2027 MEDIA KIT

LOCALLY OWNED, LOCALLY COMMITTED SINCE 1955



HawaiiBusiness
magazine

WE SERVE HAWAIʻI AND ITS BUSINESS COMMUNITY WITH IMPORTANT AND USEFUL INFORMATION

BY STEVE PETRANIK, EDITOR-IN-CHIEF



Hawaii Business Magazine celebrates more than 72 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 Hawaiʻi 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 Hawaiʻi 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.

Five times in the past decade, including the last two years, *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 23 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 2027.

OUR AUDIENCE BY THE NUMBERS

MONTHLY GROSS REACH PRINT AND DIGITAL EDITIONS
26,817*

TOTAL SOCIAL MEDIA FOLLOWERS
59,249**

WEB USERS PER MONTH
68,225*

THN A.M. NEWSLETTER SUBSCRIBERS
12,759*

THN P.M. NEWSLETTER SUBSCRIBERS
10,360**

PERSONAL FINANCE REPORT SUBSCRIBERS
17,555*



TOTAL GROSS MONTHLY CONTACTS

194,965



HAWAII BUSINESS 2027 EDITORIAL CALENDAR

JANUARY 2027
ECONOMIC OUTLOOK
SPECIAL SECTIONS
Shipping, Distribution & Logistics | DCCA Insurance Guide | Hawaii Insurance Experts

SPACE DUE 11/20/26
MATERIALS DUE 11/25/26

FEBRUARY 2027
HEALTH AND WELLNESS ISSUE
SPECIAL SECTIONS
Hawai'i Healthcare Report | Faces of Health

SPACE DUE 12/18/26
MATERIALS DUE 12/24/26

MARCH 2027
FUTURES ISSUE / HB20
SPECIAL SECTIONS
HB 20 | HNL Airport 100: Gateway to the Pacific

SPACE DUE 01/16/27
MATERIALS DUE 01/22/27

APRIL 2027
BEST PLACES TO WORK
SPECIAL SECTIONS
Best Places to Work

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

MAY 2027
ASIAN AMERICAN, NATIVE HAWAIIAN PACIFIC ISLANDER MONTH
SPECIAL SECTIONS
Top Attorneys for Business | Emerging Legal Stars | Hawai'i's People Leaders | Best of Small Business

SPACE DUE 03/19/27
MATERIALS DUE 03/26/27

JUNE 2027
THE BANKING ISSUE
SPECIAL SECTIONS
Top Commercial Real Estate Executives | Hawai'i Healthcare Report

SPACE DUE 04/16/27
MATERIALS DUE 04/23/27

JULY 2027
REAL ESTATE
SPECIAL SECTIONS
Top Performers in Real Estate

SPACE DUE 05/21/27
MATERIALS DUE 05/28/27

AUGUST 2027
HAWAI'I'S TOP 250 COMPANIES
SPECIAL SECTIONS
Hawai'i's Top 250 Largest Companies

SPACE DUE 06/25/27
MATERIALS DUE 07/01/27

SEPTEMBER 2027
EDUCATION
SPECIAL SECTIONS
Private School Report | West O'ahu

SPACE DUE 07/23/27
MATERIALS DUE 07/30/27

OCTOBER 2027
WAHINE ISSUE
SPECIAL SECTIONS
Hawai'i Excellence in Business Awards

SPACE DUE 08/20/27
MATERIALS DUE 08/27/27

NOVEMBER 2027
MOST CHARITABLE COMPANIES
SPECIAL SECTIONS
Most Charitable Companies | Hawai'i Healthcare Report

SPACE DUE 09/17/27
MATERIALS DUE 09/24/27

DECEMBER 2027
CEO OF THE YEAR | BLACK BOOK
SPECIAL SECTIONS
CEO of the Year | Hawai'i Wealth Advisors

