

**CONSOLIDATED MEDIA REPORT**  
Newspaper

**Star Advertiser**  
Hawaii's Newspaper

**Any Way You Read It. We Deliver.**

- PRINT • WEB
- MOBILE • APPS
- PRINT REPLICA

THE PULSE of PARADISE

HAWAII EDITION \$1.50

**USA TODAY**  
Aflara String Quartet plays KCC Sunday

**THE GARDEN ISLAND**  
Friday Saturday Edition • FRIDAY MARCH 29, 2013 • THEGARDENISLAND.COM

**9/11 caller testifies in murder trial**

**Council wants TVR enforcement to step up**

STARADVERTISER.COM Aloha Friday MOSTLY SUNNY HIGH 85 LOW 69 - A18

**Star Advertiser** THE PULSE of PARADISE

**50th Anniversary**  
A GRACEFUL NEW MISS ALOHA HULA

**Late-night spots blamed for Ala Moana crime surge**

**Korean combat likely, defense expert says**

**Midweek: Oahu | JULY 20, 2013**

**BREWHALE**  
WITH UNCLE TOM

**2013 RAM 1500 CREW CAB 4X2 ST**  
\$25,905 or \$329/MO!

**CUTTER Chrysler Jeep Dodge PEARL CITY**  
905 Kamehameha Hwy. • 564-9900

**SECURED GOLD BUYERS**  
KANEHOE HONOLULU HAWAII KAI AIEA

**MIDWEEK BONUS COUPON 20% BONUS**

**HAWAII ARMY WEEKLY**

**Hawaii Marine**

**HO'OKELE**  
F-22 Raptors 'fly high' in first Red Flag deployment

**HI LUXURY**

**SHANE VICTORINO**  
This Maui-born All-Star looks forward to his future with the Red Sox

# Circulation

## The Honolulu Star-Advertiser is ranked 21st<sup>^</sup> Daily in the nation.

### NEWSPAPERS

| Total Honolulu Star-Advertiser and Branded Editions | Sunday  | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Mon-Fri Avg. |
|---|---------|---------|---------|-----------|----------|---------|----------|--------------|
|   | 207,139 | 190,428 | 192,700 | 508,757   | 193,553  | 255,468 | 195,289  | 268,182      |



| Honolulu Star-Advertiser   |                |                |                |                |                |                |                |                |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|  | Sunday         | Monday         | Tuesday        | Wednesday      | Thursday       | Friday         | Saturday       | Mon-Fri Avg.   |
| Honolulu Star-Advertiser Print   | 138,020        | 117,875        | 119,837        | 135,151        | 120,474        | 135,292        | 126,173        | 125,725        |
| Honolulu Star-Advertiser Digital Replica   | 16,176         | 16,067         | 16,157         | 16,162         | 16,184         | 16,180         | 16,167         | 16,150         |
| Honolulu Star-Advertiser Digital Non-Replica   | 52,943         | 52,774         | 52,859         | 52,862         | 52,865         | 52,863         | 52,949         | 52,845         |
| <b>Total Honolulu Star-Advertiser Average Circulation</b><br><i>(Subject to Audit)</i> | <b>207,139</b> | <b>186,716</b> | <b>188,853</b> | <b>204,175</b> | <b>189,523</b> | <b>204,335</b> | <b>195,289</b> | <b>194,720</b> |



| Branded Editions   |        |              |              |                |              |               |          |               |
|--|--------|--------------|--------------|----------------|--------------|---------------|----------|---------------|
|  | Sunday | Monday       | Tuesday      | Wednesday      | Thursday     | Friday        | Saturday | Mon-Fri Avg.  |
| MidWeek  |        |              |              | 300,422        |              |               |          | 60,084        |
| Street Pulse   |        |              |              |                |              | 46,842        |          | 9,368         |
| USA Today - Hawaii Edition*<br><i>(01/01/13-03/31/13)</i>  |        | 3,712        | 3,847        | 4,160          | 4,030        | 4,291         |          | 4,010         |
| <b>Total Branded Editions</b><br><i>(Subject to Audit)</i> |        | <b>3,712</b> | <b>3,847</b> | <b>304,582</b> | <b>4,030</b> | <b>51,133</b> |          | <b>73,462</b> |

\*USA Today - Hawaii Edition was introduced as a "Branded Edition" on January 1, 2013. The January 1 through March 31, 2013 Mon-Fri avg. is 8,209.



