

HAWAII'S LARGEST MEDIA COMPANY

Star Advertiser
THE PULSE OF PARADISE >> STARADVERTISER.COM
Reaching 287,289 daily readers Monday-Saturday

MARINE CONSERVATION

'Big ideas'
finished at
Legislature,
critics say



CONSOLIDATED MEDIA PORTFOLIO 2021



Biden: 'I did what I came to do'
US, Russia lay groundwork to ease tensions



Honor and Rem

HAWAII ISLAND COVID-19 COUNT
3,228 171 6 54

West Hawaii Today

Relaxing restrictions

HAWAII ISLAND COVID-19 COUNT
3,072 180 2,804 128

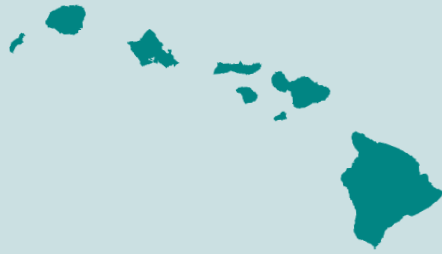
Hawaii Tribune Herald

Just 8 states see rise in cases



'There's just too much of it'

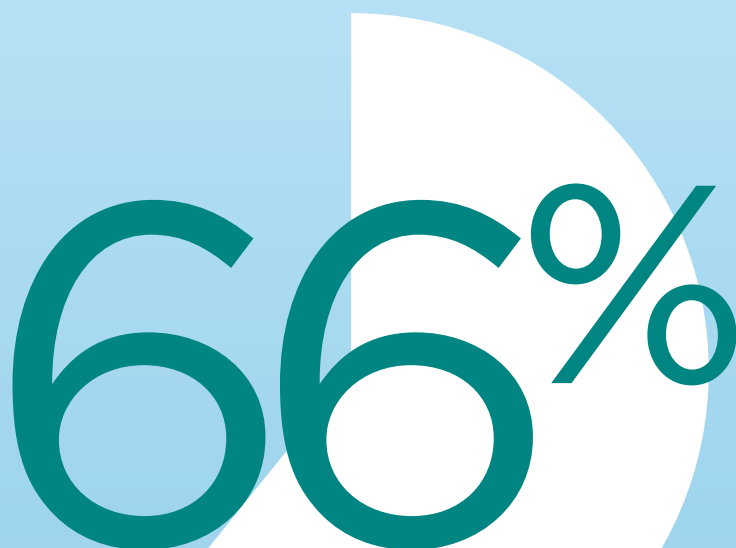
Star Advertiser
THE PULSE OF PARADISE



REACH

STATEWIDE REACH

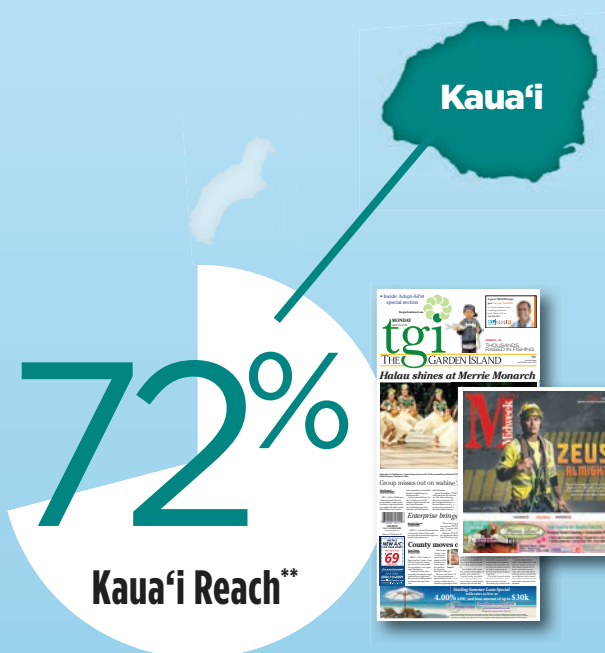
Oahu Publications Inc. is Hawaii's largest media company. Its products reach **66% of adults on Oahu, Kaua'i and Hawai'i Island combined.**



**Statewide
Combined Reach***

State of Hawai'i AT-A-GLANCE

#Adult Population1,121,541



Kaua'i Reach**

**The Garden Island
Kaua'i Midweek**
thegardenisland.com

Kaua'i AT-A-GLANCE

#Adult Population56,575

* Source: 2020 Release 2, Nielsen Scarborough Report. Base is 766,709 total Oahu Adults.

** Source: 2019 Release 2 + 2020 Release 2, Nielsen Scarborough Report. Base 159,088 West Hawaii Today/ Hawaii Tribune-Herald in Hawai'i Island Adults. Base 56,625 The Garden Island/Midweek total Kaua'i Adults.

* U.S. Census – 2019 American Community Survey 1-Year Estimates

PORTFOLIO OF PRODUCTS

HONOLULU STAR-ADVERTISER

65%

Oahu Reach*



Oahu

Honolulu Star-Advertiser
MidWeek
staradvertiser.com
midweek.com



Oahu

AT-A-GLANCE

#Adult Population.....769,689

.....

Maui

AT-A-GLANCE

#Adult Population.....131,277

.....

Hawai'i Island

AT-A-GLANCE

#Adult Population.....158,129



Maui



West Hawaii Today
westhawaii.com

Hawaii Tribune-Herald
hawaii.tribune-herald.com

Hawaii Island Midweek
hawaiiislandmidweek.com

58%

Hawai'i Island
 Reach**



Hawai'i
 Island

REACH CIRCULATION

Star Advertiser

| Star-Advertiser | | | | | | | | |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
| | Sunday | Mon-Fri Avg. | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Star-Advertiser Print | 106,535 | 93,512 | 96,537 | 77,550 | 97,049 | 97,098 | 98,164 | - |
| Star-Advertiser Digital Replica | 5,962 | 5,790 | 5,931 | 5,878 | 5,739 | 5,823 | 5,624 | 9,354 |
| Star-Advertiser Digital Non-Replica | 32,532 | 36,359 | 36,248 | 36,595 | 36,272 | 37,108 | 35,731 | 41,286 |
| Total Star-Advertiser | 145,030 | 135,662 | 138,715 | 120,023 | 139,059 | 140,029 | 139,519 | 50,641 |

MidWeek USA TODAY

| Affiliated Publications | | | | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
| MidWeek - Oahu | - | 50,068 | - | - | 250,338 | - | - | - |
| MidWeek - Kauai | - | 3,872 | - | - | 19,362 | - | - | - |
| MidWeek - Hawaii | - | 8,055 | - | - | 40,273 | - | - | - |
| USA Today - Hawaii | - | 2,055 | 2,030 | 2,012 | 2,026 | 2,025 | 2,182 | - |
| Total Affiliated Publications | - | 64,050 | - | - | 311,999 | - | - | - |
| Total Star-Advertiser and Affiliated Publications | | | | | | | | |
| | Sunday | Mon-Fri Avg. | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | 145,030 | 191,570 | 140,745 | 132,035 | 451,058 | 142,054 | 141,701 | 50,641 |

tgi THE GARDEN ISLAND Hawaii Tribune-Herald West Hawaii Today

| Neighbor Islands | | | | | | | | |
|-------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| The Garden Island | 6,435 | 6,667 | 6,449 | 6,636 | 6,719 | 6,780 | 6,749 | 2,091 |
| Hawaii Tribune-Herald | 10,946 | 9,580 | 9,810 | 9,714 | 9,366 | 9,375 | 9,636 | - |
| West Hawaii Today | 5,729 | 4,716 | 4,780 | 4,691 | 4,644 | 4,643 | 4,832 | - |
| Total Neighbor Islands | 23,110 | 20,963 | 21,039 | 21,041 | 20,729 | 20,798 | 21,208 | 2,091 |

| Grand Total Combined Average Circulation | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
| | Sunday | Mon-Fri | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | 168,140 | 220,674 | 161,784 | 143,076 | 471,787 | 162,852 | 162,909 | 52,731 |

