HILUXURY
HAWAI'S OWN LUXURY LIFESTYLE MAGAZINE

No one caters more to Hawai'i's elite.

HILuxury is dedicated to high-quality editorial and visual content. Catering to all of Hawai'i's LUXURY markets, featuring 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 Hawai'i's finer things and more. Hawai'i's Own Luxury Lifestyle Magazine.

To advertise: Linda Woo
lwoo@staradvertiser.com | 808-529-4355

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
April/May	All About Her
June/July	All About Him
August/September	Food & Wine
October/November	Fall
December/January	Holiday

HI LUXURY
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BI-MONTHLY AD RATES

	1x	3x	6x
Full Page	$3050	$2750	$2475
2/3 Page	$2135	$1965	$1820
1/3 Page	$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% Hawai'i State tax.

DESIGNATED FOR ALA MOANA CENTER AND ROYAL HAWAIIAN CENTER

ADDITIONAL CHARGES

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

DEADLINES

PUBLICATION DATE: **December/January 2013**
SPACE: Oct. 12, 2012 | CAMERA-READY: Oct.19, 2012

PUBLICATION DATE: **February/March 2013**
SPACE: Dec. 14, 2012 | CAMERA-READY: Dec. 21, 2012

PUBLICATION DATE: **April/May 2013**
SPACE: Feb. 8, 2013 | CAMERA-READY: Feb. 15, 2013

PUBLICATION DATE: **June/July 2013**
SPACE: April 5, 2013 | CAMERA-READY: April 12, 2013

PUBLICATION DATE: **August/September 2013**
SPACE: June 7, 2013 | CAMERA-READY: June 14, 2013

PUBLICATION DATE: **October/November 2013**
SPACE: Aug. 9, 2013 | CAMERA-READY: Aug. 16, 2013

PUBLICATION DATE: **December/January 2014**
SPACE: Oct. 11, 2013 | CAMERA-READY: Oct. 18, 2013

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 camera-ready 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.

OAHU PUBLICATIONS

HILUXURY

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AD DIMENSIONS & SPECIFICATIONS

TRIM SIZE: 8.125" X 10.875"

SAFETY: All live matter must be at least 0.25" from trim on all sides.
BINDING: Perfect bound, 10.875" side

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size:	8.125"w x 10.875"h
Full Page with bleed: Build to trim size (8.125"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.	8.375"w x 11.125"h
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: Build to trim size (16.25"w x 10.875"h) and extend the bleed .125" beyond trim on all sides.	16.5"w x 11.125"h
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

Minimum size knockout type should be 8 point.
Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files
The PDF/X-1a 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
• Maximum ink density: 300 total.
- 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.

FILE DELIVERY

http://ftp3.staradvertiser.com
enter your contact email
enter your email
upload file by clicking on "upload" button

Circulation

20,000
Bi-monthly

Distributed to homes valued over $1 million

Luxury Hotels & Resorts

Halekulani
The Kahala Resort
The Trump Hotel
Four Seasons Hualalai
Mauna Lani Bay Hotel
Mauna Kea Beach Hotel
President's Rooms at the Fairmont Orchid
Limited distribution to Kukio
Hotel Wailea
Four Seasons Maui

Airports & Bookstores

On newsstands and bookstores throughout Oahu.

Available in the Red Carpet lounges for United Airlines with direct connect to Hawai'i, including those in Narita Japan and Guam. Also in the premier lounges for both American and Hawaiian Airlines.

HILuxury is available in both print and digital.

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