| Other Circulation                              |              |              |              |              |              |               |          |               |
|--|--------------|--------------|--------------|--------------|--------------|---------------|----------|---------------|
|  | Sunday       | Monday       | Tuesday      | Wednesday    | Thursday     | Friday        | Saturday | Mon-Fri Avg.  |
| The Garden Island<br><i>(Subject to Audit)</i> | 8,245        | 8,227        | 8,227        | 8,652        | 8,512        | 8,927         |          | 8,510         |
| Hawaii Army Weekly                             |              |              |              |              |              | 14,352        |          | 2,870         |
| Hawaii Marine                                  |              |              |              |              |              | 6,576         |          | 1,315         |
| Ho'okele (Navy & Air Force)                    |              |              |              |              |              | 22,028        |          | 4,406         |
| <b>Total Other Circulation</b>                 | <b>8,245</b> | <b>8,227</b> | <b>8,227</b> | <b>8,652</b> | <b>8,512</b> | <b>51,883</b> |          | <b>17,101</b> |

| Grand Total Combined Average Circulation | Sunday  | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Mon-Fri Avg. |
|--|---------|---------|---------|-----------|----------|---------|----------|--------------|
|  | 215,384 | 198,655 | 200,927 | 517,409   | 202,065  | 307,351 | 195,289  | 285,283      |

### HiLUXURY

#### HILUXURY Magazine

**Total Bi-Monthly Distribution** 16,356\*\*  
*(Subject to Audit)*

<sup>^</sup>Source: AAM March 2013 Snapshot

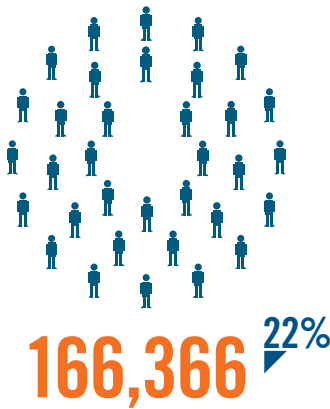
\*\*AAM Publisher's Statement for six months ended December 31, 2012



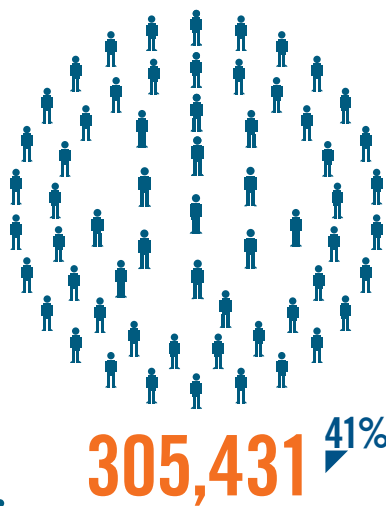
# Star-Advertiser Readership

## A week in print and a month online with the Star-Advertiser reaches **75% of Oahu adults.**

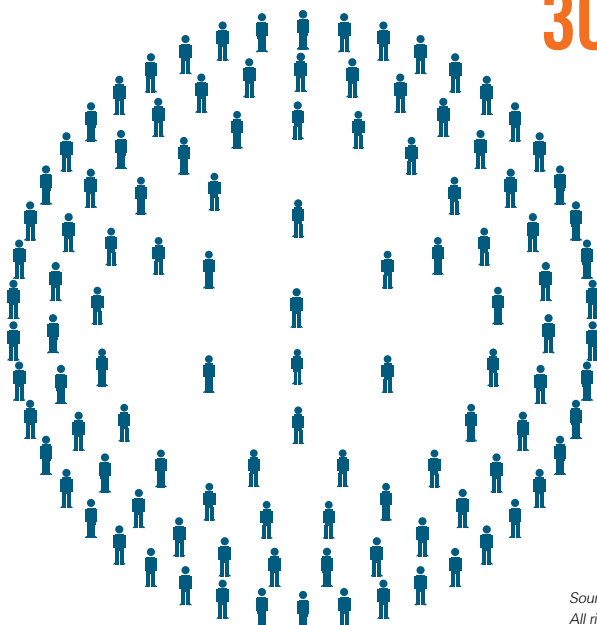
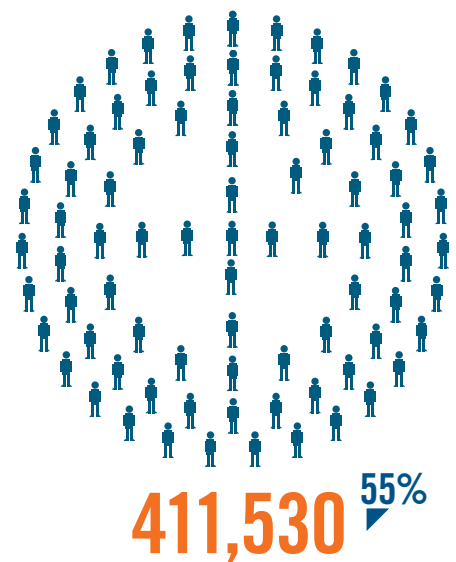
Staradvertiser.com  
30 Days



