

"My Hawaii" Pacific Journey

Premier Multilingual Post Arrival Visitor Magazine

The quarterly Oahu Japanese, Korean, Chinese and English visitor publication, "My Hawaii" Pacific Journey provides women and men ages 30's to 40's with information on stylish, seasonal and designer fashion. The publication contains sophisticated information on shopping, dining, entertainment, lifestyle activities, and the most up-to-date maps for Waikiki and Oahu's main shopping centers.

Issuance: Quarterly | **Language:** English, Japanese, Korean, Chinese | **Circulation:** 100,000 | **Cost for Readers:** Free

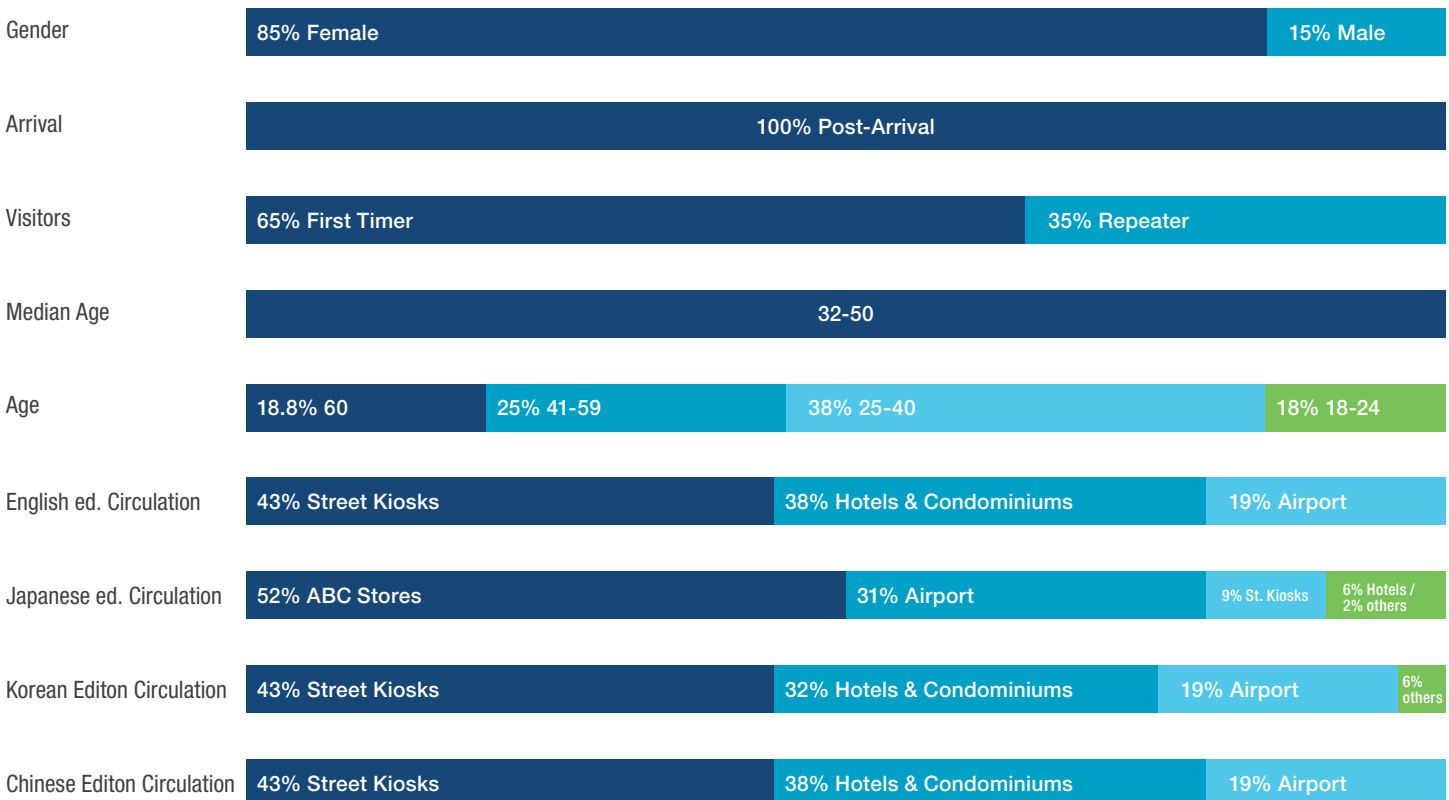
Distribution: Honolulu International Airport, select ABC Stores, concierge desks, major hotels, select street stands in Waikiki

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

Past Topics Featured: New & Hot Items, Accessories & Bags, Beauty, Men's Fashion, Ladies' Day Out, Beach Favorites, Best Souvenirs, Brief History of Hawaii, Ocean View Dining, Brand Story, and Cover Model Interview



Demographic



Advertisement Rates

Premium	1x	2x	3x	4x	Trim Size	Bleed Size	Live Size
Cover 2 Page 1	\$17,200	\$16,400	\$15,500	\$15,000	W10.5" x H8"	W10.75" x H8.25"	W10.25" x H7.75"
Spread	\$15,700	\$15,200	\$14,200	\$13,800	W10.5" x H8"	W10.75" x H8.25"	W10.25" x H7.75"
Facing TOC 1 / TOC 2	\$9,000	\$8,700	\$8,200	\$8,000	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"
Cover 3	\$9,300	\$8,800	\$8,200	\$8,000	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"
Cover 4	\$10,300	\$9,800	\$9,300	\$9,000	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"
Full Page*	\$8,300	\$8,000	\$7,800	\$7,600	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"

*Ad will be placed within the first 20% of the magazine.

Regular	1x	2x	3x	4x	Trim Size	Bleed Size	Live Size
Spread	\$14,900	\$14,420	\$13,600	\$13,400	W10.5" x H8"	W10.75" x H8.25"	W10.25" x H7.75"
Full Page	\$8,000	\$7,500	\$7,200	\$7,100	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"
1/2 Page (Vertical)	\$4,600	\$4,400	\$4,200	\$4,000	W2.25" x H7.5"	N/A	N/A
1/2 Page (Horizontal)	\$4,600	\$4,400	\$4,200	\$4,000	W4.75" x H3.75"	N/A	N/A
1/3 Page (Horizontal)	\$3,700	\$3,000	\$2,900	\$2,800	W4.75" x H2.5"	N/A	N/A
1/4 Page	\$2,700	\$2,600	\$2,500	\$2,400	W2.35" x H3.75"	N/A	N/A

Advertorial	1x	2x	3x	4x	Trim Size	Bleed Size	Live Size
Full Page	\$9,100	\$8,800	\$8,200	\$8,000	W5.25" x H8"	W5.5" x H8.25"	W5" x H7.75"
1/2 Page	\$5,900	\$5,700	\$5,300	\$5,200	W2.25" x H7.5" or W4.75" x H3.75"	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 .25"
- Safety: All live matter must be .25" 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
3/1/2018 (Spring)	12/14/2017	1/18/2018
6/1/2018 (Summer)	3/15/2018	4/19/2018
9/1/2018 (Fall)	6/14/2018	7/19/2018
12/1/2018 (Winter)	9/13/2018	10/18/2018

*Translation request: Ad copy needing translation must be submitted 14 days prior to material due date.

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