



*Opulence meets refinement within the pages of Kahala Life.*

A copy of *Kahala Life* is given to each party upon check-in.

This signature publication embraces the new casual, affluent lifestyle of Hawaii, focusing on understated luxury and relaxed living.

*Kahala Life* highlights the “Kahala experience,” from epicurean encounters to culture and arts.

*Kahala Life* reflects the many facets of the Kahala lifestyle.

**PRINTED TWICE ANNUALLY  
IN ENGLISH AND JAPANESE**

**DESIGNATED MEDIA FOR  
ROYAL HAWAIIAN CENTER**

**PUBLICATION / CLOSING DATES**

SPRING/SUMMER ISSUE - FEBRUARY, 2021  
SPACE: Dec. 29, 2020 | CAMERA-READY: Jan. 5, 2021

FALL/WINTER ISSUE - AUGUST, 2021  
SPACE: TBD, 2021 | CAMERA-READY: TBD, 2021

**DISTRIBUTION:  
5,000 COPIES PER ISSUE**

- A copy of *Kahala Life* is given to each party upon check-in
- Distribution to membership of Resort-trust in Japan with memberships starting at \$85,000 a year. Resorttrust has over 5,000 active members.

**To advertise: Linda Woo**  
lwoo@staradvertiser.com | 808-529-4355



## SEMI-ANNUAL AD RATES

<b>Full Page</b>	\$5,665
<b>2-Page Spread</b>	\$10,300

## PREMIUM POSITIONS

Minimum 2x insertion for all premium positions

### COVERS

<b>4th (back)</b>	\$7,000
<b>3rd (inside back)</b>	\$6,695
<b>2nd (inside front) &amp; Page 1</b>	\$13,390

<b>First Right Hand Page</b> (opposite edit)	\$5,975
<b>Pages 2 &amp; 3</b>	\$12,360
<b>Pages 4 &amp; 5</b>	\$11,845

Prices listed are per issue. All rates are net plus tax

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions. Ask your Account Executive for quotes. All rates are net and do not include the 4.712% Hawai'i State tax.

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## ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

## CIRCULATION

5,000 copies distributed in-room at The Kahala Resort and Hotel and delivered to homes within the Kahala zip code.

## FILE DELIVERY

**OPI Uploader:** Go to <http://files2.us> and complete form to upload files

Username: guest Password: fileupload

Email: Contact your Account Executive to use this method.

## PRODUCTION SPECS

**TRIM SIZE:** 10.875" w x 10.875" h

**SAFETY:** All live matter must be at least 0.25" from trim on all sides.

**BINDING:** Perfect bound

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

**Trim Size:** 10.875" w x 10.875" h

**Covers with bleed:** 11.125" w x 11.125" h  
Build to trim size (10.875" w x 10.875" h) and extend the bleed .125" beyond trim on all sides.

**Full Page no bleed:** 10.375" w x 10.375" h

**2-Page Spread trim size:** 21.75" w x 10.875" h

**2-Page Spread with bleed:** 22" w x 11.125" h  
Build to trim size (21.75" w x 10.875" h) and extend the bleed .125" beyond trim on all sides.

## 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.*

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