Daily Star-Advertiser  
Average Issue



Sunday Star-Advertiser  
Average Issue



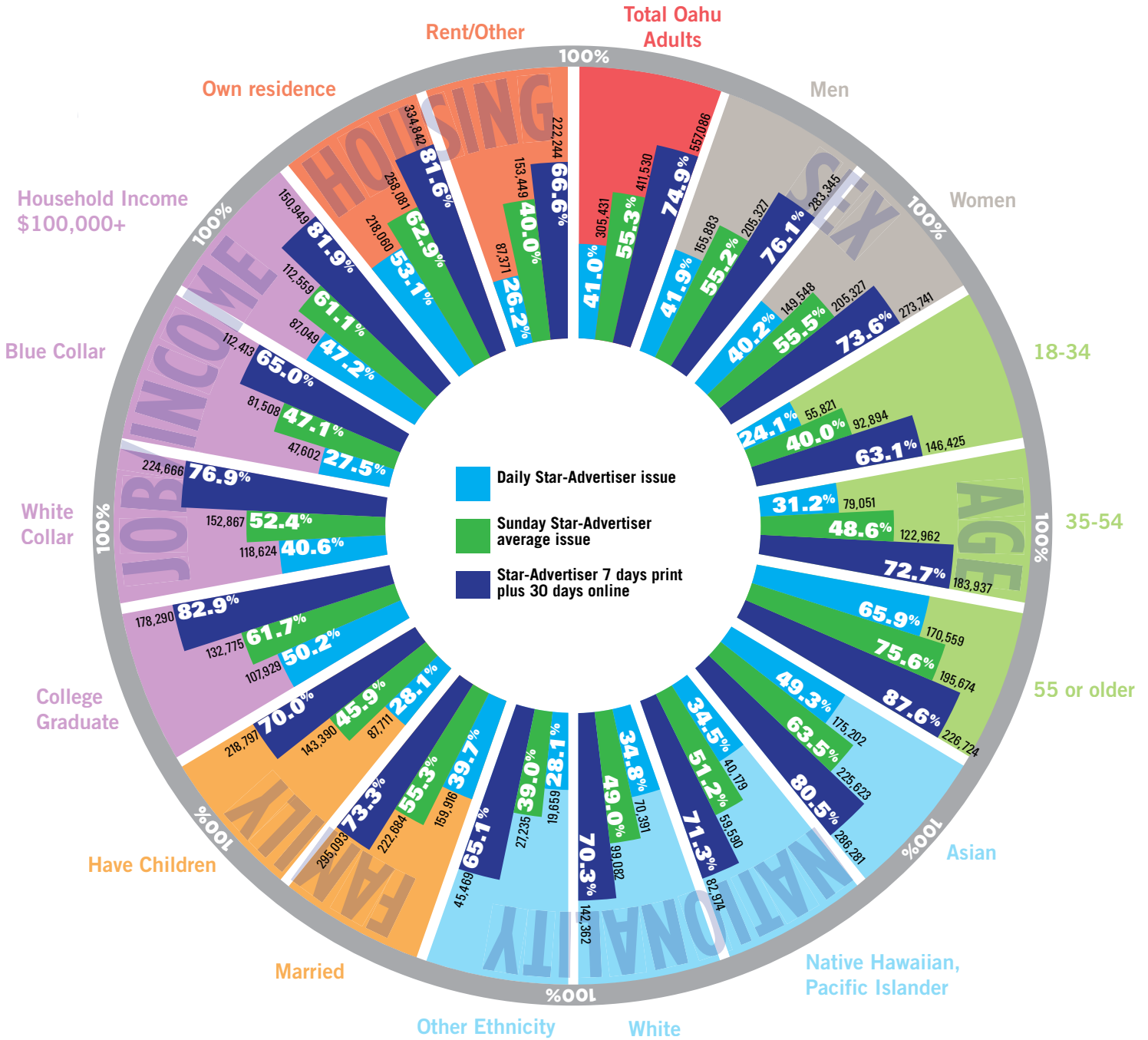
Star-Advertiser 7 Days in Print  
and 30 Days Online  
**557,086** **75%**

Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. (Oct 2011 - Sep 2012) - Base is 744,052 total Oahu adults.

 = 5,000 Oahu Adults



# Reach of Demographic Groups



Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. - Base is 744,052 Oahu adults.

# About Oahu



## REACH

| Publication   | Readership             |     |
|---|------------------------|-----|
| Honolulu Star-Advertiser<br>Daily + Sunday print (7 Days)                   | 524,177<br>Oahu adults | 70% |
| Honolulu Star-Advertiser +<br>MidWeek Oahu<br>Daily + Sunday print (7 Days) | 594,620<br>Oahu adults | 80% |

Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. - Base is 744,052 Oahu adults.

## ABOUT HONOLULU STAR-ADVERTISER

- Hawaii's daily newspaper, and Oahu's daily newspaper - publishes 7 days a week
- Honolulu Star-Bulletin (est. 1882) and The Honolulu Advertiser (est. 1856) merged to launch Honolulu Star-Advertiser in June 2010
- Award-winning journalism covering local, state, national and world news for Oahu and neighbor islands



## ABOUT OAHU

- There are 752,056 adults on Oahu
- 50% are male, and 50% are female
- 32% are 18-34 years old, 34% are 35-54 years old and 34% are 55 years old or older
- 44% of Oahu's population is Asian, 22% is White, 9% is Pacific Islander, 3% is another single race and 22% has 2 or more races
- 52% of households are married-couple families
- 34% of households have children 17 or younger
- 63% of adults 25+ have some college education or higher
- The average household income is \$83,396
- 55% of households are owner-occupied
- The median home value is \$544,300

Source: U.S. Census - 2011 American Community Survey

- Oahu received 4.9 million visitors in 2012.
- They spent over \$7.4 billion.
- That's 19% more than in 2011.
- Oahu visitors stay an average of 7.4 days.
- on the Garden Isle.

