

# 2025 MEDIA KIT

LOCALLY OWNED, LOCALLY COMMITTED SINCE 1955

**HawaiiBusiness**  
magazine



# WE SERVE HAWAII AND ITS BUSINESS COMMUNITY WITH IMPORTANT AND USEFUL INFORMATION

**BY STEVE PETRANIK, EDITOR AND EXECUTIVE PUBLISHER**



*Hawaii Business Magazine* celebrates 70 years of serving the Islands this year – and our role remains crucial. We provide valuable information for you and your organization, award-winning stories about interesting and important topics, and unique coverage found nowhere else.

We earn our credibility and the respect of the business community with every issue we publish. Our educated and engaged readers depend on our well-researched and well-written articles to understand complex local issues and changing industries like tourism, real estate, finance, health care, transportation, construction, energy and much more.

The stories are always written from a local perspective, with a deep understanding of Hawai'i and its people, of its past and present.

We also love to tell the stories of individuals, companies and nonprofits that represent the best of Hawai'i in our print magazine, on our website and through social media.

Three times in the past decade, Hawaii Business has been named the best regional business magazine in the country; on two other occasions we were runners-up. Last year, we won 24 national and state awards – a typical year for our outstanding staff. And we will deliver that excellence again in 2025.



# OUR AUDIENCE: BY THE NUMBERS

MONTHLY GROSS REACH PRINT AND DIGITAL EDITIONS

43,846

TOTAL SOCIAL MEDIA FOLLOWERS

65,555\*\*

WEB USERS PER MONTH

57,916\*

THN A.M. NEWSLETTER SUBSCRIBERS

23,278\*\*

THN P.M. NEWSLETTER SUBSCRIBERS

17,225\*\*

PERSONAL FINANCE REPORT SUBSCRIBERS

17,222\*\*\*

TOTAL GROSS MONTHLY CONTACTS

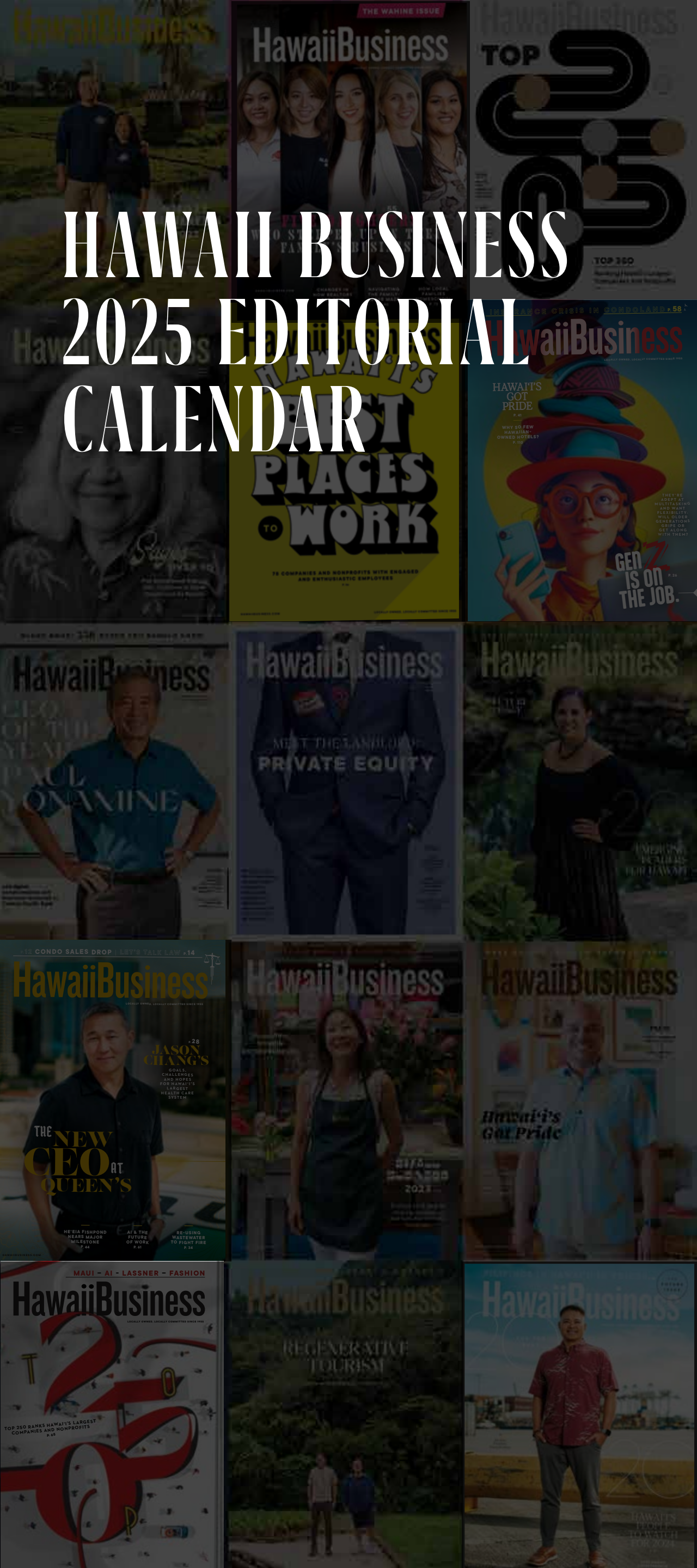