SPACE DUE 10/22/27
MATERIALS DUE 10/29/27

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
68,225

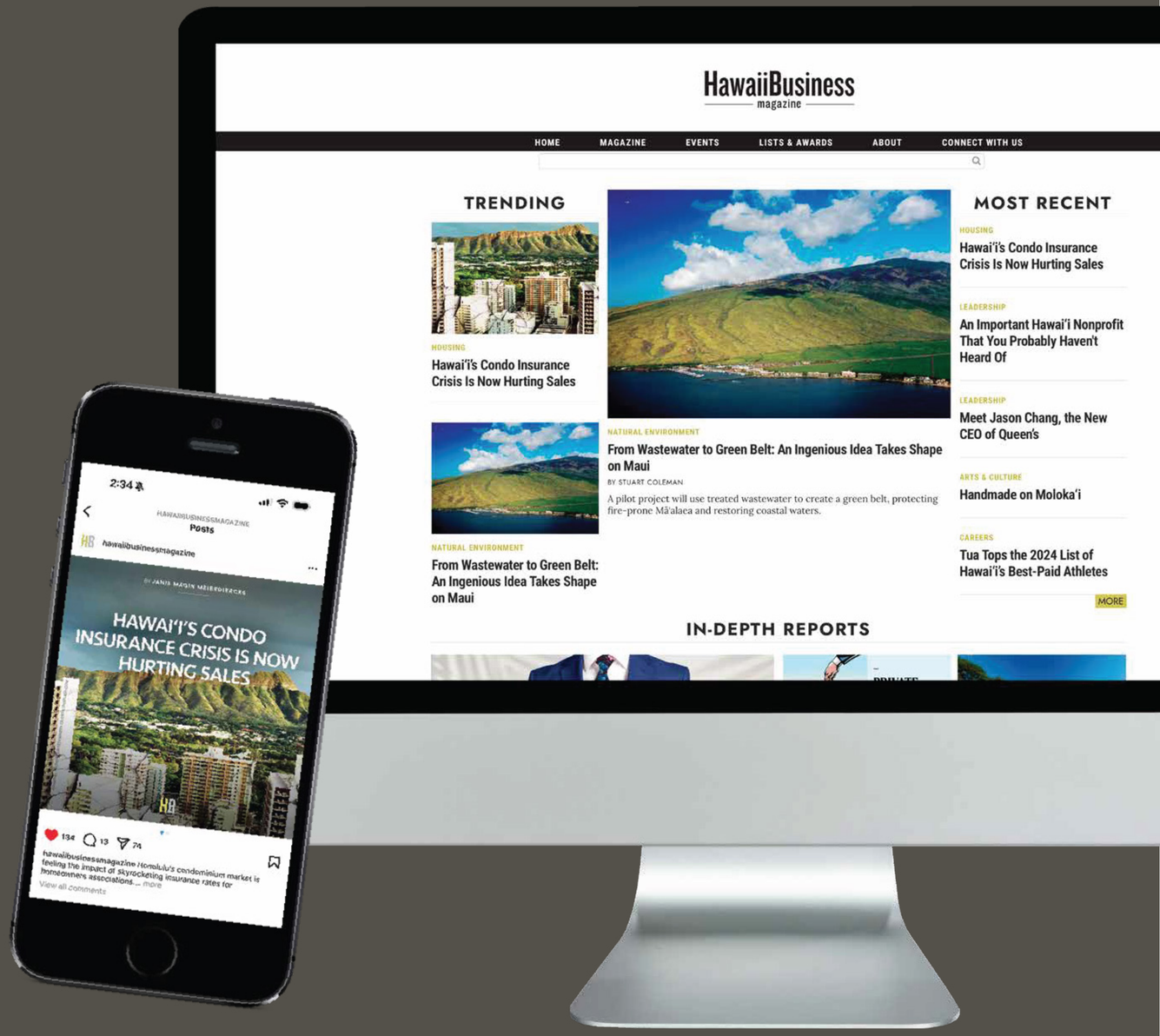
AVERAGE MONTHLY PAGE VIEWS
97,966

SOCIAL MEDIA FOLLOWERS
59,249

INSTAGRAM FOLLOWERS
31,488

FACEBOOK FOLLOWERS
10,891

LINKEDIN FOLLOWERS
16,787



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 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
12,759

GROSS OPEN RATE
68%

UNIQUE OPEN RATE
43%

CLICKTHROUGH RATE
17%

P.M. SUBSCRIBERS
10,360

GROSS OPEN RATE
62%

UNIQUE OPEN RATE
40%

CLICKTHROUGH RATE
10%

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

HawaiiBusiness magazine

PERSONAL FINANCE REPORT

SUBSCRIBERS

17,555

GROSS OPEN RATE

54%

UNIQUE OPEN RATE

35%

CLICKTHROUGH RATE

8%



2027 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

HB 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 4, 2027**
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 | **ARIL 2, 2027.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

Women Entrepreneurs Conference

Hawaii Business Magazine presents the 5th annual half-day conference; an informative, inspiring event supporting the growth of women-owned businesses in Hawai'i. The speaker line-up features successful women leaders, business owners, entrepreneurs and funders.

ATTENDEES | **550+**
SAVE THE DAT | **MAY.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

3P Summit: A Public Private Partnership Event

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

ATTENDEES | **300+**
SAVE THE DATE | **MAY, 2027**
LOCATION | **TBD**

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.

AT TENDEES | **600+**
SAVE THE DATE | **JULY 30, 2027**
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 . 12, 2027**
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, 2027
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 15, 2027, 7:30 A .M.-4:30 P.M.**
LOCATION | **HILTON HAWAIIAN VILLAGE**

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.

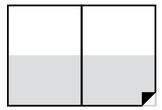
Celebratory packages may include:

- 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, Operations Manager** 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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LINKEDIN
Hawaii Business Magazine

Media

HawaiiBusiness magazine

HONOLULU

HONOLULU family

HONOLULU HOME

Frolic HAWAI'I

HAWAI'I MAGAZINE

ESPN HONOLULU 92.7 · 1500

Hawaii Buyer's Guide

HAWAI'I Gives Back THE SPIRIT OF PHILANTHROPY

The New 1420 HAWAII'S NEWS & SPORTS

HAWAI'I COMMUNITY JOURNAL

Strategy & Innovation

aio MARKETING

aio studios

aio LIVE!

ELEVEN 17

Library.

upspring

Community

aio FOUNDATION

THE KŪPA'A NETWORK

Other Holdings

PUNALU'U BAKE SHOP

Hawaii Distribution Center

LEGACY ISLE PUBLISHING

WATERMARK PUBLISHING

Pagoda FLOATING RESTAURANT & CATERING

HAYMAN HAWAII