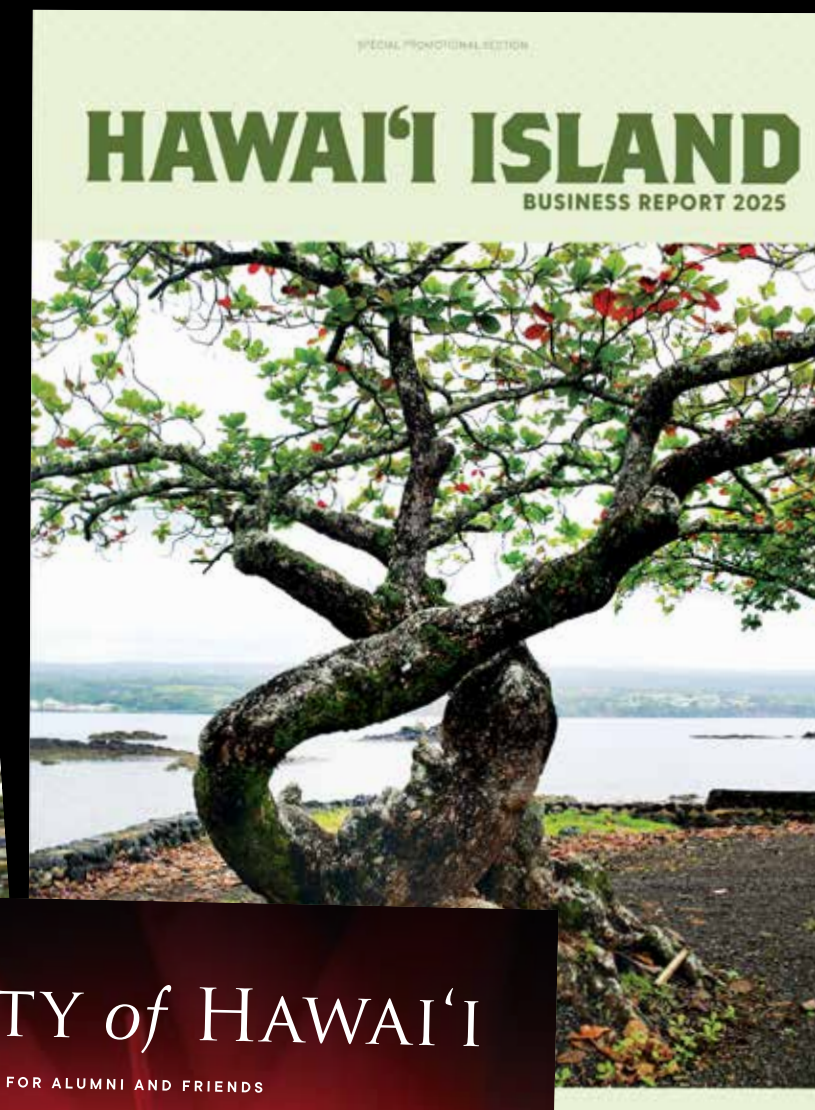
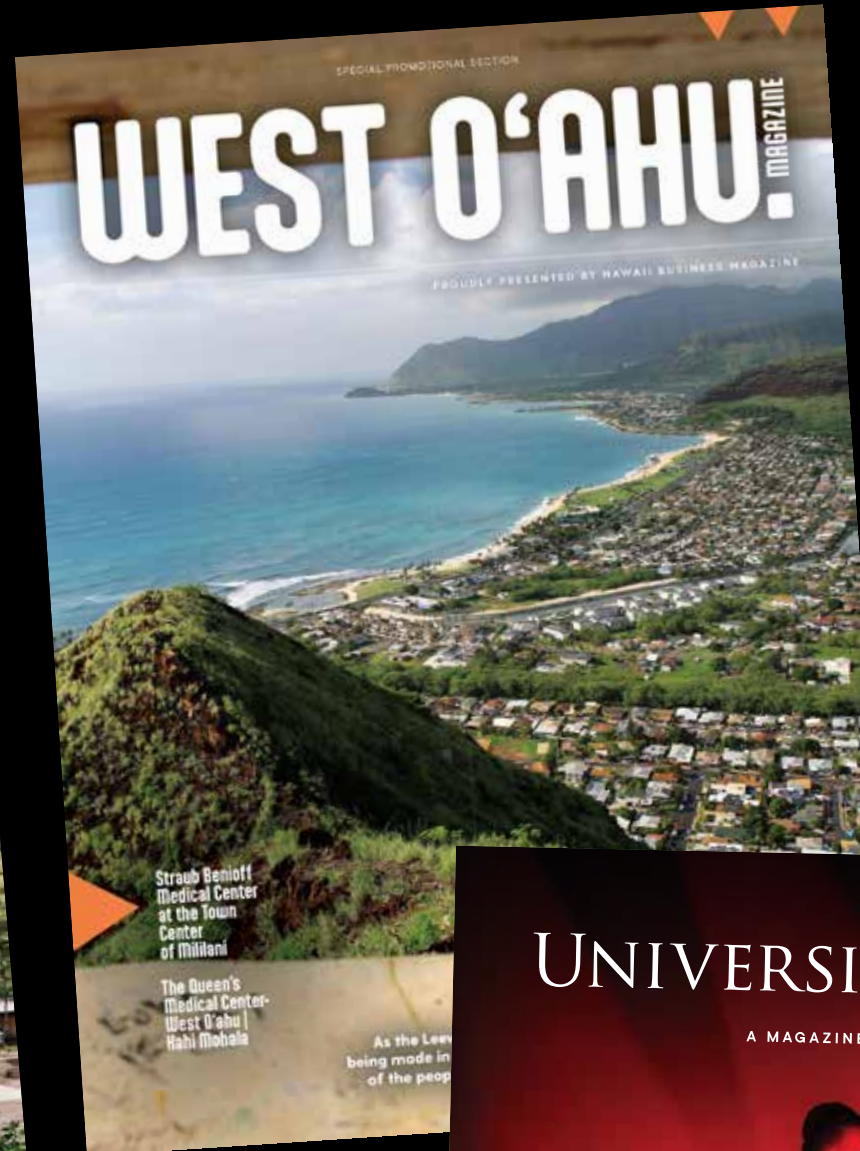
CUSTOM PUBLICATIONS