# 225,042



Sources: \*August 2023–August 2024 GA4 \*\*As of August 2024 Acoustic/LSC Marketing Group, Social Media Platforms \*\*\*As of September 30, 2024 Acoustic/LSC Marketing Group.



# HAWAII BUSINESS 2025 EDITORIAL CALENDAR



## JANUARY 2025

### HEALTH | CONSTRUCTION & DESIGN

#### SPECIAL SECTIONS

Keeping Hawaii Healthy | Shipping Air & Transportation | Industry Outlook | Construction Preview 2025

SPACE DUE

11/22/24

MATERIALS DUE

11/29/24

## JULY 2025

### REAL ESTATE | BOSS SURVEY

#### SPECIAL SECTIONS

Top Performers in Real Estate | Industry Update | NAIOP

SPACE DUE

05/23/25

MATERIALS DUE

05/30/25

## FEBRUARY 2025

### OUR 70TH ANNIVERSARY

#### SPECIAL SECTIONS

Corporate Anniversaries

SPACE DUE

12/20/24

MATERIALS DUE

12/27/24

## AUGUST 2025

### HAWAII'S TOP 250 COMPANIES

#### SPECIAL SECTIONS

Hawaii's Top 250 Largest Companies

SPACE DUE

06/27/25

MATERIALS DUE

07/02/25

## MARCH 2025

### BANKING AND FINANCE

### 20 FOR THE NEXT 20

#### SPECIAL SECTIONS

Banking and Finance Report | 20 For the Next 20

SPACE DUE

01/17/25

MATERIALS DUE

01/24/25

## SEPTEMBER 2025

### HAWAII'S EXCELLENCE IN BUSINESS AWARDS | EDUCATION |

### MOST PROFITABLE COMPANIES

#### SPECIAL SECTIONS

Hawaii's Excellence in Business Awards | Private School Report | AIA Design Awards | West Oahu

SPACE DUE

07/25/25

MATERIALS DUE

08/01/25

## APRIL 2025

### BEST PLACES TO WORK

#### SPECIAL SECTIONS

Best Places to Work

SPACE DUE

02/21/25

MATERIALS DUE

02/28/25

## OCTOBER 2025

### WOMEN OF INFLUENCE

#### SPECIAL SECTIONS

Women in Banking | Women in Healthcare | Banking and Finance Report

SPACE DUE

08/22/25

MATERIALS DUE

08/29/25

## MAY 2025

### LAW | SMALL BUSINESS AWARDS

#### SPECIAL SECTIONS

Emerging Legal Stars | Keeping Hawaii Healthy: Healthcare Champions | Big Island Business Report