ABOUT OAHU



ABOUT OAHU

- Oahu is the third largest Hawaiian island in size, but primarily defined by the state capital of Honolulu, the most populous city in Hawaii.
- There are 769,689 adults on Oahu
- 50% are male, and 50% are female
- 31% are 18-34 years old, 31% are 35-54 years old and 37% are 55 years old or older
- 43% of Oahu's population is Asian, 21% is white, 10% is Pacific Islander, 3% is another single race and 23% has 2 or more races.
- 53% of households are married-couple families
- 33% of households have children 17 or younger
- 62% of adults 25+ have some college education or higher
- The median household income is \$85,857
- 56% of households are owner-occupied
- The median home value is \$678,200

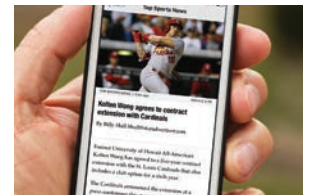
Source: U.S. Census - 2019 American Community Survey 5-Year Estimates



staradvertiser.com



Print Replica e-Edition



Mobile



Tablet

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Star  Advertiser

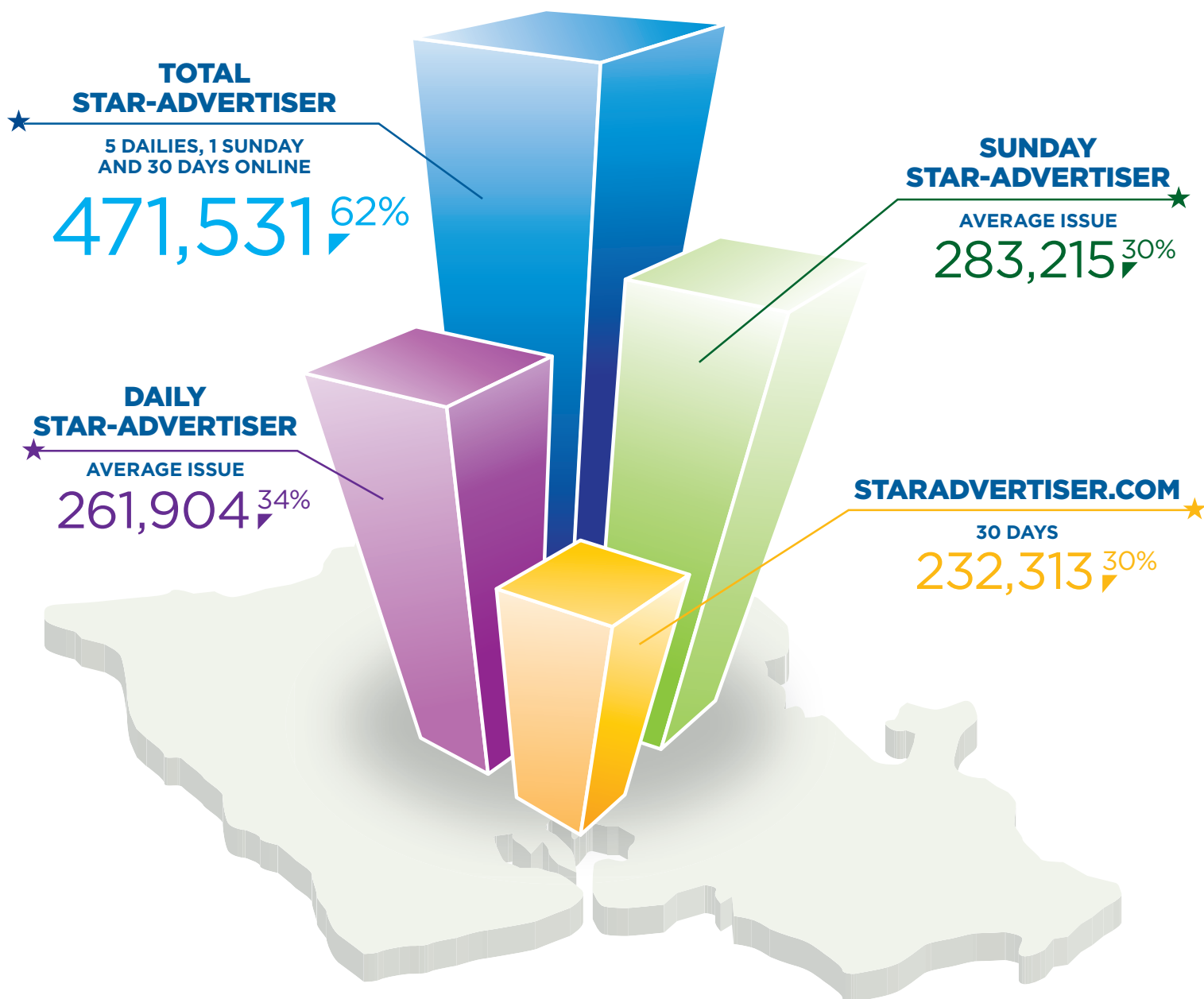
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REACH