Source: State of Hawaii - Department of Business, Economic Development & Tourism

**President & Publisher**  
 Dennis Francis..... 808.529.4702  
 dfrancis@staradvertiser.com

**Sr. Vice President / Marketing**  
 J. David Kennedy..... 808.529.4818  
 dkennedy@staradvertiser.com

**Sr. Vice President / Advertising**  
 Glenn Zuehls..... 808.529.4704  
 gzuehls@staradvertiser.com

**Vice President / Circulation**  
 David Williams..... 808.695.6318  
 dwilliams@staradvertiser.com

**Director of Sales & Marketing**  
 Linda Woo..... 808.529.4355  
 lwoo@staradvertiser.com



**Director of Business Development**  
 Jay Higa..... 808.529.4712  
 jhiga@staradvertiser.com

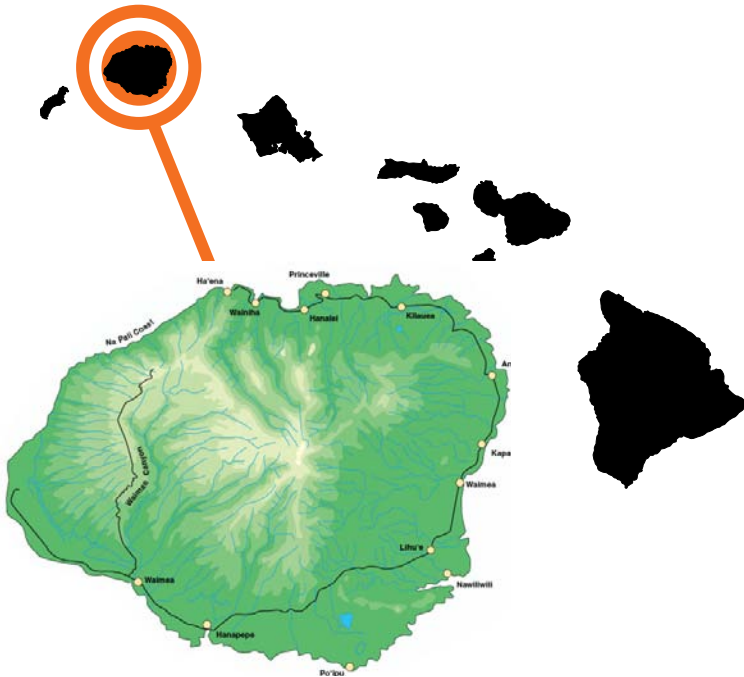
**Director of Retail Sales**  
 Darin Nakakura..... 808.529.4726  
 dnakakura@staradvertiser.com

**Director of Classified Sales**  
 Patrick Klein..... 808.529.4842  
 pklein@staradvertiser.com

**Director of National Sales / Majors**  
 Mike Wiley..... 808.529.4385  
 mwiley@staradvertiser.com



# About Kaua'i



## ABOUT KAUA'I

- There are 52,522 adults on Kaua'i.
- 50% are male, and 50% are female
- 24% are 18-34 years old, 36% are 35-54 years old and 40% are 55 years old or older
- 38% of Kaua'i's population is Asian, 33% is White, 9% is Pacific Islander and 19% has 2 or more races
- 55% of households are married-couple families
- 35% of households have children 17 or younger
- 63% of adults 25+ have some college education or higher
- The average household income is \$69,095
- 59% of households are owner-occupied
- The median home value is \$479,700

Source: U.S. Census - 2011 American Community Survey

- Kaua'i received 1.1 million visitors in 2012.
- They spent over \$1.4 billion.
- That's 20% more than in 2011.
- Kaua'i visitors stay an average of 7.5 days on the Garden Isle.

Source: State of Hawaii - Department of Business, Economic Development & Tourism

## REACH

| Publication   | Readership              |     |
|---|-------------------------|-----|
| The Garden Island Weekly Daily + Sunday (7 Days)                  | 46,055<br>Kaua'i adults | 87% |
| The Garden Island + MidWeek Kaua'i Weekly Daily + Sunday (7 Days) | 46,843<br>Kaua'i adults | 89% |

Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. - Base is 52,850 Kaua'i adults.

