

## Honolulu Star-Advertiser Sets Digital Plans

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The [Honolulu Star-Advertiser](#) is planning to launch a digital subscription plan for its online readers on August 3, the newspaper announced this week.

Digital subscriptions will be free to existing print subscribers and will include full access to the newspaper's Web site, staradvertiser.com, an e-edition available for download on computers and mobile devices, iPad and smartphone apps, as well as full access to the paper's archive.

New subscribers can choose between a digital-only subscription (price is based on location), or an "all-access" package for \$19.95 per month, which includes full digital access and delivery of the printed newspaper.

Visitors to staradvertiser.com who do not wish to subscribe will be able to access content including the home page, breaking news, Associated Press stories, weather, the weekend entertainment section (TGIF), as well as "front pages" for nearly every section of the Web site such as headlines, sports, business, editorials and features. A 24-hour pass for full online access will also be offered for 99 cents.

"We invest heavily in generating around-the-clock, in-depth coverage of local events, politics, and sports, employing the largest newsroom in Hawaii with 116 seasoned professional journalists and newsroom staff," *Star-Advertiser* publisher Dennis Francis said in a statement. "Charging to view this content online as well as in print simply ensures we're able to continue our investment in local journalism; it enables us to continue providing our readers with the news and information they rely on whenever they want it, in whatever format is most convenient for them."

The *Star-Advertiser* was created a year ago with the consolidation of the *Honolulu Star-Bulletin* and *The Honolulu Advertiser*. The *Star-Advertiser* reaches 70% of Oahu adults, the paper said citing Scarborough Research data.