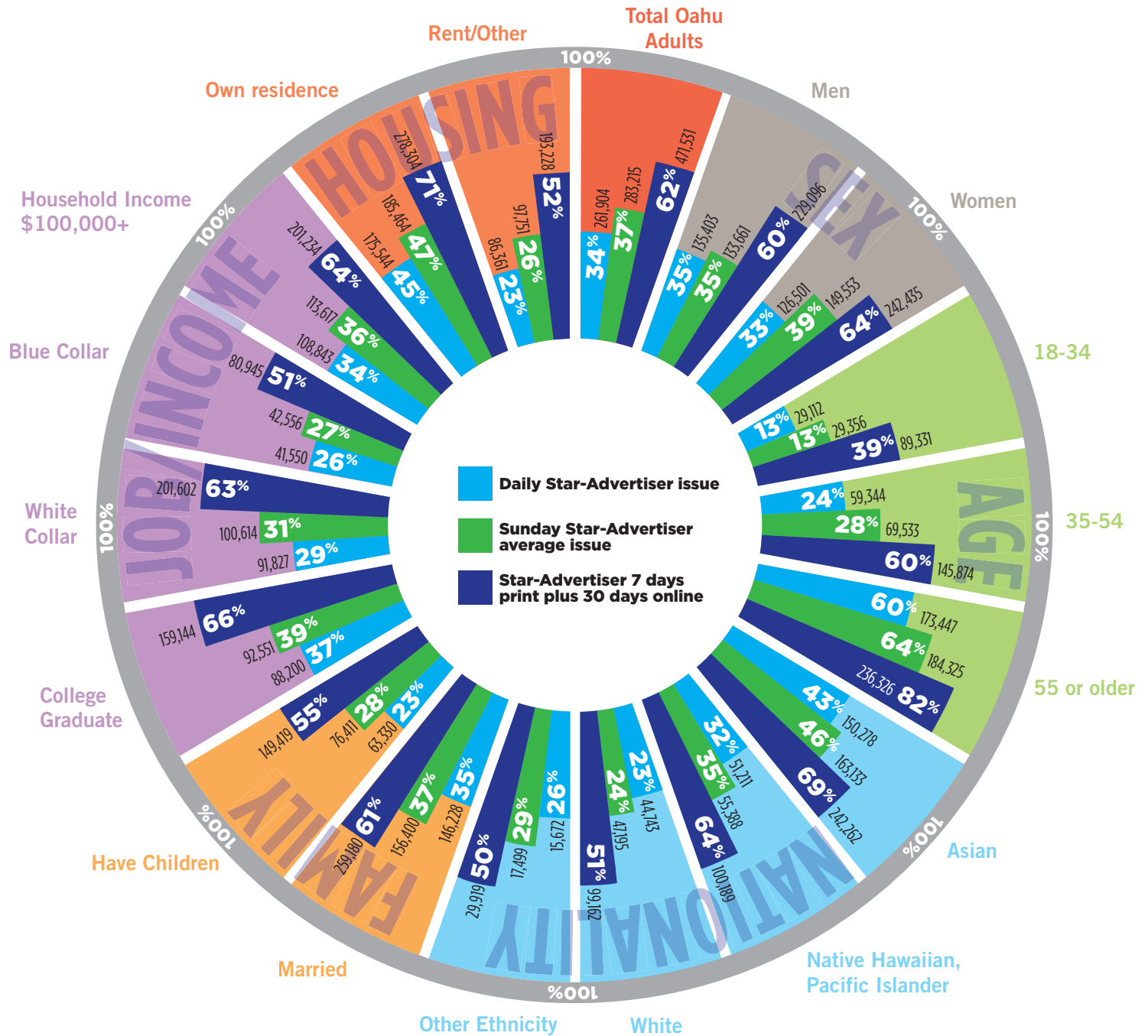
STAR-ADVERTISER READERSHIP

A week in print and a month online with the Star-Advertiser reaches **62% of Oahu adults.**



REACH

DEMOGRAPHIC GROUPS



Source: 2020 Release 2, Nielsen Scarborough. Base is 766,709 total Oahu Adults.

PORTFOLIO OF PRODUCTS

HONOLULU STAR-ADVERTISER



HONOLULU STAR-ADVERTISER

staradvertiser.com

- Hawaii's largest newspaper, and Oahu's only daily newspaper – publishes 7 days a week
- Honolulu Star-Bulletin (est. 1882) and The Honolulu Advertiser (est. 1856) merged to launch Honolulu Star-Advertiser in June 2010
- Award-winning journalism covering local, state, national and world news for Oahu and neighbor islands
- State of Hawaii's largest news and advertising operation
- 2018 Mega-Innovation Award winner
- Nation's 9th largest daily newspaper with 220,674 copies distributed per day

The Honolulu Star-Advertiser is read by nearly 7 out of 10 Oahu adults each week.

DAILY CIRCULATION

93,512

SUNDAY CIRCULATION

106,535

DAILY OAHU READERSHIP

261,904^{34%}

SUNDAY OAHU READERSHIP

283,215^{37%}

WEEKLY READERSHIP

400,032^{52%}

WEEKLY READERSHIP
+ 7 DAYS ONLINE

445,788^{58%}

WEEKLY READERSHIP
+ 30 DAYS ONLINE

471,531^{62%}

PORTFOLIO OF PRODUCTS

STARADVERTISER.COM

A week in print and a month online with the Star-Advertiser reaches nearly **7 out of 10 Oahu adults**.



Star  Advertiser 

- Most comprehensive and diverse array of digital products in the State of Hawaii.

PAGE VIEWS

25,470,606

UNIQUE VISITORS

2,648,375

FACEBOOK LIKES

410,091

TWITTER FOLLOWERS

82,300

*Total includes Twitter followers from four accounts:
Star-Advertiser (@staradvertiser)
Star-Advertiser Features (@staradvfeatures)
Star-Advertiser Business (@staradvbiz)
Star-Advertiser Politics (@starpolitics)



HONOLULU STAR-ADVERTISER MOBILE APP

SCREEN VIEWS

9,307,172

UNIQUE DEVICES

52,200

DOWNLOADS

159,808

Google Analytics, December 2021

PORTFOLIO OF PRODUCTS

OAHU COMMUNITY NEWSPAPERS

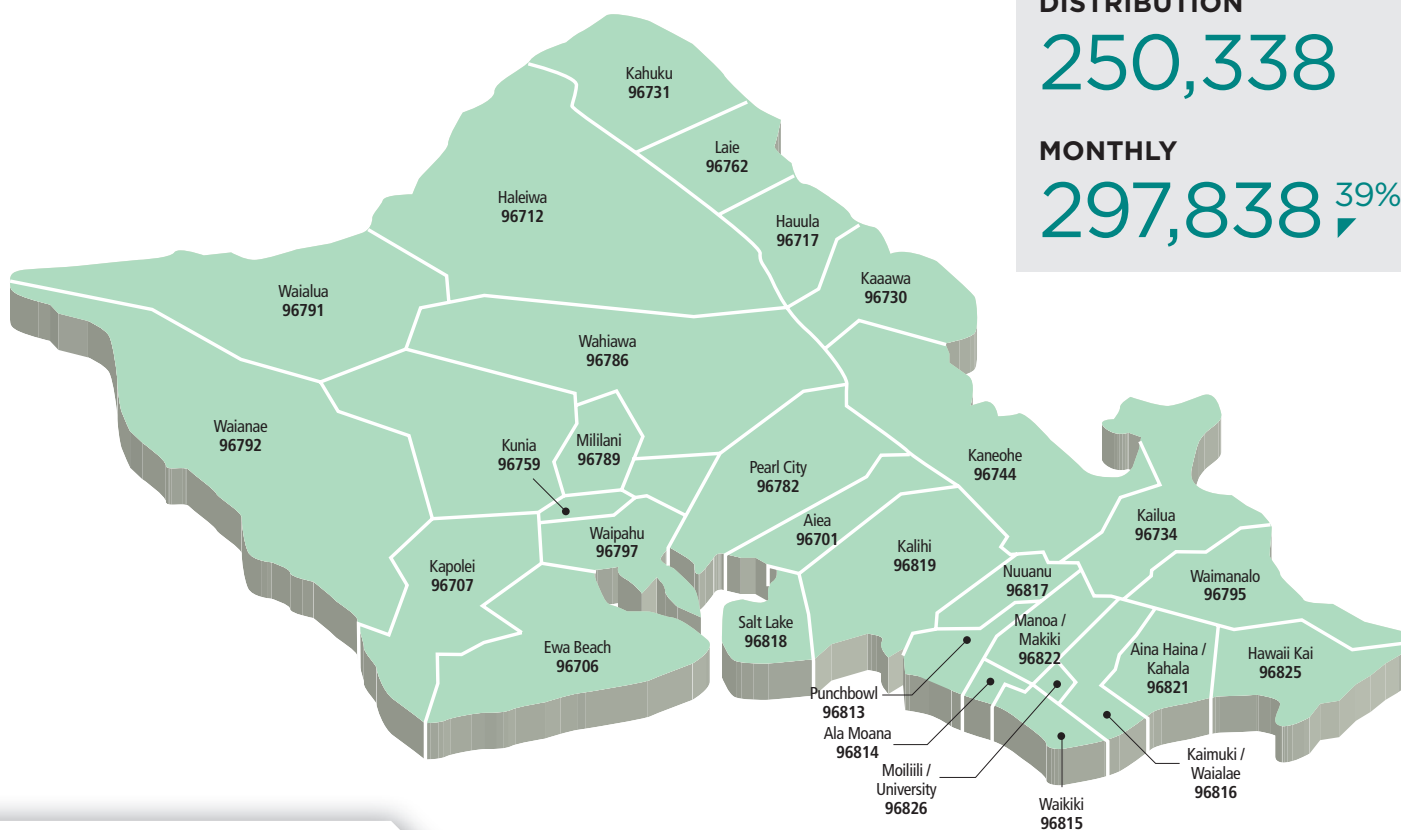


MIDWEEK

midweek.com

- Weekly community newspaper on Oahu – publishes every Wednesday
- MidWeek Oahu est. 1984.
- Mailed by zip code to virtually every household on Oahu
- Delivered by U.S. Postal Service via 2nd class mail

