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Star-Advertiser Launches Digital Subscriptions in August



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By Wendy Osher



Dennis Francis. Photo courtesy Star-Advertiser.

The Star-Advertiser will launch digital subscription options for its online readers beginning on August 3, 2011. The newspaper joins a list of other papers from around the nation that will now charge readers for access to portions of online content.

The Star-Advertiser employs the largest newsroom in the state with 116 journalists and newsroom staff.

Digital subscriptions will be offered free of charge as a benefit to existing print subscribers. Those who opt to subscribe can do so for \$19.95 a month (for new O'ahu subscribers) for an all-access package that includes a print edition. Digital only subscriptions are also available for \$9.95 a month and includes access to online archives and premium content. Select portions of the paper website will still be available free of charge to on-line users who opt out of a subscription. A 24-hour pass for full online access will also be offered as an option.

“Charging to view this content not only in print, but also online 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,” said Star-Advertiser publisher Dennis Francis.

The Honolulu Star-Advertiser was established in 2010 with the consolidation of the Honolulu Star-Bulletin and The Honolulu Advertiser. The publication has an average weekly readership of 493,303, according to Scarborough Research. It is the flagship publication of Oahu Publications, Inc., which also includes MidWeek, the Hawaii Army Weekly, Hawaii Marine, Ho’okele Weekly, and HILuxury.

*** Supporting information courtesy the Honolulu Star-Advertiser.

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