1

The definitive resource for Waikīkī's gathering place.

Locally produced for a global audience.

R Magazine

Oahu Publications Inc.
Hawaii's Largest Media Company
We're not a typical newspaper company.
We are a full-service media organization.

Oahu Publications specializes in creating results-oriented strategies with a consider-it-done approach for our clients.
PORTFOLIO

Daily Newspapers
Weekly Newspapers
Magazines
Star Media
Digital Billboard Network
Podcasts
Facebook Live
Events
Hawaii.com
Direct Mail
Printing
Merchant Services
FIVE DAILY NEWSPAPERS

Honolulu Star-Advertiser
USA Today Hawaii Edition
The Garden Island
Hawaii Tribune-Herald
West Hawaii Today
HONOLULU STAR-ADVERTISER

Nation's 8th Largest Daily Print Volume

Honolulu Star-Advertiser and Affiliated Titles

Daily Circulation: 168,438

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Print Circulation</th>
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</thead>
<tbody>
<tr>
<td>Wall Street Journal</td>
<td>810,059</td>
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<tr>
<td>The Washington Post</td>
<td>520,246</td>
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<td>New York Times</td>
<td>360,015</td>
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<tr>
<td>Long Island (NY) Newsday</td>
<td>307,994</td>
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<td>Houston Chronicle</td>
<td>238,746</td>
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<tr>
<td>USA Today</td>
<td>201,774</td>
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<td>Los Angeles Times</td>
<td>173,629</td>
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<td><strong>Honolulu Star-Advertiser</strong></td>
<td><strong>168,438</strong></td>
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<tr>
<td>Chicago Tribune</td>
<td>163,572</td>
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<tr>
<td>San Jose Mercury News</td>
<td>151,134</td>
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</table>
HAWAII'S **LARGEST** MEDIA REACHES 66% IN THE STATE

66% of Hawaii adults reached every week.

65%

Honolulu Star-Advertiser
MidWeek
staradvertiser.com

72%

The Garden Island
Kauai Midweek
thegardenisland.com

58%

Hawaii Tribune-Herald
West Hawaii Today
hawaiitribune-herald.com
westhawaiitoday.com

Nielsen Scarborough 2019 + 2020 R2
MIDWEEK, HAWAII'S FAVORITE NEWSPAPER

• Celebrating more than 35 years
• Weekly community newspapers on Oahu, Kauai and Hawaii Island
• Publishes every Wednesday
• Direct-mailed on Oahu and Hawaii Island and carrier-delivered on Kauai
• Interesting stories and features on local personalities and events.
MAGAZINE DIVISION

17 Titles

LOCAL/COMMUNITY
HILuxury
Vert Kakaako
Go Kailua
Go Kapolei

CUSTOM PUBLICATIONS
Aloha Hilton Hawaiian Village
Aloha Hilton Waikoloa
Aulani Magazine
Kahala Life

TOURISM PUBLICATIONS
Pacific Journey
101 Things *Oahu, Maui, Kauai, Hawaii Island*
Drive Magazine *Oahu, Maui, Kauai, Hawaii Island*

OUR TITLES HAVE BEEN RECOGNIZED NUMEROUS TIMES FOR EXCELLENCE—LOCALLY, REGIONALLY AND NATIONALLY
AAF HAWAII DIVISION, WESTERN PUBLISHERS ASSOCIATION, FOLIO—THE OZZIE’S AND THE EDDIE’S
Digital Services

Owned & Operated (O&O) Placements
- Native Advertising
- Sliding Billboard
- Left/Right Ear Sponsor
- Most Read Widget Sponsor
- Top Leaderboard
- Homepage Top Box
- Smart Banner
- In-Content Video
- Exclusive Email Blasts
- Social Media
- Mobile App
- DBN Video

Programmatic Buying
- Targeting Options
- Site Retargeting
- Search Retargeting
- Device ID Targeting
- Geo-Fencing
- Event Geo-Fencing
- Native Advertising

Targeted Email Blasts
Facebook Advertising
SEM (Search Engine Marketing)
SEO (Search Engine Optimization)
OTT / Connected TV
<table>
<thead>
<tr>
<th>Website</th>
<th>Monthly Page Views</th>
<th>Facebook Likes</th>
<th>Source</th>
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<td>23,220,925</td>
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<td>Thegardenisland.com</td>
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<td>Hawaii Tribune Herald</td>
<td>1,786,724</td>
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<td>West Hawaii Today</td>
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<td>Westhawaiitoday.com</td>
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</tbody>
</table>

Source: Google Analytics, December 2020
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.