MidWeek Oahu is direct-mailed via 2nd class mail to **250,338 residences.**



PORTFOLIO OF PRODUCTS

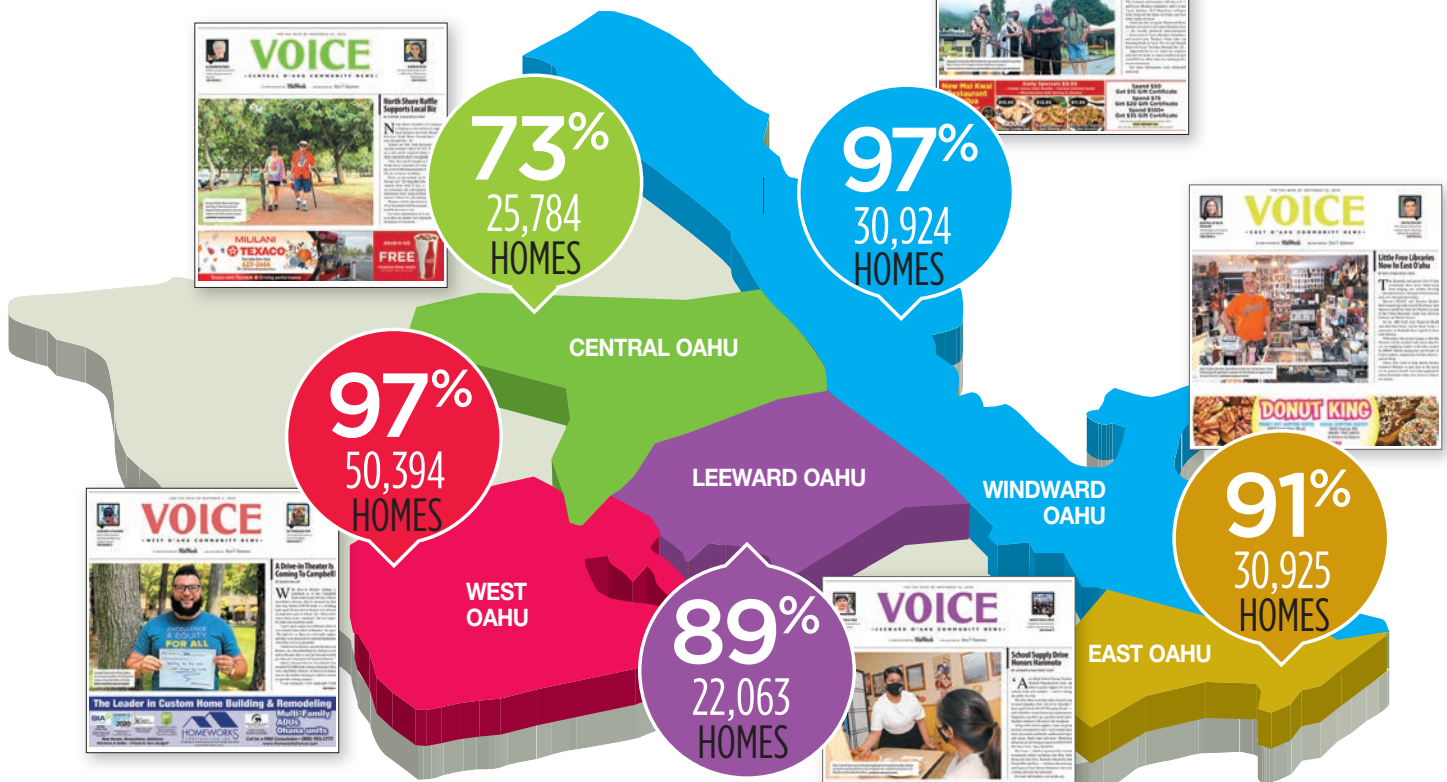
OAHU COMMUNITY NEWSPAPERS



VOICE

Zone Publications Inserted Into Midweek Oahu

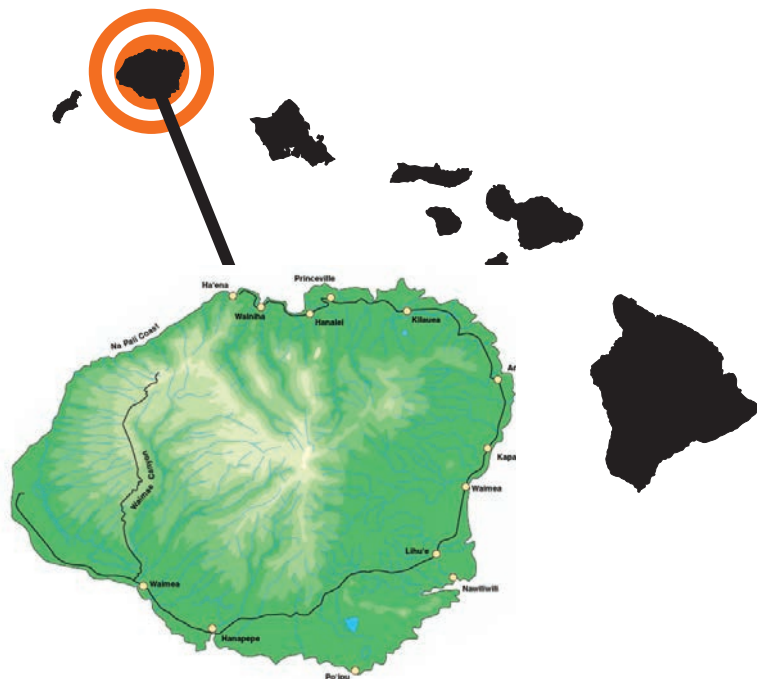
- Weekly community newspaper on Oahu – publishes every Wednesday
- Mailed by zip code to virtually every household on Oahu
- Delivered by U.S. Postal Service via 2nd class mail



Source: 2020 Release 2, Nielsen Scarborough. Base is 766,709 total Oahu Adults.

ABOUT

KAUA'I



ABOUT KAUA'I

- There are 56,575 adults on Kaua'i
- 50% are male, and 50% are female
- 25% are 18-34 years old, 32% are 35-54 years old and 43% are 55 years old or older
- 33% of Kauai's population is Asian, 32% is white, 9% is Pacific Islander, 2% is another single race and 24% has 2 or more races.
- 53% of households are married-couple families
- 30% of households have children 17 or younger
- 66% of adults 25+ have some college education or higher
- The median household income is \$83,554
- 63% of households are owner-occupied
- The median home value is \$570,700

Source: U.S. Census – 2019 American Community Survey 5-Year Estimates



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Hawaii's Largest Media Company

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PORTFOLIO OF PRODUCTS

KAUA'I NEWSPAPERS

The Garden Island and Kaua'i Midweek are read by **7 out of 10 Kaua'i adults each week.**



THE GARDEN ISLAND
SUNDAY July 4, 2021
\$1.25
Printed from 11:00 AM to 11:00 PM on 07/04/21

3 new cases of COVID
By Stephanie Shino
The state Department of Health (DOH) announced today that it has confirmed three new cases of COVID-19 on Kauai.

Malama Polihale
"The place of our hearts"
By Stephanie Shino
This weekend, the state's Department of Health (DOH) is celebrating the 25th anniversary of the Malama Polihale program.

A quiet Fourth
Residents try to make the most of the holiday weekend
By Dennis Palomero
There were no fireworks, but lots of excitement at Robert Gray Center over the Fourth of July weekend.

