



NEWS RELEASE

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HONOLULU STAR-ADVERTISER OFFERS FREE ACCESS TO WASHINGTON POST ONLINE EDITION

Star-Advertiser Subscribers Will Get Access to Reporting From One of the Country's Great Daily Newspapers

HONOLULU – The Honolulu Star-Advertiser will begin offering its subscribers free access to the digital content of The Washington Post on June 1. The Star-Advertiser is one of only six daily newspapers in the nation that are partnering with The Washington Post in a pilot program designed to bring added value to subscribers of local newspapers while expanding The Washington Post's journalistic reach across the country.

“The Washington Post, one of the country's great daily newspapers, is known for its award-winning journalism,” said Dennis Francis, Star-Advertiser publisher and president of its parent company, Oahu Publications, Inc. “We are excited to be able to offer Star-Advertiser subscribers, as well as subscribers to The Garden Island newspaper on Kauai, The Washington Post's suite of digital news products free via the Post's desktop and mobile websites.”

Francis said the partnership is just the latest example of how newspapers are finding ways to thrive in a digital environment that initially challenged the traditional newspaper publishing industry.

(more)

“The Honolulu Star-Advertiser and Oahu Publications’ family of weekly and community newspapers, as well as in-room hotel magazines, are continually adapting and staying ahead of news industry trends,” Francis said. “This partnership with The Washington Post allows us to offer our local subscribers access to a wealth of national and international news and commentary produced by a legendary, Pulitzer Prize-winning newspaper. The Post is renowned for, among much else, the reporting of its own correspondents in 15 of the world’s capitals.”

Access to The Washington Post’s digital content will be free to subscribers of the Star-Advertiser’s print editions. The offer is being extended to subscribers of The Garden Island on Kauai, which is also owned by Oahu Publications, Inc.

Washington Post President Stephen P. Hills said, “The Post has long been a source for groundbreaking national journalism. This program is a way for us to work with newspapers and other print and digital partners around the country to both add value to their subscriptions and expose the Post to a wider audience than ever before.”

Other newspapers taking part in the pilot program include The Dallas Morning News, The Toledo Blade, Minneapolis Star Tribune, Pittsburgh Post-Gazette and the Milwaukee Journal Sentinel.

The Honolulu Star-Advertiser is Oahu’s leading provider of in-depth, consistent and credible local news and information. It has an average weekly readership of 537,105 or 72 percent of Oahu adults, according to Scarborough Research. Its website, staradvertiser.com, receives more than 18 million monthly page views worldwide as measured by Google Analytics and is “Liked” by 200,000 Facebook users, ranking eighth in the nation among daily newspapers. The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes MidWeek, The Garden Island, the Hawaii Army Weekly, Hawaii Marine, Ho’okele Weekly, HILuxury, and a growing roster of community periodicals and in-room resort magazines.

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