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
- University of Hawai'i Foundation



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.





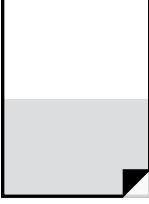
Celebratory packages may include:

- 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 email 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	1350
INSTAGRAM - STORY	1080	1920
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.

AIO DIGITAL SERVICES

is a comprehensive consultancy that includes strategic planning services, performance marketing, and creative services within the aio family of companies. Our clients benefit from a holistic approach, leveraging the combined expertise, knowledge, and resources across our diverse brands.

Strategic & Business Consulting

- Strategic Planning
- Organizational Development
- Marketing & Communications Strategy
- Brand Strategy
- Acculturation Consulting
- Process Optimization
- People Consulting

Performance Marketing & Content

- Paid Media & Advertising
- Social Media Strategy & Management
- SEO & SEM
- Product Development (Web, Mobile, Apps)
- Conversion Rate Optimization
- Content Creation (Digital & Traditional)

Creative Services

- Design & Branding
- Event Experiential Design
- Photography
- Videography

Public Relations & Community Engagement

- Media Outreach and Relations
- Community Engagement
- Corporate/Executive Positioning
- Public Affairs and Advocacy
- Crisis Communications and Issues Management
- Event Planning & Execution

Technology & Development

- Software & Mobile Development
- System Integration & APIs
- Performance Optimization
- Donor Management Systems
- POS Consulting & Integration

Data, Analytics & AI

- Data Strategy & Architecture
- KPI Measurement
- Data Integration & Analysis
- AI Implementation & Consulting

Compliance & Security

- ADA Conformance
- Privacy Consulting
- Managed Services & Hosting

Client Training & Support

- Onboarding & System Training
- Workshops & Webinars
- Ongoing Support & Consultation
- Documentation & Resources
- Change Management Support

At aio Digital, we deliver end-to-end solutions designed to empower your vision and drive success through strategic insight and innovative solutions. Whether you're seeking to enhance your brand, optimize your processes, or integrate cutting-edge technology, aio Digital is your trusted partner in achieving transformative results.

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INSTAGRAM

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LINKEDIN

Hawaii Business Magazine

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ESPN
((1420))

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Guide

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+ REMODELING

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family

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PUBLISHING

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RADIO
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WATERMARK
PUBLISHING

AIO | INTEGRATED SERVICES

aio | MARKETING &
COMMUNICATIONS

L/brary.

upspring