

VERT KAKA'AKO



Vert Kaka'ako Magazine

VERT KAKA'AKO is a quarterly magazine that shines a light on this dynamic urban neighborhood, bringing to life the stories of its businesses, people, places and events..

It connects the reader (residents, professionals who work in the district and visitors to Kaka'ako) to the latest in dining, shopping and entertainment, while reflecting on the evolution of this vibrant community, including its rich cultural history and development into a place where people can work, live, visit, learn and play.

PUBLICATION/CLOSING DATES:

March/April/May 2025

SPACE: January 6, 2025

PRINT-READY: January 13, 2025

June/July/August 2025

SPACE: April 7, 2025

PRINT-READY: April 14, 2025

September/October/November 2025

SPACE: June 10, 2025

PRINT-READY: July 17, 2025

December/January/February 2025-2026

SPACE: October 9, 2025

PRINT-READY: October 16, 2025

Tentative and subject to change.

To advertise: **Darin Nakakura** | 808-529-4726 | dnakakura@staradvertiser.com
Brian Kumura | 808-529-4760 | bkumura@staradvertiser.com
Rachel Yasunaga | 808-529-4319 | ryasunaga@staradvertiser.com

K A K A ' A K O



ADVERTISING RATES

QUARTERLY

	1x	4x
Full Page	\$3,204	\$2,626
Half Page	\$2,102	\$1,680
1/4 Page	\$1,314	\$946

PREMIUM POSITIONS

Minimum 4x commitment.

COVERS

2nd (inside front) & Page 1	\$7,618
Page 3	\$3,782
Page 5	\$4,202
4th (back)	\$4,120

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.

ADDITIONAL CHARGES

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

FILE DELIVERY

Please contact your Account Executive for delivery options.

PRODUCTION SPECS

TRIM SIZE: 8" x 10.5"

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

BINDING: Perfect bound, 10.5" side

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

Trim Size: 8"w x 10.5"h

Full Page with bleed: 8.25"w x 10.75"h
Build to trim size (8"w x 10.5"h) and extend the bleed .125" beyond trim on all sides.

Full Page no bleed: 7.15"w x 9.65"h

2-Page Spread trim size: 16"w x 10.5"h

2-Page Spread with bleed: 16.25"w x 10.75"h

Build to trim size (16"w x 10.5"h) and extend the bleed .125" beyond trim on all sides.

1/2 Page (vertical): 3.57"w x 9.65"h

1/2 Page (horizontal): 7.15"w x 4.75"h

1/4 Page: 3.57"w x 4.75"h

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 print-ready ad prior to the print-ready deadline.

ONLY PRINT-READY ADS ARE ACCEPTED.

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CIRCULATION/DISTRIBUTION

Quarterly | 17,000 copies distributed and mailed to over 8,000 condos/homes and businesses in the Kaka'ako neighborhood + rack distribution at over 70 locations.

801 SOUTH ST
 909 KAPIOLANI
 1133 WAIMANU ST
 1350 ALA MOANA
 AE'O
 ANAHA
 THE BLOCK
 THE COLLECTION
 HALEKAUWILA PLACE
 HAWAIIKI TOWER

HOKUA
 THE IMPERIAL PLAZA
 KAMAKEE VISTA
 KAUAHALE KAKA'AKO
 KEAUHOU PLACE
 KE KILOHANA
 KEOLA LA'I
 KING MANOR
 KO'OLANI
 MOANA PACIFIC

NAURU TOWER
 ONE ARCHER LANE
 ONE WATERFRONT TOWER
 PACIFICA HONOLULU
 PARK LANE
 THE ROYAL CAPITOL PLAZA
 ROYAL COURT
 SYMPHONY HONOLULU
 WAIEA
 WAIHONUA

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