## ABOUT THE GARDEN ISLAND

- Kaua'i's daily newspaper – publishes 6 days a week, Monday-Friday and Sunday
- Est. 1902



### THE GARDEN ISLAND

**Casey Quel Fitchett**, Publisher  
 cqquel@thegardenisland.com ..... 808.245.0421

**Jay Higa**, Advertising Director  
 jhiga@thegardenisland.com ..... 808.529.4712

**Linda Woo**, National Advertising  
 lwoo@thegardenisland.com ..... 808.529.4355

**Classified Advertising**  
 tgiclassifieds@thegardenisland.com.... 808.246.0325

**Retail Advertising**  
 displayads@thegardenisland.com ..... 808.245.0425

**Legal Advertising**  
 legals@thegardenisland.com ..... 808.245.0450

**Online Advertising**  
 onlineads@thegardenisland.com ..... 808.245.0442

**Dennis Francis**  
 President

**J. David Kennedy**  
 Senior Vice President / Marketing

**Glenn Zuehls**  
 Senior Vice President / Advertising

**David Williams**  
 Vice President / Circulation

**OPI**  
 OAHU PUBLICATIONS, INC.  
 808.529.4700

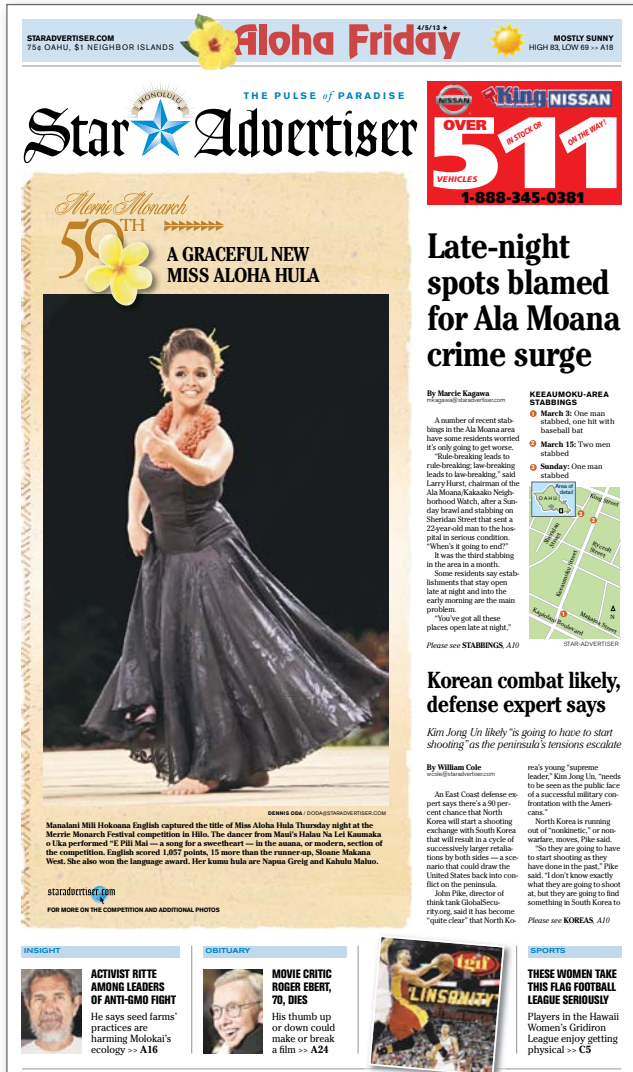


# Portfolio of Products

## OAHU PUBLICATIONS, INC.

The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes The Garden Island, MidWeek, the Hawaii Army Weekly, Hawaii Marine, Ho'okele, HILuxury, and a growing roster of community periodicals and in-room resort magazines. OPI owns and publishes a diverse group of products which include:

# The Honolulu Star-Advertiser is read by 7 out of 10\* Oahu adults each week.



The sample shows the front page of the Honolulu Star-Advertiser. At the top, it says "Aloha Friday" and "MOSTLY SUNNY HIGH 83, LOW 69". The main headline is "Late-night spots blamed for Ala Moana crime surge" by Marcie Kagawa. Another headline is "Korean combat likely, defense expert says" by William Cole. A large photo features a woman in a black dress, identified as Merrie Monarch 50th. There are also smaller sections for "INSIGHT" and "OBITUARY".

# Honolulu Star-Advertiser

|                           |                               |
|---------------------------|-------------------------------|
| <b>DAILY CIRCULATION</b>  | <b>DAILY OAHU READERSHIP</b>  |
| 125,725                   | 305,431 <b>41%</b>            |
| <b>SUNDAY CIRCULATION</b> | <b>SUNDAY OAHU READERSHIP</b> |
| 138,020                   | 411,538 <b>55%</b>            |

AAM Publisher's Statement - Six months ended March 31, 2013

\*Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. Base is 744,052 adults.



A collage of other publications including "Dining Out", "tgif", "HR RENOVATION", and "Wash away your window worries".

# Portfolio of Products

## The Garden Island is read by 87%\* of Kaua'i adults each week.



## The Garden Island

THEGARDENISLAND.COM

| DAILY CIRCULATION  | DAILY KAUA'I READERSHIP  | WEEKLY KAUA'I READERSHIP |
|--------------------|--------------------------|--------------------------|
| 8,510              | 36,234 <sup>69%</sup>    | 46,055 <sup>87%</sup>    |
| SUNDAY CIRCULATION | SUNDAY KAUA'I READERSHIP |                          |
| 8,245              | 26,125 <sup>49%</sup>    |                          |

AAM Publisher's Statement - Six months ended March 31, 2013

\*Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. Base is 52,850 total Kaua'i adults.