THE GARDEN ISLAND

thegardenisland.com

- Kaua'i's only daily newspaper - publishes 7 days a week
- Winner of several Pa'i awards by Hawaii Publishers' Association for Editorial Excellence

DAILY CIRCULATION
6,667

SUNDAY CIRCULATION
6,435

WEEKLY READERSHIP
40,177 ^{71%}



THE GARDEN ISLAND MOBILE APP

SCREEN VIEWS
895,131

UNIQUE DEVICES
5,278

DOWNLOADS
32,333

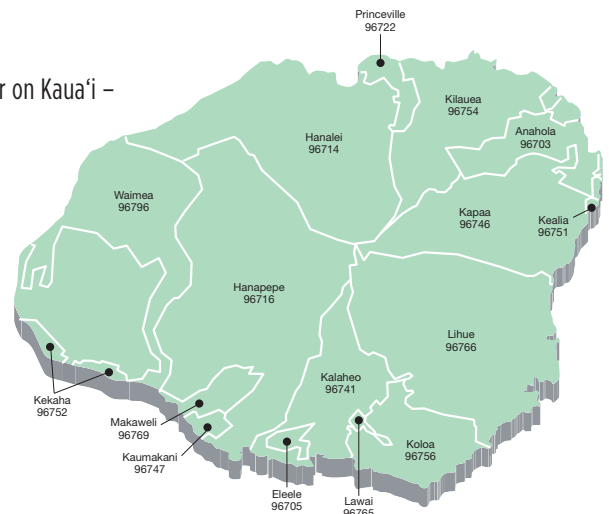
KAUA'I MIDWEEK

kauaimidweek.com

- Weekly community newspaper on Kaua'i - publishes every Wednesday
- Kaua'i Midweek est. 2010
- Carrier delivered

DISTRIBUTION
19,362

TGI + KAUA'I MIDWEEK + TGI.COM WEEKLY READERSHIP
40,915 ^{72%}

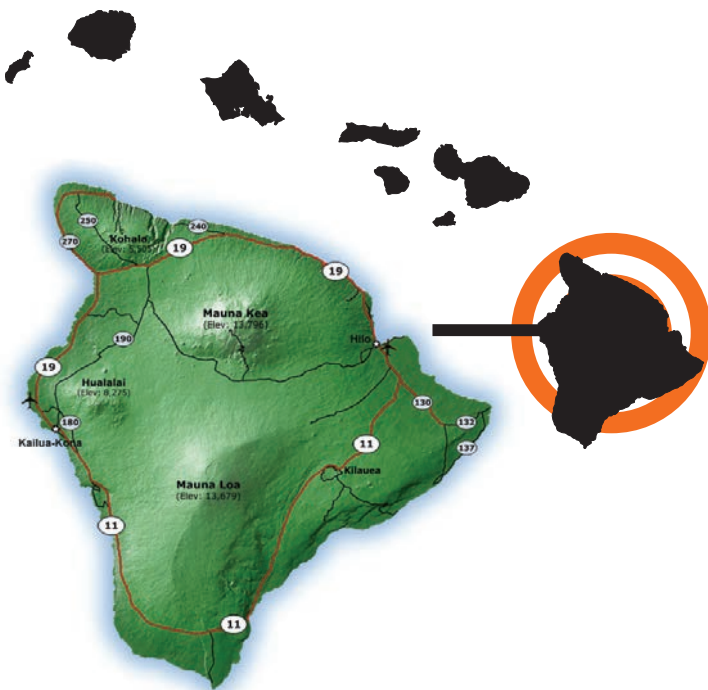



KAUA'I Midweek
WEDNESDAY APRIL 1, 2021
\$1.25
Printed from 11:00 AM to 11:00 PM on 04/01/21

ZEUS ALMIGHTY
Power line technician Capi 'Zeus' Ota'i III blasts into the CBS reality show 'Zeus vs. Kai', putting his gut with the nature and power to do extraordinary things.

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Factory Direct Flooring • Unbeatable Prices
• Solid and Engineered Wood • Sheet Woven Bamboo • Exotic Laminate • Luxury Vinyl Tile • Free Estimates
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ABOUT HAWAI'I ISLAND



ABOUT HAWAI'I ISLAND

- There are 158,129 adults on Hawaii
- 50% are male, and 50% are female
- 25% are 18-34 years old, 30% are 35-54 years old and 45% are 55 years old or older
- 23% of Hawaii's population is Asian, 33% is white, 12% is Pacific Islander, 3% is another single race and 29% has 2 or more races.
- 48% of households are married-couple families
- 28% of households have children 17 or younger
- 63% of adults 25+ have some college education or higher
- The median household income is \$62,409
- 68% of households are owner-occupied
- The median home value is \$350,000

Source: U.S. Census – 2019 American Community Survey 5-Year Estimates

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PORTFOLIO OF PRODUCTS

HAWAI'I ISLAND NEWSPAPERS

Hawai'i Island newspapers are read by
58% of Hawai'i adults each week.



Hawaii Tribune-Herald
Friday, June 25, 2021 Proudly serving Hilo and the Big Island since 1923 75 cents

Measures gutted with a Rusty Scalpel
Groups call for cessation of 'Gut and Replace' process
By RANNEY COOK LAUER
Hilo resident David Lee is demanding to see and one he signed on the "win-ners" of this year's Rusty Scalpel award from two public-interest groups. Both House Bill No. 1300 and Senate Bill 1300 are titled "Believe in Your Government" and both were stripped of their original content and substituted with unrelated committee process, with no opportunity for public input. Lee said the "Gut and Replace" legislation violates the Hawaii State Constitution, reduces transparency, undermines accountability, and eliminates public input throughout the legislative process. Evans Oke, president of the League of Women Voters of Hawaii, said in a press release announcing the lawsuit that the Committee on the Rules of the House of Representatives of Hawaii, HB 1300, the top winner of the dubious award, is on the list of bills being considered for veto that the legislature passed Monday. The bill, HB 1300, is titled "Believe in Your Government."

More restrictions to be eased July 8
Prasanna, left, and Mander Barndekar take a selfie in front of Rainbow Falls Thursday in Hilo while visiting the Big Island on their honeymoon. Beginning July 8, fully vaccinated domestic travelers to Hawaii will be able to bypass pre-travel testing and quarantine requirements.

HAWAII TRIBUNE-HERALD

hawaii.tribune-herald.com

- Daily broadsheet newspaper distributed on the Hilo-area of Hawaii's Big Island
- The newspaper is the primary news source for Hilo residents and locals
- 54% of all Hilo adults read the Hawaii Tribune-Herald every week

DAILY CIRCULATION
9,580

SUNDAY CIRCULATION
10,946

WEEKLY READERSHIP
54,053

APP
4,349



West Hawaii Today
FRIDAY, JUNE 25, 2021 WESTHAWAII.TODAY.COM 75c

Relaxing restrictions
ICE MAKES TRAVEL EASIER, INCREASES GATHERING-SIZE LIMITS BY JULY 8

Man indicted for Keauhou murder
JOANE ASAGRA REMAINS IN CUSTODY IN LIEU OF \$500,000 BAIL
By CHELSEA ANDERSON
HAWAIIAN NEWS SERVICE

A 42-year-old Kona man has been indicted on charges of murder and gross sexual indecency with a child May 23 shooting in Keauhou. Asagra was indicted by a Hilo grand jury on Thursday on each of several charges, including murder and gross sexual indecency with a child, in connection with the shooting of a 16-year-old girl, Kaitiana Branch, 16, of Keolu-Kona, on Thursday. Asagra, 42, of Keolu-Kona, was indicted on each of several charges, including murder and gross sexual indecency with a child, in connection with the shooting of a 16-year-old girl, Kaitiana Branch, 16, of Keolu-Kona, on Thursday. Asagra, 42, of Keolu-Kona, was indicted on each of several charges, including murder and gross sexual indecency with a child, in connection with the shooting of a 16-year-old girl, Kaitiana Branch, 16, of Keolu-Kona, on Thursday.

