

Aloha Express

The Longest Running Hawaii Magazine Distributed in Japan! Over 800,000 Copies Annually

Established more than 30 years ago by Sony Magazines, Aloha Express continues to be the only editorial-focused quarterly travel publication devoted exclusively to Hawaii. Aloha Express provides repeat travelers and Hawaii lovers, as well as Japanese media, tour, and travel influencers, with the most up-to-date news and information from on-site coverage in Hawaii. The publication reaches Japanese travelers before they arrive in Hawaii, and contains many illustrations and in-depth articles. Aloha Express has a loyal following of 8,000 subscribers. Seasonal trends are accommodated with the timely release of each issue. The Yearbook edition is designed in a guidebook format, giving readers consolidated Hawaii information. Neighbor islands are featured, as are areas outside of Waikiki and Ala Moana.

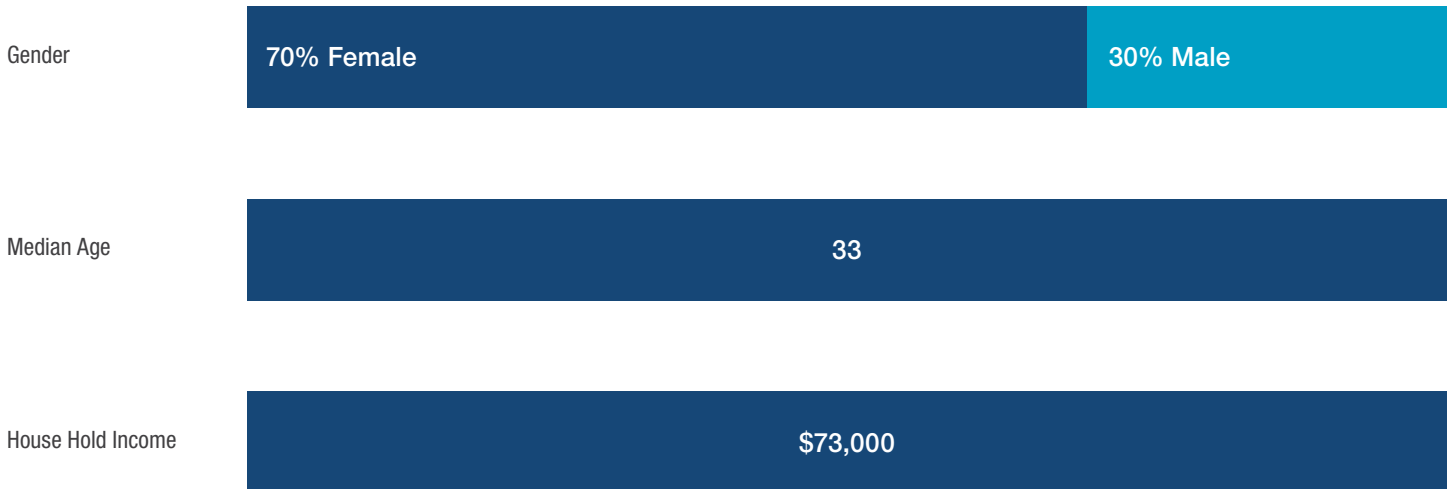
Issuance: Quarterly & Yearbook | **Language:** Japanese | **Circulation:** 150,000 per issue (Quarterly) & 200,000 Yearbook

Cost for Readers: ¥1,556 (Approximately \$15.50 USD)

Distribution: Sold in major bookstores throughout Japan & by subscription

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

Past Topics Featured: Shopping in Hawaii, Hawaii's Best Shops and Restaurants, Hawaii's Top Ranking Arts, Cultural Experiences and Activities, First Time Guide to Hawaii.



Advertisement Rates

Premium	1x	2x	3x	4x	5x	Trim Size	Bleed Size	Live Size
Cover 2 Page 1	\$18,000	\$17,000	\$14,100	\$12,500	\$12,400	W420mm x H284mm	W430mm x H294mm	W415mm x H279mm
Cover 4	\$10,200	\$9,000	\$8,000	\$7,200	\$7,000	W200mm x H240mm	W210mm x H250mm	W195mm x H235mm
Facing TOC 1 / TOC 2	\$8,800	\$7,800	\$7,000	\$6,200	\$6,100	W210mm x H284mm	W220mm x H294mm	W205mm x H279mm
Cover 3	\$9,200	\$8,200	\$7,200	\$6,500	\$6,400	W210mm x H284mm	W220mm x H294mm	W205mm x H279mm
Full Page*	\$8,300	\$7,500	\$6,700	\$6,000	\$5,900	W210mm x H284mm	W220mm x H294mm	W205mm x H279mm

*Ad will be placed within the first 30 pages of the magazine.

Regular	1x	2x	3x	4x	5x	Trim Size	Bleed Size	Live Size
Spread	\$14,000	\$12,400	\$11,300	\$9,700	\$9,600	W420mm x H284mm	W430mm x H294mm	W415mm x H279mm
Full Page	\$7,300	\$6,300	\$5,700	\$5,500	\$5,200	W220mm x H284mm	W210mm x H284mm	W205mm x H279mm
1/2 Page (Vertical)	\$4,300	\$4,100	\$3,500	\$3,200	\$3,100	W90mm x H264mm	N/A	N/A
1/2 Page (Horizontal)	\$4,300	\$4,100	\$3,500	\$3,200	\$3,100	W190mm x H127mm	N/A	N/A
1/3 Page (Horizontal)	\$3,200	\$2,900	\$2,600	\$2,400	\$2,300	W60mm x H264mm	N/A	N/A
1/4 Page	\$2,800	\$2,500	\$2,200	\$2,100	\$1,900	W90mm x H127mm	N/A	N/A

Special Advertising Options

Advertorial	1x	2x	3x	4x	5x	Trim Size
Full Page	\$8,900	\$8,400	\$8,000	\$7,800	\$7,400	W220mm x H284mm
Half Page	\$6,400	\$5,300	\$4,700	\$4,200	\$3,700	W190mm x H127mm

Bound Book in Book	Rate	Trim Size
8 Pages	Please inquire	W210mm x H200mm
16 Pages	Please inquire	W210mm x H200mm

- 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 5mm 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
2/20/2018 (#143)	12/7/2017	1/5/2018
4/20/2018 (#144)	2/1/2018	3/2/2018
6/20/2018 (#145)	4/5/2018	5/3/2018
9/20/2018 (#146)	7/5/2018	8/2/2018
11/20/2018 (#147 - Yearbook)	9/6/2018	10/4/2018

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