



Your pre & post arrival guides to Hawaii

101 Things To Do is a full size, perfect bound magazine committed to providing visitors with quality travel resources, compelling editorial and an even-handed picture of the Hawaiian Islands.

Hawaii.com is one of the state's leading planning and booking website for travel to and within the Hawaiian Islands. Readers enjoy rich, experiential content from Hawaii's largest team of award-winning travel writers.

101[®] THINGS TO DO[®]

O'ahu | Maui | Kaua'i | Big Island



O'ahu

2021-2022 Oahu Publication Schedule:

Issues	Space Deadline	Camera Ready
AUG. - NOV.	June 29	July 7
DEC. - MAR. 2022	November 2	November 10
APR. - JUNE 2022	March 1	March 19

2021-2022 Oahu Rates:

Premium Positions	Open	2x	3x
Full Page	\$2,035	\$1,895	\$1,695
Half Page	\$1,615	\$1,485	\$1,350
Center Pages	\$3,620	\$3,320	\$3,015
Inside Front	\$2,995	\$2,745	\$2,495
Inside Back	\$2,375	\$2,175	\$1,975
Back Cover	\$3,500	\$3,205	\$3,005

Run of Magazine	Open	2x	3x
Full Page	\$1,615	\$1,485	\$1,350
Half Page	\$1,195	\$1,095	\$995
Quarter Page	\$715	\$655	\$595

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25%

To advertise:

Norma Kamai
808.330.9230
nkamai@staradvertiser.com



Maui

2021-2022 Maui Publication Schedule:

Issues	Space Deadline	Camera Ready
SEP. - DEC	August 10	August 18
JAN. - APR. 2022	November 30	December 8
MAY. - AUG. 2022	April 5	April 13

2021-2022 Maui Rates:

Premium Positions	Open	2x	3x
Full Page	\$1,690	\$1,547	\$1,405
Half Page	\$1,135	\$1,030	\$935
Center Pages	\$3,620	\$3,320	\$3,015
Inside Front	\$2,060	\$1,890	\$1,715
Inside Back	\$1,815	\$1,660	\$1,515
Back Cover	\$3,120	\$2,860	\$2,600

Run of Magazine	Open	2x	3x
Full Page	\$1,125	\$1,030	\$935
Half Page	\$745	\$685	\$615
Quarter Page	\$500	\$455	\$415

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25%

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Kaua'i

2021-2022 Kauai Publication Schedule:

Issues	Space Deadline	Camera Ready
SEP. - DEC	August 10	August 18
JAN. - APR. 2022	November 30	December 8
MAY. - AUG. 2022	April 15	April 13

2021-2022 Kauai Rates:

Premium Positions	Open	2x	3x
Full Page	\$1,685	\$1,550	\$1,405
Half Page	\$1,075	\$985	\$895
Center Pages	\$3,620	\$3,320	\$3,015
Inside Front	\$1,980	\$1,815	\$1,650
Inside Back	\$1,740	\$1,595	\$1,450
Back Cover	\$3,120	\$2,860	\$2,600

Run of Magazine	Open	2x	3x
Full Page	\$1,075	\$985	\$895
Half Page	\$715	\$665	\$595
Quarter Page	\$474	\$435	\$395

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25%

To advertise:

Jay Higa
808.529.4712
jhiga@staradvertiser.com



Big Island

Big Island Publication Schedule:

Issues	Space Deadline	Camera Ready
AUG. - NOV.	July 6	July 14
DEC. - MAR. 2022	November 9	November 17
APR. - JUNE 2022	March 9	March 17

2021-2022 Big Island Rates:

Premium Positions	Open	2x	3x
Full Page	\$1,685	\$1,545	\$1,405
Half Page	\$1,125	\$1,030	\$935
Center Pages	\$3,620	\$3,320	\$3,015
Inside Front	\$2,060	\$1,889	\$1,715
Inside Back	\$1,815	\$1,660	\$1,515
Back Cover	\$3,120	\$2,860	\$2,600

Run of Magazine	Open	2x	3x
Full Page	\$1,125	\$1,000	\$935
Half Page	\$714	\$665	\$595
Quarter Page	\$474	\$435	\$395

All rates are cost per month. Add applicable taxes to all prices. Guaranteed Position add 25%

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Production Specifications

TRIM SIZE: 8" x 10.625"

SAFETY: All live matter must be at least 0.375" from trim on all sides.

BINDING: Perfect bound, 10.625" side

Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.

Trim Size: 8"w x 10.625"h

Full Page with bleed: 8.25"w x 10.875"h

Build to trim size (8"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 7.25"w x 9.875"h

2-Page Spread trim size: 16"w x 10.625"h

2-Page Spread with bleed: 16.25"w x 10.875"h

Build to trim size (16"w x 10.625"h) and extend the bleed .125" beyond trim on all sides.

1/2 Page Horizontal 7.25 x 4.8125

1/2 Page Vertical 3.5 x 9.875

1/4 Page 3.5 x 4.8125

Best Of/Dining Co-Op 3.5 x 2.5

O'ahu's North Shore Co-Op 2.25 x 4.5

Fishing Guide Box 2.5 x 3.1875

Coupon 3.5 x 1.5

Ad Design & Composition Charges

Full Page	\$250
Half Page	\$125
Quarter Page	\$125

DRIVE

DRIVE is the Official Magazine in Hawaii for Enterprise Rent-A-Car, Alamo Rent A Car and National Car Rental. This perfect-bound magazine provides guests with compelling editorial, focusing on excursions by car—activities, entertainment, shopping, dining, beaches, places of interests and more.

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DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files.

It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.

ONLY CAMERA-READY ADS ARE ACCEPTED.

ELECTRONIC DELIVERY

Ads may be submitted via OPI Uploader (preferred method) or via email

OPI Uploader

website: <http://files2.us> (login required)

User name: guest

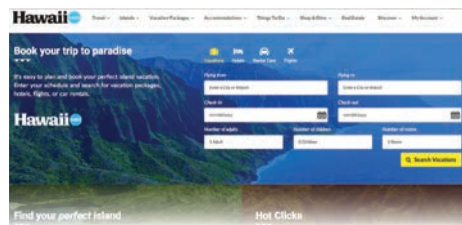
password: fileupload

1. Enter the email address of the recipient of the files
2. Enter the name of the sender (email address is allowed)
3. Use the "Choose Files" button to select file to upload (Multiple files can be selected)
4. There is no requirement to fill in the "Upload to:" or "New Subfolder? Name" (These fields are optional)
5. Click "Begin Upload" to start transfer

Email: 2MB limit. Contact your Account Executive to use this method of delivery.



PACKAGES AVAILABLE FOR BOTH PRE AND POST ARRIVAL



HAWAII.COM

Hawaii.com is the leading website for planning travel to and within the Hawaiian Islands. With over 3 million page views each month, Hawaii.com connects travelers with their choice of island accommodations as well as the best in activities, shopping, dining and more. The site contains quality content targeting both repeat and first-time visitors designed to drive direct bookings to your business.

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