Man indicted for Keauhou murder
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Relaxing restrictions
ICE MAKES TRAVEL EASIER, INCREASES GATHERING-SIZE LIMITS BY JULY 8

By STEPHANIE SALGANS
HAWAIIAN NEWS SERVICE

The state will relax travel and gathering restrictions on July 8, when 60% of the Hawaii population is expected to be fully vaccinated in the United States, Gov. David Ige announced Thursday. Travelers must upload their CDC-based vaccination records into the state's Safe Travels app, which will allow residents to return home and for visitors to return to the state. The state will relax travel and gathering restrictions on July 8, when 60% of the Hawaii population is expected to be fully vaccinated in the United States, Gov. David Ige announced Thursday. Travelers must upload their CDC-based vaccination records into the state's Safe Travels app, which will allow residents to return home and for visitors to return to the state.

WEST HAWAII TODAY

westhawaii.tribune-herald.com

- Daily broadsheet newspaper distributed on the west side of Hawaii's Big Island—North Kohala to Ka'u
- The award winning newspaper is the primary news source for the West Hawaii community, covering local, state, national and world news
- 46% of all West Hawai'i adults read West Hawaii Today every week

DAILY CIRCULATION
4,716

SUNDAY CIRCULATION
5,729

WEEKLY READERSHIP
28,224

APP
3,841



Hawaii Island Midweek
WEDNESDAY, JUNE 23, 2021
hawaiiislandmidweek.com

A foundation of faith
Hawaii's Catholic Schools faculty and staff, including its top educator for 2020-21, Mary Jane Yamashita, are the driving force behind the state's next generation of leaders.

ALOHA ALOHI
Aloha Alohi is a community-based organization that provides a variety of services to the community. We are currently accepting applications for our 2021-22 season. For more information, please visit our website at www.alohaalohi.org.

KUA O KA LA
CAMPUS PRE-K - 6TH GRADE
ONLINE 4TH - 8TH GRADE
ENROLL NOW FOR FALL 2021

Ko Aloha - The Right Path
Encouraging Creative Mindsets
Academics Through Hands-On Activities
Integrating Hawaiian Cultural-Based Learning

HAWAII ISLAND MIDWEEK

hawaiiislandmidweek.com

- Total Market Coverage
- Publication date is Wednesday.

DISTRIBUTION
40,273

Source: Nielsen Scarborough 2019 Release 2 + 2020 Release 2. Base is 158,088 total Hawaii County Adults.

PORTFOLIO OF PRODUCTS

AFFILIATED PUBLICATION

USA TODAY HAWAII EDITION

- Daily newspaper - publishes 5 days a week, Monday - Friday
- Home delivered statewide
- An edition of USA Today with Hawai'i specific editorial and advertising
- Available at Starbucks, ABC Stores, 7-11's, major grocers, military bases, and numerous hotels statewide.

DAILY CIRCULATION
2,055

What Wall Street thinks about Biden's term so far
Stocks have posted record gains, but how market compares to those of predecessors. **by Money**

How DeChambeau flipped the script at Winged Foot
This week, the world's best golfer, Tiger Woods, won the U.S. Open. **by Money**

Rita Moreno gets candid in up-close documentary
The 2007 winner spent weeks with her memories with Martin Scorsese, but it takes a long time to get the story. **by Money**

USA TODAY
THE NATION'S NEWS | THURSDAY, JUNE 17, 2021 | 1A
HAWAII EDITION \$2.00 **Star Advertiser**

Biden: 'I did what I came to do'

US, Russia lay groundwork to ease tensions

Courtesy: International and US History

President Joe Biden struck a chord last night, saying he was "I did what I came to do" when he took office. He said he was not a politician, but a person who wanted to do what was right for the country. He said he was not a politician, but a person who wanted to do what was right for the country. He said he was not a politician, but a person who wanted to do what was right for the country.

Putin rivals playing long game for ouster

DOZENS OF PUTIN RIVALS ARE PLAYING A LONG GAME TO OUST HIM FROM THE CREAM OF THE CREAM. **by Money**

There's been a lot of talk about the Kremlin's inner circle, but what's really going on? It's not just about power, it's about survival. The Kremlin's inner circle is a complex web of power and influence, and it's not always clear who's really in charge.

USA TODAY
THE NATION'S NEWS | WEDNESDAY, JUNE 16, 2021 | 1A
HAWAII WEEKEND EDITION \$2.00 **Star Advertiser**

Who's getting it?
Hint: It's not me

Juneteenth a new federal holiday?

Tram students protected at school by Title IX

Biden special edition

Black, Asian Americans

Black, Asian Americans

Black, Asian Americans

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Black, Asian Americans

Say goodbye to V6 engines
Good news is that today's four-cylinder engines are more powerful than ever. **by Money**

'F9' cast, Vin Diesel in the latest 'Fast and Furious'
There's been a lot of talk about the 'Fast and Furious' franchise, but what's really going on? **by Money**

Simone Biles' gymnastics is champion of diversity
It's the first time a Black woman has won the gold medal in the U.S. Olympic Games. **by Money**

USA TODAY
THE NATION'S NEWS | WEDNESDAY, JUNE 16, 2021 | 1A
HAWAII WEEKEND EDITION \$2.00 **Star Advertiser**

'CATASTROPHIC'

Dozens rescued, missing in Florida condo collapse

Apartment rent prices at highest level in 2 years

How some are trying to display vaccination status

Turnout looms over NFL training camps

USA TODAY

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TORNADO WARNING

The threat is growing beyond Tornado Alley

Tornadoes EF1 or stronger 1950-2019

Enhanced flight scale

Black, Asian Americans

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What Wall Street thinks about Biden's term so far
Stocks have posted record gains, but how market compares to those of predecessors. **by Money**

How DeChambeau flipped the script at Winged Foot
This week, the world's best golfer, Tiger Woods, won the U.S. Open. **by Money**

Rita Moreno gets candid in up-close documentary
The 2007 winner spent weeks with her memories with Martin Scorsese, but it takes a long time to get the story. **by Money**

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Biden: 'I did what I came to do'

US, Russia lay groundwork to ease tensions

Courtesy: International and US History

President Joe Biden struck a chord last night, saying he was "I did what I came to do" when he took office. He said he was not a politician, but a person who wanted to do what was right for the country. He said he was not a politician, but a person who wanted to do what was right for the country. He said he was not a politician, but a person who wanted to do what was right for the country.

Putin rivals playing long game for ouster

DOZENS OF PUTIN RIVALS ARE PLAYING A LONG GAME TO OUST HIM FROM THE CREAM OF THE CREAM. **by Money**

There's been a lot of talk about the Kremlin's inner circle, but what's really going on? It's not just about power, it's about survival. The Kremlin's inner circle is a complex web of power and influence, and it's not always clear who's really in charge.

USA TODAY
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Who's getting it?
Hint: It's not me

Juneteenth a new federal holiday?

