

Hawaii Bon

Extensive Distribution Throughout Japanese Book Stores

Hawaii Bon is sold and published by Ei Publishing. The Japanese Hawaii guidebook is designed for first time visitors as well as frequent visitors. According to Amazon.com's bestseller ranking, Hawaii Bon's sales are among the top three Oahu related magazines. The publication includes useful maps, insightful and in depth editorial content, and beautiful photographs which make Hawaii Bon a must have for Hawaii visitors.

Issuance: Annual | **Language:** Japanese | **Circulation:** Oahu: 200,000 Rest of Issues: 100,000 | **Cost for Readers:** ¥1,200 (Approximately \$12.26 USD)

Distribution: Sold in major bookstores throughout Japan

Designated Media for Merchants at: Ala Moana Center, Royal Hawaiian Center

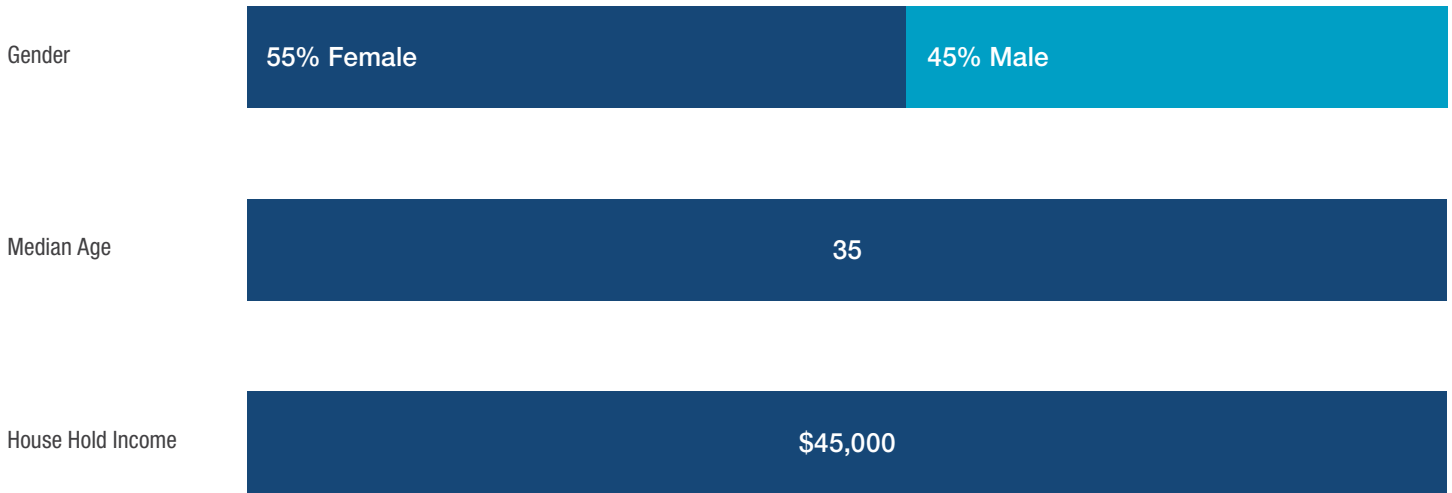
Past Topics Featured:

Best of Oahu: Gourmet Food, Stay & Activity, Goods & Souvenirs

Shops/Malls: Farmer's Market, Supermarkets, Ala Moana Center, T Galleria by DFS, Wards Village, Royal Hawaiian Center, Swap Meet

Play: Hula Shows, Downtown & Chinatown, Museums, Spa

Eat: Breakfast Food, Loco Moco, Plate Lunch, Traditional Food, Casual Dining, Bars



Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Cover 2 Page 1	\$16,000	W420mm x H257mm	W426mm x H263mm	W400mm x H237mm
Cover 4	\$10,800	W210mm x H207mm	W216mm x H213mm	W190mm x H187mm
Facing TOC	\$9,800	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm
Cover 3	\$8,200	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm

Regular	1x	Trim Size	Bleed Size	Live Size
Spread	TBA	W420mm x H257mm	W426mm x H263mm	W400mm x H237mm
Full Page	\$7,700	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm
1/2 Page (Vertical)	\$3,600	W105mm x H257mm	N/A	N/A
1/2 Page (Horizontal)	\$3,600	W210mm x H142mm	N/A	N/A
1/4 Page	\$1,800	W105mm x H142mm	N/A	N/A

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross

- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates

- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

Media Schedule

Issue Topics & Date	Space Deadlines	Material Deadlines
Honolulu Bon 2/25/2019	12/10/2018	1/29/2019
Hawaii Bon Oahu 4/25/2019	2/21/2019	3/28/2019
Hawaii Bon for First Time Travelers 7/25/2019	5/23/2019	6/27/2019
Hawaii Bon Family 11/25/2019	9/19/2019	10/24/2019

*Issue dates are subject to change due to bookstores schedule

Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

FTP Information

URL: <ftp://ftp.ftphawaii.com>
 Username: forclients
 Password: Tempfile!

Send color proofs to:
 Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814

Contact Info

For more information please contact:



Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
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