SPACE DUE

03/21/25

MATERIALS DUE

03/28/25

## NOVEMBER 2025

### MOST CHARITABLE COMPANIES

### NONPROFIT CEO OF THE YEAR

#### SPECIAL SECTIONS

Most Charitable Companies | Financial Planning Guide | AAFP Section | Keeping Hawaii Healthy

SPACE DUE

09/19/25

MATERIALS DUE

09/26/25

## JUNE 2025

### HAWAII'S GOT PRIDE

#### SPECIAL SECTIONS

Banking and Finance Report | Shipping, Air and Transportation

SPACE DUE

04/18/25

MATERIALS DUE

04/25/25

## DECEMBER 2025

### CEO OF THE YEAR | BLACK BOOK

#### SPECIAL SECTIONS

Year in Review | Top Accountants

SPACE DUE

10/24/25

MATERIALS DUE

10/31/25



# EXPERIENCE HAWAII BUSINESS DIGITAL

A COMPREHENSIVE,  
READER FRIENDLY  
RESOURCE FOR THE  
BUSINESS COMMUNITY

*Hawaii Business* continues to draw more readers to its website each year.

Our integrated digital advertising packages will connect you to our targeted, affluent audience.

WEB USERS PER MONTH

57,916

AVERAGE MONTHLY PAGE VIEWS

87,484

SOCIAL MEDIA FOLLOWERS

65,555

INSTAGRAM FOLLOWERS

28,413

FACEBOOK FOLLOWERS

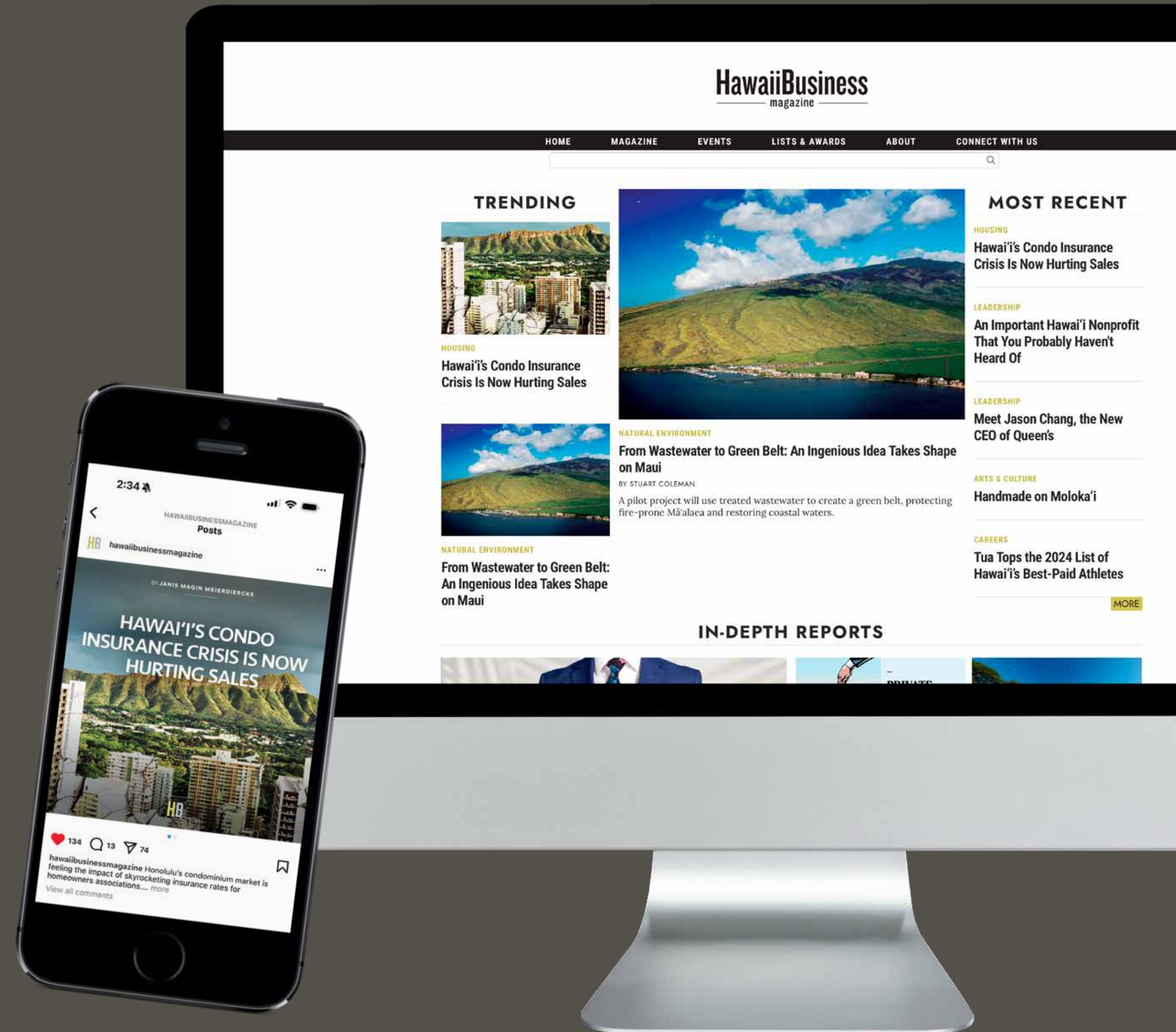
10,458

LINKEDIN FOLLOWERS

14,327

X FOLLOWERS

12,357





# OUR DAILY NEWSLETTERS: TODAY'S HAWAI'I NEWS

HAWAII BUSINESS OFFERS QUICK, TIMELY AND EFFICIENT RECAPS OF THE TOP LOCAL NEWS STORIES EVERY WEEKDAY MORNING AND AFTERNOON

