



NEWS RELEASE

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Contact:
Dave Kennedy
Honolulu Star-Advertiser
(808) 529-4818

Andrew Garrett
Communications Pacific
(808) 354-1108
agarrett@commpac.com

HONOLULU STAR-ADVERTISER LAUNCHES WAIKIKI MAGAZINE

The new publication will be distributed throughout Waikiki and guide visitors and local residents to area dining, shopping and recreation options

HONOLULU – The Honolulu Star-Advertiser is debuting a new publication, WAIKIKI MAGAZINE, this month. The graphics-and-content-rich magazine, which will be distributed every two weeks as an insert in Waikiki hotel copies of the Honolulu Star-Advertiser, focuses on entertainment, shopping and recreation in Hawai'i's premier visitor center.

“While Waikiki has traditionally been the playground of visitors and local residents, there’s never been a publication specifically dedicated to the rich shopping, dining and recreational experiences the area has to offer,” said Dennis Francis, publisher of the Honolulu Star-Advertiser.

Published in both English and Japanese, more than 11,000 copies of the new magazine will be inserted into Waikiki hotel copies of the Honolulu Star-Advertiser; another 40,000 copies will be available at over 45 racks throughout the area and at Honolulu International Airport.

“Waikiki is home to some of the finest restaurants, retailers and nightlife in the world, all set against the backdrop of white, sandy beaches and azure waters,” said Dave Kennedy, senior vice president of the Honolulu Star-Advertiser. “Such a special place deserves the highest-quality publication possible to properly highlight everything the area has to offer – and that’s what we’re doing with Waikiki Magazine.”

(more)

“We’re excited that the Honolulu Star-Advertiser is launching Waikiki Magazine,” said Rick Egged, president of the Waikiki Improvement Association. “Virtually every week there are events or activities of interest to everyone; Waikiki Magazine will be the place to find out what, when and where.”

More information is available at www.oahupublications.com/magazine.

Oahu Publications, Inc., is the parent company of the Honolulu Star-Advertiser, Honolulu’s only daily newspaper and Hawai’i’s leading provider of in-depth, consistent and credible local news and information, as well as MidWeek, O’ahu’s most widely distributed weekly publication. In addition, the company’s magazine division produces an expanding portfolio of publications including 101 Things to Do, Ahahui Koa Anuenue (AKA), Aulani, Fairmont Luana, Halekulani Living, HILuxury, Go Kailua, and Ola Grand Waikikian Life.

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