## MidWeek reaches 350,804\*\* Oahu and Kaua'i adults every week.



## MidWeek

MIDWEEK.COM MIDWEEKKAUAI.COM

- Weekly community newspaper on Oahu and Kaua'i – publishes every Wednesday
- MidWeek Oahu est. 1984. MidWeek Kaua'i est. 2010.
- Mailed to virtually every household on Oahu and Kaua'i
- Delivered by U.S. Postal Service via 2nd class mail

| WEEKLY OAHU DISTRIBUTION | WEEKLY KAUA'I DISTRIBUTION | WEEKLY OAHU + KAUA'I READERSHIP | MONTHLY OAHU + KAUA'I READERSHIP     |
|--------------------------|----------------------------|---------------------------------|--------------------------------------|
| 269,067                  | 31,355                     | 350,804 <sup>44%</sup>          | 411,821 <sup>52%</sup><br>4 wk reach |

AAM Publisher's Statement - Six months ended March 31, 2013

\*\*Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. Base is 796,902 total Oahu and Kaua'i adults.





# Portfolio of Products



BY THE DAWN'S EARLY LIGHT

## Hawaii Marine



USARPAC deta

## Recon Marine Forces cond

Reconnaissance Marines from the 1st Reconnaissance Battalion, 1st Marine Airborne Task Force, are seen in flight with members of the 1st Reconnaissance Battalion, 1st Marine Airborne Task Force, during a joint exercise in Hawaii.

### WHO'OKELE

PEARL HARBOR - HICKAM NEWS  
February 8, 2013  
www.whookele.com

## F-22 Raptors 'fly high' in first Red Flag deployment

Staff Sgt. Tere Barrios  
2nd Wing Public Affairs

A Red Flag exercise is in progress at Hickam Air Force Base, Hawaii, as the 1st Reconnaissance Battalion, 1st Marine Airborne Task Force, and the 2nd Reconnaissance Battalion, 1st Marine Airborne Task Force, participate in a joint exercise.

The exercise is a key component of the 2nd Reconnaissance Battalion's training and is designed to test the unit's ability to conduct reconnaissance and targeting operations in a joint environment.

The exercise is being conducted in conjunction with the 2nd Reconnaissance Battalion's deployment to the 2nd Marine Airborne Task Force, 1st Marine Airborne Task Force, and the 2nd Reconnaissance Battalion, 1st Marine Airborne Task Force.

The exercise is a key component of the 2nd Reconnaissance Battalion's training and is designed to test the unit's ability to conduct reconnaissance and targeting operations in a joint environment.

The exercise is being conducted in conjunction with the 2nd Reconnaissance Battalion's deployment to the 2nd Marine Airborne Task Force, 1st Marine Airborne Task Force, and the 2nd Reconnaissance Battalion, 1st Marine Airborne Task Force.

# Military Newspapers

- Weekly military newspapers – publishes every Friday
- The official newspapers for the U.S. Army, Marine Corp., Navy and Air Force in Hawaii.
- Delivered to military homes, bases and the Hale Koa Hotel (Waikiki)

**DISTRIBUTION**

**Hawaii Army Weekly**  
HAWAIIARMYWEEKLY.COM

14,352

**DISTRIBUTION**

**Hawaii Marine**

6,576

**DISTRIBUTION**

**Ho'okele (Navy & Air Force)**  
HOOKELENEWS.COM

22,028

## USA Today Hawaii Edition

• Daily newspaper - publishes 5 days a week, Monday - Friday

• An edition of USA Today with Hawaii specific editorial and advertising

• Available at Starbucks, ABC Stores, all major grocers and delivered to rooms at numerous Hawaii hotels

**DAILY CIRCULATION**

8,209

Three month average 01/01/13 - 03/31/13

## Street Pulse

HONOLULUSTREETPULSE.COM

• Weekly entertainment publication - publishes every Friday

• A photo-intense, edgy publication targeting young adults with a "Hottie of the Week" cover model, photo pages of nightlife and parties, and weekly sections like: "Tats & Tanlines", "Game On" for video gamers, "SP Rides" featuring custom built cars, and MMA coverage.

• Available free at over 500 rack locations throughout Oahu

**DISTRIBUTION**

46,842

AAM Publisher's Statement - Six months ended March 31, 2013

# Portfolio of Products



## HI Luxury

**HILUXURY.COM**

- Luxury magazine - publishes 6 times a year
- Luxury magazine catering to Hawaii's elite with high-quality editorial and visual content
- Mailed to Oahu homes. Also available at Hawaii luxury hotels, Oahu newsstands and bookstores, select United Airlines red carpet lounges.

