



HILUXURY

HAWAII'S LUXURY MAGAZINE

HILuxury is dedicated to high-quality editorial and visual content. Catering to all of Hawaii's LUXURY MARKETS, HILuxury features articles on fashion, travel, homes, dining, cars and social gatherings. Filled with STUNNING fashion spreads, the latest dining spots, and insightful interviews, HILuxury is the CONNOISSEUR of Hawaii's finer things and more. HILuxury is Hawaii's Luxury Magazine.

HILuxury HAWAII'S LUXURY MAGAZINE.

OUR READERS:

Influential and armed with discriminating tastes, our readers are dedicated to living above the mundane and reach out to life's grandeur.

DISTRIBUTION

HOMES: Direct mailed to homes on Oahu whose home value exceeds \$1 million and are owner/occupants.

LUXURY HOTELS / RESORTS:

In-room distribution at The Halekulani Hotel, Trump Hotel on Oahu, The Four Seasons Hualalai and exclusive vacation homes on the Big Island at Hualalai and Kukio.

AIRPORTS / BOOKSTORES:

United Airlines Red Carpet Rooms New York, Chicago, San Francisco, Denver, Los Angeles and Tokyo (Narita) Borders and Barnes & Noble, Fujioka's Wine, Longs Drugs and other luxury retail locations throughout Hawaii.

IN EVERY ISSUE

HISOCIETY – Luxury in the community
INDULGE – The latest splurges covering everything from beauty to electronics
FEATURES – Profiles, cover feature, fashion
EXPERIENCE – Elite escapes
SAVOR – Food and wine

EDITORIAL CALENDAR SUBJECT TO CHANGE

FEBRUARY/MARCH

Arts & Entertainment Issue

APRIL/MAY

All About Her Issue

JUNE/JULY

All About Him Issue

AUGUST/SEPTEMBER

Food & Wine Issue

OCTOBER/NOVEMBER

Fall Issue

DECEMBER/JANUARY

Holiday Issue

Circulation of 20,000

Printed bi-monthly

35% placed in prime visual locales

65% direct mailed to homes valued over \$1 million

Distributed through in-room placement in a careful selection of Hawaii's most prestigious hotels, including: Halekulani, Trump Hotels, Four Seasons Hualalai, Mauna Lani Resort, Mauna Kea Resort, Fairmont Orchid and Hotel Wailea

DESIGNATED FOR ALA MOANA CENTER
AND ROYAL HAWAIIAN CENTER

HILUXURY

Dedicated to high-quality editorial and visual content, HILuxury our staff of globally-savvy editors and photographers cater to Hawaii's elite. Featuring exclusive interviews with the most accomplished residents and celebrities, breaking news in fashion, automobiles, social gatherings and business profiles, to haute dining finds and off-the-beaten-path travel gems.

HILuxury is available in the Red Carpet Rooms of United Airlines at Honolulu, Denver, Los Angeles, Seattle, San Diego, Chicago, San Francisco and Tokyo-Narita airports. HILuxury is proud to be a featured magazine in the Seoul, Korea and San Francisco, California, President's Club of Continental Airlines - with additional hubs announced shortly.

HiLuxury, HAWAII'S LUXURY MAGAZINE

HiLuxury is designated media for Ala Moana Center and Royal Hawaiian Center

RATES

BI-MONTHLY AD RATES	1x	3x	6x
Full page	\$3050	\$2750	\$2475
2/3	\$2135	\$1965	\$1820
1/3	\$1100	\$1010	\$940

PREMIUM POSITIONS

Minimum of 6x commitment

COVERS

4th (back)	\$3860
3rd (inside back)	\$3150
2nd (inside front) & page 1	\$7720
Pages 2 & 3	\$5500
Pages 4 & 5	\$5500
Pages 6 & 7	\$5500

Positions other than premium positions listed above are not guaranteed.

A premium rate is required for guaranteed positions.

Ask your sales rep for quotes.

All rates are net and do not include the 4.712% Hawaii State tax.

ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

DEADLINES

PUBLICATION DATE: **December/January 2012**

SPACE: Oct. 14, 2011 | CAMERA-READY: Oct. 21, 2011

PUBLICATION DATE: **February / March 2012**

SPACE: Dec. 16, 2011 | CAMERA-READY: Dec. 23, 2011

PUBLICATION DATE: **April/May 2012**

SPACE: Feb. 10, 2012 | CAMERA-READY: Feb. 17, 2012

PUBLICATION DATE: **June/July 2012**

SPACE: April 6, 2012 | CAMERA-READY: April 13, 2012

PUBLICATION DATE: **August/September 2012**

SPACE: June 8, 2012 | CAMERA-READY: June 15, 2012

PUBLICATION DATE: **October/November 2012**

SPACE: Aug. 10, 2012 | CAMERA-READY: Aug. 17, 2012

PUBLICATION DATE: **December/January 2013**

SPACE: Oct. 12, 2012 | CAMERA-READY: Oct. 19, 2012

DIMENSIONS & SPECIFICATIONS

AD SIZES (W" X H")

TRIM SIZE: 8.125" X 10.875"

SAFETY MARGIN: .50" from top and bottom,

.5625" from left and right

BINDING: Perfect bound, 10.875" side

Trim Size	8.125" w x 10.875" h
Full page with bleed	8.375" w x 11.125" h
<i>Build to trim size (8.125" w x 10.875" h) and extend the bleed .125" beyond trim on all sides.</i>	
Full Page no bleed	7" w x 9.437" h
2-Page spread trim size	16.25" w x 10.875" h
2-Page spread with bleed	16.5" w x 11.125" h
<i>Build to trim size (16.25" w x 10.875" h) and extend the bleed .125" beyond trim on all sides.</i>	
2/3 page (vertical)	4.625" w x 9.437" h
1/3 page (vertical)	2.25" w x 9.437" h
1/3 page (horizontal)	7" w x 3.145" h

DIGITAL AD REQUIREMENTS

All ad submissions must be PDF-x1a files

The PDF/X1-a files must have:

- All fonts embedded.
 - CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles.)
 - All PMS or Pantone colors must be converted to CMYK.
 - Resolution: 300 dpi
 - All full page ads should be centered on a trim size document and have marks indicating trim and bleed.
- All marks must be outside the trim size document.

Digital files must be submitted with a SWOP certified proof. By choosing not to supply a SWOP certified proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files.

DOCUMENT SIZE

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly. All full page bleed ads must include .125" bleed on head, face, and foot dimension.

PC AND MICROSOFT PUBLISHER FILES ARE NOT ACCEPTED.

FILE DELIVERY

<http://ftp3.staradvertiser.com>

enter your contact email

enter your email

upload file by clicking on "upload" button

PUBLICATION TERMS

It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the publication deadline.

ONLY CAMERA-READY (READY TO PUBLISH) ADS ARE ACCEPTED FOR PUBLICATION.

Contact your Account Executive for additional design/production rates if these services are required.



TO ADVERTISE:
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