Tram students protected at school by Title IX

Biden special edition

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Say goodbye to V6 engines
Good news is that today's four-cylinder engines are more powerful than ever. **by Money**

'F9' cast, Vin Diesel in the latest 'Fast and Furious'
There's been a lot of talk about the 'Fast and Furious' franchise, but what's really going on? **by Money**

Simone Biles' gymnastics is champion of diversity
It's the first time a Black woman has won the gold medal in the U.S. Olympic Games. **by Money**

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'CATASTROPHIC'

Dozens rescued, missing in Florida condo collapse

Apartment rent prices at highest level in 2 years

How some are trying to display vaccination status

Turnout looms over NFL training camps

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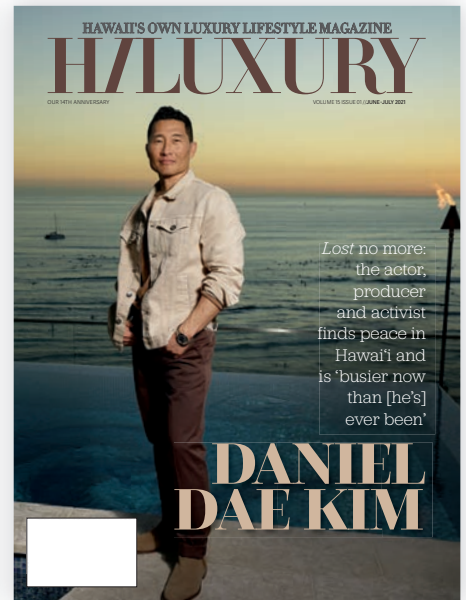
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Black, Asian Americans

PORTFOLIO OF PRODUCTS

MAGAZINES



HILUXURY

hiluxury.com

- Luxury magazine - publishes 6 times a year
- Luxury magazine catering to Hawai'i's elite with high-quality editorial and visual content
- Mailed and carrier delivered to Oahu homes
- Available at these Hawaii luxury hotels: Halekulani, The Kahala Resort, The Trump International Tower, Four Seasons Hualalai, Four Season Maui, Mauna Lani Bay Hotel, limited distribution to Kukio, and Hotel Wailea
- Available at Oahu newsstands and bookstores, select United Airlines red carpet lounges, and American Airline Premiere Lounges

2017 Maggie Finalist

- Lifestyle Magazine

2016 Maggie Certificate of Excellence

- Special Interest Magazine
- Best Series of Editorial Photographs

2015 AAF Pele Bronze

- Single Photograph

2015 Maggie Certificate of Excellence

- Special Interest Magazine
- Best Series of Editorial Photographs

2014 Maggie Certificate of Excellence

- Lifestyle Magazine
- Best Series of Articles
- Best Interview or Profile
- Best Regularly Featured Departments

PORTFOLIO OF PRODUCTS

COMMUNITY MAGAZINES



GO KAILUA

gokailuamagazine.com

- Community magazine – publishes 4 times a year (Spring, Summer, Fall and Holiday issues)
- A magazine for Kailua full of information about shopping, dining, activities and events in the neighborhood.
- Direct-mailed to homes in the close-knit community of Kailua



GO KAPOLEI

gokapoleimagazine.com

- Community magazine – publishes 4 times a year (Spring, Summer, Fall and Holiday issues)
- A magazine for Kapolei full of information about shopping, dining, activities and events in the neighborhood.
- Direct-mailed to homes in the close-knit community of Kapolei

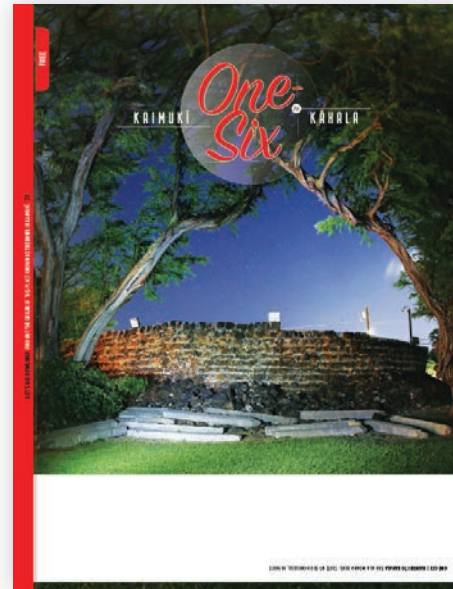
PORTFOLIO OF PRODUCTS

COMMUNITY MAGAZINES



VERT KAKA'AKO

- Distributed four times a year to over 8,000 condominiums in the Kaka'ako/Ward area along with an additional 7,000 copies to various single copy outlets.
- Contains lively editorial and photos concentrating on people places and things that are happening in the Kaka'ako vicinity.
- Vert Kaka'ako offers a strong sense of community to its readers embracing young single adults and families
- The neighborhood of Kaka'ako resonates with an authentic hip cool vibe which is captured in Vert Kaka'ako



ONE-SIX

- One-Six magazine is a quarterly magazine that shines a light on the 96816 neighborhoods—bringing to life the stories of its businesses, people, places and events.
- It connects the reader to the latest in dining, shopping and entertainment, while reflecting on the unique qualities of the charming communities of Kaimuki to Kahala.

PORTFOLIO OF PRODUCTS

TOURISM PUBLICATIONS



101 THINGS TO DO

101thingstodo.com

- Visitor/tourist magazines – publishes 3 times a year
- 101 Things To Do Oahu, Kaua'i, Big Island, and Maui editions
- Provides Hawai'i visitors with innovative and valuable vacation planning ideas. Learn about at least 101 distinctive things to do on each island.
- Available free in high traffic tourist locations including: airports, hotels, shopping centers, restaurants, key attractions, visitor centers, museums, art galleries, Chamber of Commerce, and beaches.



DRIVE MAGAZINE

drivemagazine.com

- The official magazine of Enterprise, Alamo and National Rental Cars in Hawai'i – publishes 3 times a year
- Drive Oahu, Kaua'i, Big Island, and Maui editions
- Provides Hawaii visitors with innovative and valuable vacation planning ideas.
- Available free in high traffic tourist locations including: airports, hotels, shopping centers, restaurants, key attractions, visitor centers, museums, art galleries, Chamber of Commerce, and beaches.

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oahumediagroup.com

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You can't achieve something if you can't measure it.

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Your brand is your organization's personality and reputation in the marketplace.

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Speak-up in an increasingly cluttered and competitive world.

CREATIVE DESIGN & PRODUCTION

How you say it is just as important as what you're saying.

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In today's high-tech world, high-touch is more important than ever.

PUBLIC RELATIONS

If you don't tell your own story, someone else will.



CLIENTS INCLUDE:

AirAsia
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Saint Louis School
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They go on to become innovators, artists and thought-leaders.

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Students compete academically across Hawaii & beyond
High school mentorships nurture career plans
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PORTFOLIO OF PRODUCTS

DIGITAL BILLBOARD NETWORK

DIGITAL BILLBOARD NETWORK



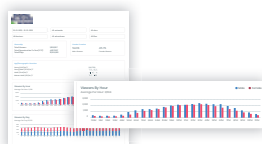
INNOVATIVE TECHNOLOGY

Site View is a sophisticated solution that plays videos (advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.



DEMOGRAPHIC DETECTION

Using our proprietary dynamic face tracking technology we can see who is in the store and viewing your message so your marketing can be strategically targeted to those demographics.



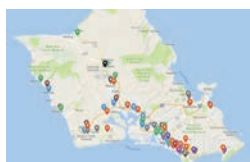
MONTHLY REPORTS

Receive detailed reports of who actually viewed your spots. Monitor your advertising and choose where you want your messages to be seen or heard.



ADVERTISING FREQUENCY

Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 8 minutes.



NUMEROUS RETAILER NETWORKS

Enjoy the benefits of high retailer traffic & audience as well as attractive geographic locations.



AND MANY MORE!

PORTFOLIO OF PRODUCTS

7-ELEVEN COOLER MARKETING



Take advantage of **massive views and impressions** across the 7-Eleven network.

