

Commercial Website About Hawaii in Simplified Chinese

MyHawaii.cn is an interactive, commercial Chinese language web portal site about Hawaii featuring daily news, events and video content viewed through Youku, (the Chinese version of YouTube). Clients who purchase the advertorial will also receive exposure through Weibo. Weibo.com is the biggest Social Network Service (SNS) in China which started in 2009 and has 140 million users. Approximately 30% of internet users in China have accounts with Weibo.com – a powerful tool to reach out to many potential travelers.

Language: Simplified Chinese

Page Views per Month: 7,000

Unique Visits per Month: 2,200

Designated by: Ala Moana Center, Royal Hawaiian Center

Users: Over 250 Different Cities across Mainland China, Taiwan, Singapore, and Malaysia, reaching a diverse base of Chinese Visitors

Social Media:   

For more information please contact:

Advertising Department

PacRim Marketing Group, Inc.

1585 Kapiolani Boulevard, Suite 888

Honolulu, Hawaii 96814

Tel: (808) 469-4817

Email: advertising@pacrimmarketing.com

Why MyHawaii.cn?

- PR opportunity through news articles
- Daily Hawaii news coverage
- Opportunity through Chinese social networks (Weibo & WeChat)
- Video exposure through Youku



▲ New Responsive Web Design - Designed with optimized viewing for PC, Tablet and Mobile devices.



▲ Top Page

Advertisement Rates Premium Advertorial \$5,200 / Year

- Complete enhanced page production
- 10 images and descriptions
- Rotating banner on top page (3-4 images)
- 1 Google map
- 1 Online coupon
- Top & internal page listings
- Feature in Weibo
- 1 General video*

*Copyright purchase available for additional fee.

Mini Advertorial \$3,000 / Year

- Complete enhanced page production
- Copywriting in Simplified Chinese language
- Translation
- Up to 2 images and logo
- Social Media outreach through Weibo (Chinese version of Twitter)
- 1 Coupon

Options

Client produced updates
(text, photos)
\$250 / Update

PacRim produced updates
(text, photos)
\$500 / Update
- Subject to Hawaii general excise tax. (4.712%)



▲ Hyatt Regency Waikiki Beach Resort & Spa Premium Advertorial



▲ Ala Moana Center Premium Advertorial