Detailed monthly reports are provided to advertisers.
Site View

284 Screens
Oahu: 222 | Maui: 18 | Kauai: 18 | Hawaii Island: 26

7-Eleven
Aloha Island Mini Mart
Don Quijote + Don Quijote Liquor
Dunkin
Hele Mini Mart
Jamba Juice
Long’s Drugs
Tamura’s Grocery + Tamura’s Fine Wine
Walgreen’s
Yokocho
Zippy’s

Total Verified Viewers: 2,895,167
Total Opportunities To See (OTS) 8,199,801
DIGITAL BILLBOARD NETWORK
ADVERTISER REPORT

12-01-2020 – 12-31-2020

All networks
All sites

All devices
All advertisers

All files

Viewership
Total Viewers: 2,797,385
Total Impressions: 7,929,520
Total Plays: 28,061,976

Gender Overview
69.8% Male Viewers
30.2% Female Viewers

Age/Demographic Overview
Young (≤ 20) M / F: 3.3% / 3.4%
Young Adult (21-30) M / F: 24.2% / 13.6%
Adult (31-44) M / F: 17.4% / 7.0%
Mature Adult (45+) M / F: 24.9% / 5.2%
PODCASTS

Podcasts provide a great way for brands to connect with customers during COVID-times.

Today over half of all Americans listen to podcasts.

And that number continues to grow...

Source: iHeart Media
BENEFITS OF PODCASTS

• The ideal on-the-go, listen-to-anytime medium for multi-taskers

• Listeners are engaged with more than half listening from start to finish, including the ads

• Wide range of audiences from Baby Boomers to Gen Z

• Trusted hosts create unique; personal live-reads
FACEBOOK LIVE!

• Spotlight Live, Yunji de Nies and Ryan Kalei Tsuji engage in interesting and thought-provoking dialogue with people in the news.

• Star News Live – Kiana Cayabyab reports the latest Breaking News and stories for the Star-Advertiser Monday thru Friday.

• CO2 Sports Report – Football legend Chad Owens provides updates from the world of sports Monday, Wednesday and Friday.
STAR EVENTS
PARTNER SPONSORED EVENTS

Hawaii Hotel Restaurant Show
Tradeshow, Workshops, Event Guidebook, Event Social

Career Expo
Tradeshow, Personal & Career Development Workshops, Event Guidebook

Young At Heart
Consumer Fair of resources for senior. Workshops, Seminars, Event Guidebook

Homebuyers & Remodeling Expo
An event for families looking to buy, sell, build or remodel a home in Hawaii.
The leading website for planning travel to and within the Hawaiian Islands. With over 2 million page views each month, Hawaii.com connects travelers with:

- Accommodations
- Activities & Things to do
- Shopping
- Dining
- and more!
207,175 users monthly
457,550 Facebook followers
218,530 weekly e-newsletters
67% of traffic is organic-search
64% of visitors look for accommodations online
The visitors’ source for and about Hawaii

Source: Google Analytics, December 2020
DIRECT MAIL

Your One-Stop Shop for Mailing Services

- Creative services
- Mail data for specific distribution or total market
- Print – various stock and sizes
- Label
- Mail
- Servicing ALL islands
One of Hawaii’s largest printers and print brokers. We pride ourselves on getting the best pricing and quality for our customers.

- Newsprint
- Gloss Stock
- Local Vendors
- National Vendors
Add more money to your bottom line!

Cash discount program

- Eliminates Merchant Credit Card Processing Fees
- The Only Compliant Automatic Credit Card Discount Program
- Works With All Major Credit Cards
- Free Point-Of-Sale Equipment
- Create a new marketing fund