2012 MAGGIE Award winner from the Western Publishing Association

### DISTRIBUTION

16,356

AAM Publisher's Statement -  
 6 months ending December 31, 2012



## Waikiki Magazine

**WAIKIKIVISITOR.COM**

- Magazine - publishes 6 times a year
- A magazine for visitors and locals with stories and features about shopping, dining and entertainment in Waikiki
- Available at Waikiki kiosks, select hotel concierge desks, military bases and Honolulu International Airport. Also inserted into Honolulu Star-Advertiser copies at 66 Waikiki hotels

### DISTRIBUTION

80,700

# Portfolio of Products

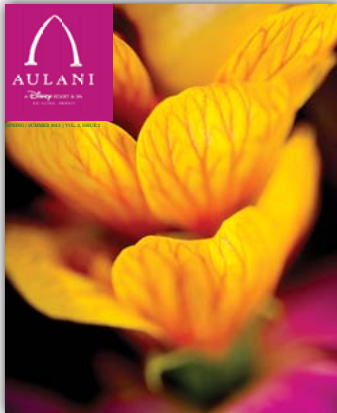


## Aloha Hilton Hawaiian Village & Aloha Hilton Waikoloa

- Aloha Hilton Hawaiian Village - publishes 2 times a year
- Aloha Hilton Waikoloa - publishes once a year
- In-room magazines created specifically for guests at the Hilton Hawaiian Village (Oahu) and Hilton Waikoloa (Big Island) - publishes annually
- Features interesting editorials and profiles as well as shopping, dining and activity suggestions

### DISTRIBUTION

49,700



## Disney Aulani

- In-room magazine for the Aulani - a Disney Resort & Spa - publishes 2 times a year
- Features incredible stories and jaw-dropping photography about Aulani and Hawaii's rich, diverse culture

### DISTRIBUTION

10,100



## Halekulani Living

- In-room magazine for Halekulani Hotel - publishes 2 times a year
- A publication specializing in featuring goods and services that have them buying more, exploring further, advancing their lives and indulging their spirits

### DISTRIBUTION

6,000

# Portfolio of Products



## Ola Grand Waikikian

- In-room magazine for Hilton Grand Vacations Hawaii – publishes 2 times a year
- A beautifully crafted publication in English and Japanese targeting upscale repeat Hawaii visitors

DISTRIBUTION

8,100



## Fairmont Luana

- In-room magazine for Fairmont Kea Lani (Maui) and Fairmont Orchid (Big Island) - publishes annually

DISTRIBUTION

8,060



## Go Kailua

GOKAILUAMAGAZINE.COM

- Community magazine – publishes 3 times a year (Spring, Summer and Holiday issues)
- A magazine for Kailua full of information about shopping, dining, activities and events in the neighborhood.
- Direct-mailed to homes in the close-knit community of Kailua

DISTRIBUTION

17,976

# Digital Statistics



Page Impressions/Views

AAM Digital Audit, See Explanatory, March 2013

 **15,207,717**

Total Unique Browsers

AAM Digital Audit, See Explanatory, March 2013

 **1,615,302**

Facebook Likes

as of March 31, 2013

[www.facebook.com/staradvertiser/](http://www.facebook.com/staradvertiser/)

 **151,786**

Digital Non-Replica Circulation

Mon - Fri Average

 **52,845**

AAM Publisher's Statement - Six months ended March 31, 2013

Digital Replica Circulation

Mon - Fri Average

 **16,150**

AAM Publisher's Statement - Six months ended March 31, 2013



**Download The App**  
Breaking news, traffic & weather, sports & more



**PULSE**

**HONOLULUPULSE.COM**



Page Impressions/Views

AAM Digital Audit, See Explanatory, March 2013

 **4,313,660**

Total Unique Browsers

AAM Digital Audit, See Explanatory, March 2013

 **195,858**

Facebook Likes

as of March 31, 2013

[www.facebook.com/honolulupulse/](http://www.facebook.com/honolulupulse/)

 **15,429**

**SP STREET PULSE**



**HONOLULUSTREETPULSE.COM**

Page Impressions/Views

AAM Digital Audit, See Explanatory, March 2013

 **2,638,508**

Total Unique Browsers

AAM Digital Audit, See Explanatory, March 2013

 **53,218**

Facebook Likes

as of March 31, 2013

[www.facebook.com/honolulustreetpulse/](http://www.facebook.com/honolulustreetpulse/)

 **5,889**

# Explanatory - Other

## PRINT/ONLINE READERSHIP EXPLANATORY:

DMA Area: Honolulu

NDM\* Area: Reflects 95.9% circulation within the circulation defined market per the December 31, 2011 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Honolulu County in Hawaii.

The "Past 7 Day Print and Past 30 Day Online" measurement is a combination of respondents who answered affirmatively that they read the Daily or Sunday print edition in the past week or respondents who answered affirmatively that they viewed the newspaper's website(s) any time in the past 30 days. Respondents captured in this measurement are included once with no duplication.