TOTAL VIEWS

1.5 Million

TOTAL IMPRESSIONS

3.4 Million

April 2021 Views



Reach a large audience including a **younger market.**

21-30
AGE GROUP

34%

31-44
AGE GROUP

37%

45+
AGE GROUP

25%

21-44
AGE GROUP

71%

MALE

61%

FEMALE

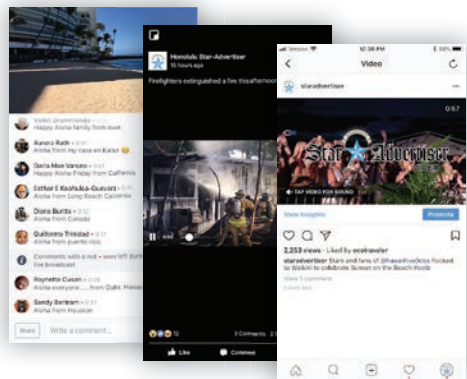
39%

Pre-Covid-19 Viewership
Percentages of
7-Eleven racks

ONLINE SERVICES

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STAR MEDIA



EXCLUSIVE EMAIL BLASTS

Send custom targeted messages to specific audience segments.

TARGETED EMAIL BLASTS

Email database built on information obtained through opt-in online surveys, e-subscriptions, e-registrations, and our extensive network of permission-based websites.

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Leverage OPI's social media platforms to add credibility and expand your reach.

IN-CONTENT VIDEOS

Engage a captive Star-Advertiser reader audience as videos pop up and play within news stories.

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Creates ads that matches form and function of editorial.

FACEBOOK ADVERTISING

Take advantage of Facebook's extremely diverse user-base to find your exact demographic. We will create and build the newsfeed ad to draw in the customers you desire.

GEO-FENCING

Reach your audience through apps and in browsers they already use with your advertising messages.

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Premium & scalable video across desktop, mobile websites, mobile applications, Outstream, and Connected TV devices.



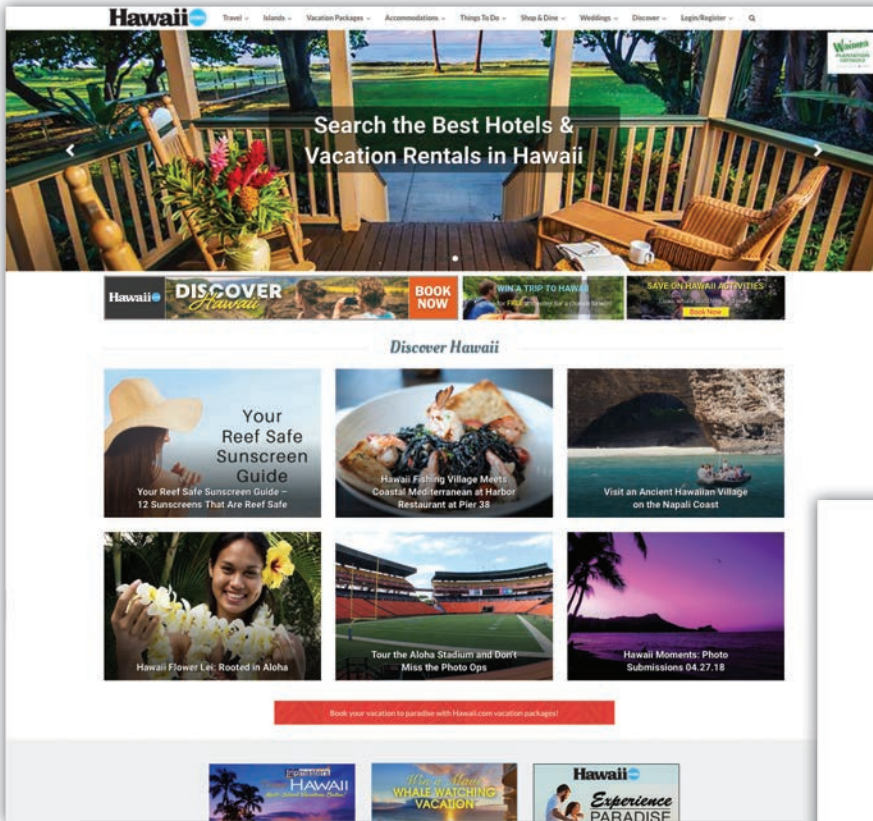
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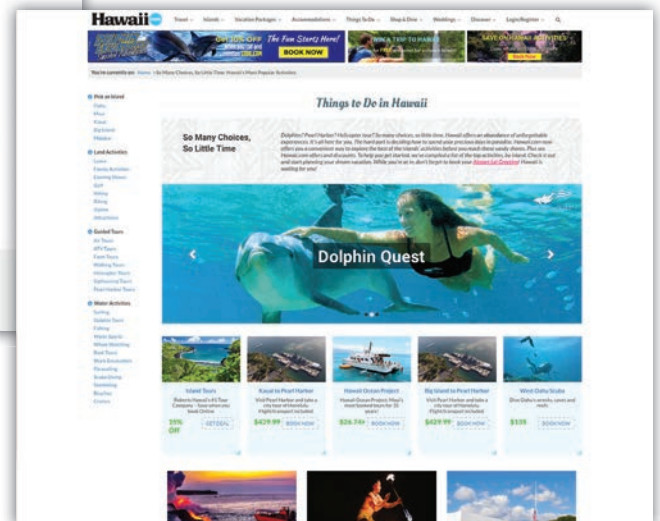
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- Features accommodations options and the best activities, shopping, dining and entertainment opportunities
- Includes valuable travel editorial and vacation planning ideas
- Opted-in members receive weekly e-newsletters featuring news, events and special offers



Hawaii.com

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U.S. USERS

280,328

DOMESTIC MEMBERS

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INTERNATIONAL PAGE VIEWS

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INTERNATIONAL USERS

51,351

INTERNATIONAL MEMBERS

99,729



FACEBOOK LIKES

463,964

LOCAL PROGRAMMING

FACEBOOK LIVE

SPOT- LIGHT HAWAII

Ryan Kalei Tsuji and **Yunji de Nies** host Spotlight Hawaii, a series from the Honolulu Star-Advertiser that shines a spotlight on issues affecting the Hawaiian Islands.



STAR NEWS LIVE

A new live digital broadcast where host **Kiana Cayabyab** delivers the latest breaking news, sports and trending stories from the Honolulu Star-Advertiser.



THE RUN DWN

Former University of Hawaii and Canadian Football League standout **Chad Owens** hosts a sports series that features insights, interviews, and commentary on the top local and national sports.



LOCAL PROGRAMMING

PODCASTS & SHOWS



Lanai Tabura and **Brook Lee** talk story with personalities from all different walks of life, from music, art to acting and community leaders.



Makani Tabura and his extraordinary guests share knowledge of the Hawaiian culture and the importance of keeping island traditions alive.



Advanced Sommelier **Chris Ramelb** with **Moani Hara** and **Hali'a Parish** bring on unique guests to discuss wine and how it pairs with their experiences.



Chad Owens, **Ryan Keomaka** and **Kiana Cayabyab** invite special guests from the sports world to "run it back" to their careers.



Anne Lee hosts special guests each week to learn about their experiences and insight into Hawaii's extraordinary food culture.



Big wave surfer, singer/songwriter **Makua Rothman**, sits down with some of Hawaii's biggest stars and talk about their careers.



Break a sweat with the **Hawaii Extreme Fitness** coaches in front of Diamond Head, the Mokulua Islands, the Ko'olaus, and other beautiful destinations.



Get ready to crack a few cold ones with some of Hawaii's most influential craft brewers, bar and brewery owners, mixologists and more!

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PODCASTS: IT'S A HAWAII THING • CULTURISED • WINE &... • RUNNIN' IT BACK
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