

Hawaii Style

National Distribution Through Major Japanese Book Stores

Ei Publishing is best known for Hawaii Style and Hawaii Bon. Hawaii Style magazines are sold at major bookstores throughout Japan with circulation of 150,000. Hawaii Style features the “lifestyles of local people” that are not featured in most guidebooks.

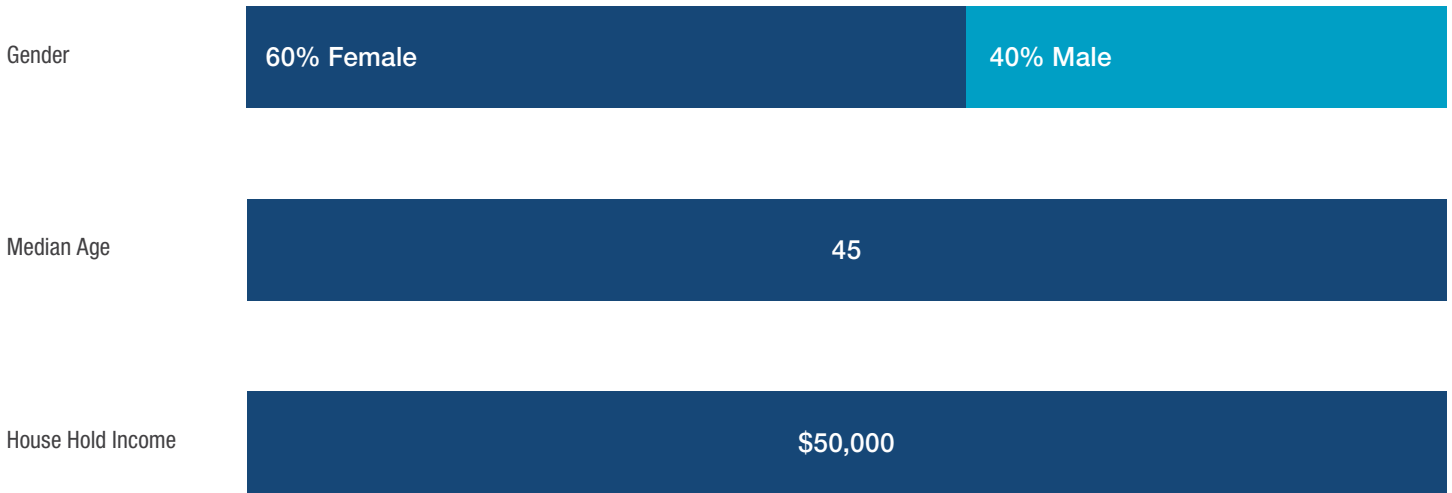
Hawaii Style features updated information on shopping, restaurants, hotels, activities, Hawaiian art and culture, in depth by the editorial team in Hawaii. Readers range from their 30’s to 60’s with a majority of women in their 30’s to 40’s who have a strong interest in Hawaii. Sub-targets consist of current and prospective retirees who seek long stays in Hawaii or are considering retirement plans that involve immigration to the islands. Hawaii Style provides an inside look to local lifestyle in paradise.

Issuance: Quarterly | **Language:** Japanese | **Circulation:** 150,000 | **Cost for Readers:** ¥1,000 (approximately \$10.00 USD)

Distribution: Sold in major bookstores throughout Japan & by subscription

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

Past Topics Featured: Deep Hawaii: Top 30 Scenes, Playing, Gourmet and Goods, Top Recommendations on how to Enjoy Hawaii.



Advertisement Rates

| Premium | 1x | 2x | 3x | 4x | Trim Size | Bleed Size | Live Size |
|----------------|----------|----------|----------|----------|-----------------|-----------------|-----------------|
| Cover 2 Page 1 | \$15,900 | \$14,400 | \$13,600 | \$12,700 | W420mm x H285mm | W426mm x H291mm | W400mm x H265mm |
| Cover 4 | \$10,600 | \$9,500 | \$9,100 | \$8,500 | W210mm x H235mm | W216mm x H241mm | W190mm x H215mm |
| Facing TOC | \$9,600 | \$8,500 | \$8,200 | \$7,600 | W210mm x H285mm | W216mm x H291mm | W190mm x H265mm |
| Cover 3 | \$8,000 | \$7,200 | \$6,800 | \$6,400 | W210mm x H285mm | W216mm x H291mm | W190mm x H265mm |

| Regular | 1x | 2x | 3x | 4x | Trim Size | Bleed Size | Live Size |
|-----------------------|----------|----------|----------|----------|-----------------|-----------------|-----------------|
| Spread | \$12,800 | \$11,300 | \$10,800 | \$10,200 | W420mm x H285mm | W426mm x H291mm | W400mm x H265mm |
| Full Page | \$6,400 | \$5,700 | \$5,500 | \$5,200 | W210mm x H285mm | W216mm x H291mm | W190mm x H265mm |
| 1/2 Page (Vertical) | \$3,200 | \$2,900 | \$2,800 | \$2,600 | W105mm x H285mm | N/A | N/A |
| 1/2 Page (Horizontal) | \$3,200 | \$2,900 | \$2,800 | \$2,600 | W210mm x H142mm | N/A | N/A |
| 1/4 Page | \$2,600 | \$1,500 | \$1,400 | \$1,300 | 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 Date | Space Deadlines | Material Deadlines |
|------------|-----------------|--------------------|
| 3/25/2018 | 1/30/2018 | 2/22/2018 |
| 6/25/2018 | 4/26/2018 | 5/24/2018 |
| 9/25/2018 | 7/26/2018 | 8/30/2018 |
| 12/25/2018 | 10/25/2018 | 11/29/2018 |

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
 Honolulu, Hawaii 96814
 Tel: (808) 469-4817
 Email: advertising@pacrimmarketing.com