Please visit [www.audiencesnapshot.com](http://www.audiencesnapshot.com) to create customizable reports.

## WEBSITE USAGE EXPLANATORY:

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Alliance for Audited Media Reader Profile Standards. These standards can be found at <http://www.auditedmedia.com/pdfs/telephonestandards.pdf>. Verification of the Website Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to AAM Digital Services definitions and standards. This verification does not include AAM participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by AAM of the methodology or technologies used by the data providers.

Domains included in Web Activity:

Star-Advertiser: [blogs.staradvertiser.com](http://blogs.staradvertiser.com), [cars.staradvertiser.com](http://cars.staradvertiser.com), [circpro.staradvertiser.com](http://circpro.staradvertiser.com), [circulation.staradvertiser.com](http://circulation.staradvertiser.com), [comics.staradvertiser.com](http://comics.staradvertiser.com), [dining.staradvertiser.com](http://dining.staradvertiser.com), [games.staradvertiser.com](http://games.staradvertiser.com), [gateway.staradvertiser.com](http://gateway.staradvertiser.com), [hawaiijobs.monster.com](http://hawaiijobs.monster.com), [hawaiijobs.staradvertiser.com](http://hawaiijobs.staradvertiser.com), [hawaiiinnovation.staradvertiser.com](http://hawaiiinnovation.staradvertiser.com), [longs.staradvertiser.com](http://longs.staradvertiser.com), [movies.staradvertiser.com](http://movies.staradvertiser.com), [oahupublications.com/autotrader/\\*star-advertiser\\*](http://oahupublications.com/autotrader/*star-advertiser*), [obits.staradvertiser.com](http://obits.staradvertiser.com), [poll.staradvertiser.com](http://poll.staradvertiser.com), [premium.staradvertiser.com](http://premium.staradvertiser.com), [statelegals.staradvertiser.com](http://statelegals.staradvertiser.com), [staycation.staradvertiser.com](http://staycation.staradvertiser.com), [store.staradvertiser.com](http://store.staradvertiser.com), [tgif.staradvertiser.com](http://tgif.staradvertiser.com), [vegas.staradvertiser.com](http://vegas.staradvertiser.com), [weather.staradvertiser.com](http://weather.staradvertiser.com), [www.staradvertiser.com](http://www.staradvertiser.com), [www.staradvertiser.com/mobile/](http://www.staradvertiser.com/mobile/)

Pulse: [www.honolulupulse.com](http://www.honolulupulse.com)

Street Pulse: [www.honolulustreetpulse.com](http://www.honolulustreetpulse.com)

## WEBSITE USAGE DEFINITIONS:

AAM did not determine the publisher's choice of data provider for these statistics nor should the inclusion of these data be construed as endorsement by AAM of the methodology or technologies used by the data provider. As appropriate, AAM audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

Website Usage Definitions:

Total Unique Browsers: This site employs a cookie-based method for reporting of a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Snapshot Website Usage, Total Activity has been made to adjust this number from cookies to people (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations).

Page Impressions/Views: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server. In effect, one request by a valid browser should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

## FACEBOOK LIKES

Facebook is a social networking website that is operated by Facebook Inc. The number of "Likes" are the number of individual Facebook profiles that have signed onto Facebook pages created and/or branded to The Star-Advertiser, Honolulu Pulse and Honolulu Street Pulse. "Likes" may allow content from these Facebook Pages to be displayed on their personal News Feed tab. The number represented in this report is the total "Likes" and may contain individuals that "like" more than one page (e.g. may contain duplicates). A Facebook profile (account) may not equate to an individual person.

# Statement



500 Ala Moana Blvd., Suite 7-500, Honolulu, HI 96813

HONOLULU STAR-ADVERTISER ■ THE GARDEN ISLAND - KAUA'I ■ USA TODAY - HAWAII EDITION  
MIDWEEK ■ HAWAII MARINE ■ HO'OKELE - NAVY & AIR FORCE ■ STREET PULSE  
HAWAII ARMY WEEKLY ■ WAIKIKI MAGAZINE ■ HILUXURY ■ HALEKULANI LIVING  
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DISNEY AULANI ■ FAIRMONT LUANA ■ GO KAILUA

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To Members of the Alliance for Audited Media:

Data annotated as 'subject to audit' represent items reported on the most recent AAM member's Publisher's Statement and will be verified at the next scheduled audit period.

Other data have been examined in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the other data items contained in this report are fairly stated in all respects material to the totals reported.

**Alliance for Audited Media**

J. David Kennedy, SVP/Marketing  
Telephone (808) 529-4818 - FAX (808) 545-4918  
500 Ala Moana Blvd., Suite 7-500  
Honolulu, HI 96813  
e-mail: dkennedy@staradvertiser.com



HONOLULU STAR-ADVERTISER,  
published by Oahu Publications, Inc.,  
500 Ala Moana Blvd., Suite 7-500, Honolulu, HI 96813  
Honolulu Star-Advertiser - #233062 - 730 - 744  
May 2013 01-0963-0