

NEWS RELEASE

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STAR-ADVERTISER HONORED IN GLOBAL MEDIA COMPETITION

Takes second place in INMA Print Readership/Usage growth category

HONOLULU – In Los Angeles last night The Honolulu Star-Advertiser was honored with a second-place win at the INMA Awards 2012 gala. This global competition of the International Newsmedia Marketing Association attracted 540 entries from 141 media organizations in 34 countries.

The Star-Advertiser's win came in the "Readership/Usage of the Print Publication" category for regional/local publications with circulation of between 75,000 and 300,000. Also in the winners' circle for this category were the South China Morning Post, Hong Kong (first place), and The Columbus Dispatch, Columbus, Ohio (third place).

"We are delighted and honored to have been recognized by INMA in the face of such strong global competition," said Dennis Francis, the Star-Advertiser's president and publisher. "Of course we are equally delighted by the success of our efforts to increase circulation and readership, both print and digital, which encouraged us to enter the competition."

The Star-Advertiser's entry highlighted the publication's rising circulation and readership for both daily and Sunday editions that resulted from its marketing efforts, which also attracted readers to register for paid digital subscriptions.

Paid daily print circulation increased 5 percent to 124,279, and Sunday circulation rose 6 percent to 138,964 between June and October 2011, as verified by the Audit Bureau of Circulations Audit Report (12/31/10) and the Consolidated Media Report (10/31/11).

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Readership grew 11 percent daily to 342,094 and 2 percent Sunday to 395,318 between October 2010 - March 2011 and April - September 2011, as tracked by Scarborough Research 2011 Release 2.

At the same time the Star-Advertiser also succeeded in increasing online subscriptions and readership, attracting 38,500 digital access subscribers in the nearly six months between the time subscriptions were first offered in August 2011 and the preparation of the INMA entry in January 2012.

‘The increase in print and digital subscriptions has allowed the Star-Advertiser to continue making the investments needed to provide news and information to readers whenever they want it, in whatever format they prefer,’ said Francis.

Other winning entries last night were submitted by The Atlanta Journal-Constitution, The Dallas Morning News, The New York Times, The Sacramento Bee, The Sydney Morning Herald, The Telegraph (London), USA Today and The Wall Street Journal. Other winners came from countries as far flung as Brazil, Ecuador, India, Ireland, Kenya, Norway, Peru, Poland, Portugal, Singapore and South Africa, among many others.

The Honolulu Star-Advertiser is Oahu’s leading provider of in-depth, consistent and credible local news and information with an average weekly readership of 493,303 or 70 percent of Oahu adults according to Scarborough Research. Its website, staradvertiser.com, receives more than 19 million monthly page views worldwide and is “liked” by 48,266 Facebook users, ranking 7th in the nation among daily newspapers (Google Analytics). The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes MidWeek, the Hawaii Army Weekly, Hawaii Marine, Ho’okele Weekly, HILuxury, and a growing roster of community periodicals and in-room resort magazines.

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