



Shopping Shopping Shopping  
 Lifestyle Lifestyle Lifestyle  
 Made In Hawaii Made In Hawaii  
 Beauty Beauty Beauty  
 Dining Dining Dining  
 Activity Activity Activity

Introducing...



**ハワイアイ**

HAWAII-AI MAGAZINE

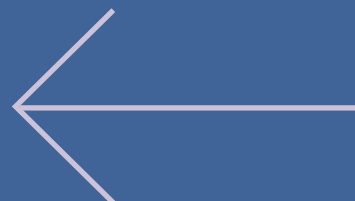
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www.Hawaii-Ai.com



**HAWAII-AI** is a popular Japanese Language FREE bi-monthly publication distributed in Hawaii at over 200 locations. It has continually been in both Hawaii & Japan for 27 consecutive years and thus prides itself in the hundreds of thousands of readers we have touched and corresponded with over the years. Known as a first-class magazine, primarily for the visitors, this award-winning guide book enjoys a wide, upscale readership of both men & women.

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### **Publication Profile**

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**HAWAII-AI** is a free bi-monthly visitor publication, available to visitors from Japan throughout the island of Oahu and in Japan. Magazine style with full color, glossy stock.

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### **Readership**

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Appeals to visitors of all age ranges and market segments from men and women to students, families and seniors, as well as business travelers. **HAWAII-AI** appeals to the more independent and affluent Japanese traveler who is inclined to stay longer per trip, spend more and return repeatedly.

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### **Sectionalized Approach**

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Dining, Shopping, Health & Beauty, Activities, Golf, Life & Study, Real Estate and drive maps, driving laws and safety tips, plus Honolulu to Waikiki maps with advertiser directory and two page Oahu map.

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### **Circulation**

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110,000 per issue (12,000 circulates in Japan)

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### **Distribution**

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**HAWAII-AI** has over 200 strategic distribution locations including the Japanese Consulate in Honolulu, hotels, condominiums, tour and travel desks, golf courses, shopping centers, restaurants, Waikiki street stands, plus major visitor attractions. All major car rental companies also use the publication as their Japanese driving guide. At Honolulu International Airport the magazine is handed out by Japanese speaking greeters, and available at kiosk locations throughout the terminals. Also distributes in Japan.

## Advertising Rates

General AD Rates(per issue):

Ad Size*	6 issues	3 issues	1 or 2 issues
Full	\$4,160 (\$2,080 per month)	\$4,340 (\$2,170 per month)	\$4,650 (\$2,325 per month)
1/2	\$2,700 (\$1,350 per month)	\$3,100 (\$1,550 per month)	\$3,420 (\$1,710 per month)
1/4	\$1,740 (\$870 per month)	\$1,940 (\$970 per month)	\$2,120 (\$1,060 per month)
1/8	\$1,110 (\$555 per month)	\$1,190 (\$595 per month)	\$1,300 (\$650 per month)

Advertorial (Includes production fee\*\*per issue):

Front Section (1p)	\$4,000
Made in Hawaii (1/6p)	\$800
Restaurant (1/12p)	\$400
Real Estate (1/12p)	\$400
Sansaku Map	\$1,600
Charley's Taxi (1/8)***	\$1,110

\* Premium Pages & Cover Positions: add 15% to above rates.

\*\* Production fee does not include professional photography.

\*\*\* Excludes advertisers in Central Waikiki area.

## Production Fee\* (General Ad)

Full page	\$800
1/2 page	\$500
1/4 page	\$300
1/8 page	\$200

Change Existing Ad \$50~ (Depending on the amount of change)

\* Above production fee is set for the exclusive design usage in Hawaii-Ai magazine. Additional design release fee applies for usage in other publications.

## Schedule

Bi-Monthly Issues	Space Deadline	Materials	Digital Files
May 2009	Mar.13.09	Mar.19.09	Mar.27.09
July 2009	May.14.09	May.18.09	May.27.09
Sept 2009	Jul.15.09	Jul.20.09	Jul.27.09
Nov 2009	Sep.14.09	Sep.18.09	Sep.28.09
Jan 2010	Nov.13.09	Nov.17.09	Nov.25.09
Mar 2010	Jan.12.10	Jan.15.10	Jan.22.10
May 2010	Mar.15.10	Mar.19.10	Mar.26.10
July 2010	May.14.10	May.18.10	May.27.10

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## Ad Dimensions

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Ad size(Trim size)	Width	Height
Full page*	7-7/8"	10-13/16" or 7"wx10"h (non bleed)
1/2 page(V)	3-3/8"	10"
1/2 page(H)	7"	4-7/8"
1/4 page	3-3/8"	4-7/8"
1/8 page	3-3/8"	2-5/16"

\* For Bleed ad, please set your document size to Full page TRIM size specification, **extending 1/8"** on all four sides, beyond trim.  
To ensure your copy is safe from trimming, keep text 1/4" inside the trim.  
Bleed only allowed for full and premium page ad.

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## Mechanical Requirements

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All digital files must be Macintosh compatible EPS.  
Program: **Illustrator EPS (CS3 or below), Photoshop EPS (CS3 or below)**  
Fonts: **Please outline all fonts**  
Data Quality: 350dpi  
File Receiving: 1. CD Roms 2. FTP

Please do not save the files as Illustrator native format (ai) or PDF.  
A color digital proof **MUST** accompany file.  
All linked image files must be saved in CMYK format.

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## How to send a file via FTP

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**username: tempguest**

**password: obun**

1. Go to [www.obunhawaii.com](http://www.obunhawaii.com)
  2. Click on the "Client Login" in the upper right hand corner
  3. Enter your given "Username" and "Password"
  4. Click "Login"
  5. On the right side, below "Welcome YOUR NAME" click on "Upload Files\*\*"
  6. Enter a description of the file being sent
  7. Select Media Sales
  8. Click "Browse" and search for the file on your computer that needs to be uploaded to Obun
  9. Click "Upload"
  10. The web browser will now start to upload the file, and the words in red "Upload Starting..." will appear and then a status of the upload in red will start
  11. Once finished, "Upload Finished" will appear in red.
  12. Then just click on the "Logout" button next to the "Welcome YOUR NAME"
- \*Please compress entire folder to upload and inform us of the file name via phone or email.