



NEWS RELEASE

FOR IMMEDIATE RELEASE

Friday, May 18, 2012

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

Jon Pappas
Communications Pacific
(808) 543-3582

STAR-ADVERTISER TO OFFER NEW USA TODAY HAWAII EDITION *New agreement reaffirms commitment to give Hawaii readers the most timely news and information*

HONOLULU – Beginning Monday, May 21, a new Hawaii Edition of USA TODAY will be printed locally by The Honolulu Star-Advertiser. The edition will include all four sections of the mainland editions of USA TODAY – News, Money, Sports and Life – condensed into two 12-page sections. The Hawaii Edition will also feature two pages of local news. The new Hawaii Edition is the fruit of a new relationship between USA TODAY and The Honolulu Star-Advertiser that will give Hawaii residents and visitors more timely news and information.

Dennis Francis, publisher of The Honolulu Star-Advertiser, said, “We are delighted to have concluded this agreement with USA TODAY. It enables us to provide Hawaii with more timely access to a great national newspaper and to offer it to Star-Advertiser print subscribers at a very affordable rate.”

Susie Ellwood, executive vice president and general manager of USA TODAY, said, “Hawaii is an important market for USA TODAY and it is a pleasure for us to offer The Honolulu Star-Advertiser – Hawaii’s most comprehensive, trusted source of news and information – the opportunity to bring USA TODAY to Hawaii visitors and residents on a truly timely basis.”

(more)

Francis noted that the local content in the Hawaii Edition of USA TODAY – which will run on pages 2 and 3 – “will be designed specifically for the primary audience of USA TODAY in Hawaii, which consists mainly of visitors to our Islands,” he said.

Star-Advertiser home-delivery subscribers will be offered the USA TODAY Hawaii Edition for only \$5 a month.

The Honolulu Star-Advertiser is Oahu’s leading provider of in-depth, consistent and credible local news and information with an average weekly readership of 493,303 or 70 percent of Oahu adults according to Scarborough Research. Its website, staradvertiser.com, receives more than 19 million monthly page views worldwide and is “liked” by 48,266 Facebook users, ranking 7th in the nation among daily newspapers (Google Analytics). The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes MidWeek, the Hawaii Army Weekly, Hawaii Marine, Ho’okele Weekly, HILuxury, and a growing roster of community periodicals and in-room resort magazines.

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY’s mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Today, through its newspaper, website and mobile platforms, USA TODAY connects readers and engages the national conversation. USA TODAY, the nation’s number one newspaper in print circulation with an average of nearly 1.8 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 5.9 million readers daily. USA TODAY is a leader in mobile applications with more than 14 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

###