“Today’s Hawai’i News” delivers:

- Summaries of the main statewide stories, compiled from all of the state’s leading news media.
- Separate sections for each of the major Hawaiian Islands in the A.M. newsletter.
- Links to each story for convenient access to more detailed information.
- Curated stories by *Hawaii Business* Editor Steve Petranik and his team of journalists.



# Today's Hawai'i News

A.M. SUBSCRIBERS

23,278

GROSS OPEN RATE

72%

UNIQUE OPEN RATE

45%

CLICKTHROUGH RATE

9.23%

P.M. SUBSCRIBERS

17,225

GROSS OPEN RATE

71%

UNIQUE OPEN RATE

45%

CLICKTHROUGH RATE

5.45%



# OUR WEEKLY NEWSLETTER: HAWAII BUSINESS PERSONAL FINANCE REPORT

**PATTERNED AFTER THE MOST RESPECTED BUSINESS NEWSLETTER IN THE STATE, HAWAII BUSINESS PERSONAL FINANCE REPORT IS DELIVERED TO SUBSCRIBERS INBOXES EVERY TUESDAY 50 WEEKS PER YEAR.**

- Stories and information for investors with a local flavor
- Links to each story for convenient access to more information
- A “Hawaii Stock Ticker” that tracks all publicly traded companies headquartered in Hawaii
- Unique marketing opportunities for financial advisors

HawaiiBusiness  
magazine

## PERSONAL FINANCE REPORT

SUBSCRIBERS

17,222

AVERAGE EMAIL SEND COUNT:

16,162

OPEN RATE:

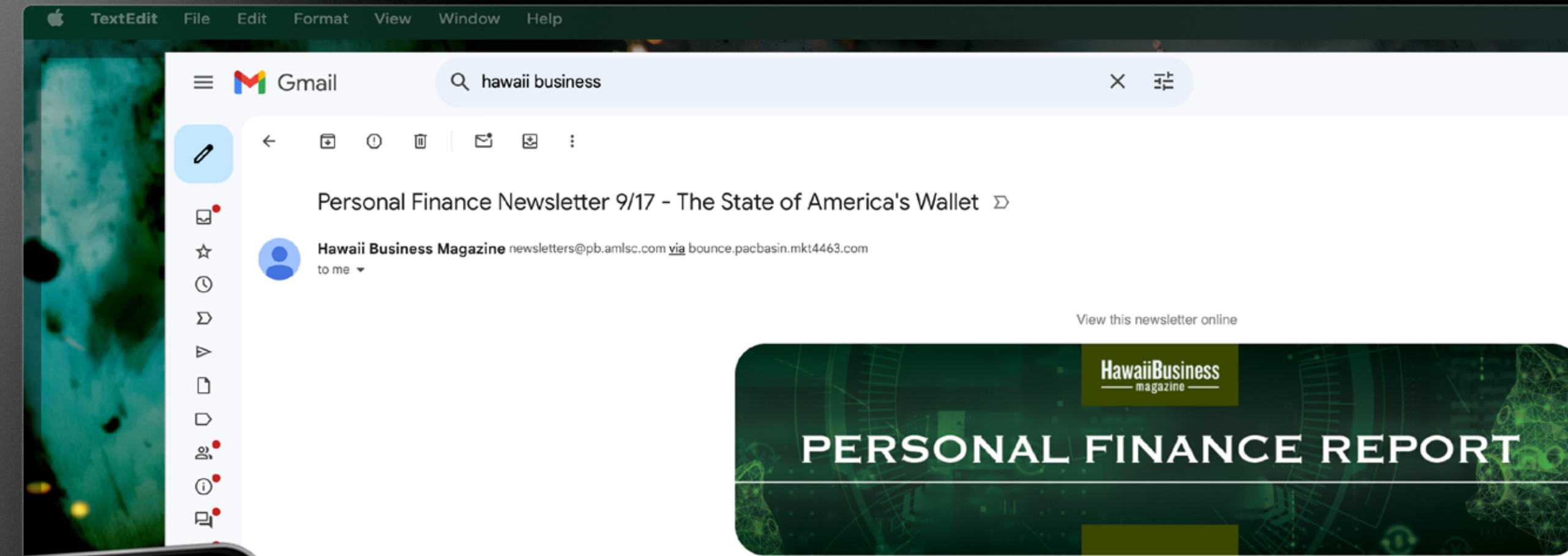
65.17%

UNIQUE OPEN RATE:

13.66%

CLICK THRU RATE:

3.71%



### Welcome to the Personal Finance Report from Hawaii Business Magazine

Every Tuesday, we will provide local and national intelligence for Hawai'i investors and savers – everyone from beginners to advanced investors. We will include links to advice about how to invest and in what products, budgeting, managing debt, retirement planning, credit scores, setting goals, tax planning, insurance, estate planning and other topics. Look for PFR in your inbox Tuesday mornings as we expand our coverage and add more local content. Let us know what you think at [feedback@hawaiibusiness.com](mailto:feedback@hawaiibusiness.com).



Mahalo,  
Steve Petranik, Editor and Executive



# 2025 EVENTS CALENDAR

## ATTENDEES' INDUSTRIES

Architecture & Design  
Banking & Finance  
Business Owners  
Construction  
Education  
Food & Beverage  
Healthcare  
Human Resources  
Government  
Hospitality & Tourism  
Law  
Nonprofit  
Retail  
Real Estate  
Sales & Marketing  
Technology

## Revitalizing Downtown

A panel discussion hosted by community business leaders focused on the revitalization of the downtown Honolulu business district.

ATTENDEES | **120**  
SAVE THE DATE | **WEDNESDAY, JANUARY 15, 2025**  
LOCATION | **YWCA DOWNTOWN**

## Health & Wellness Conference

This half-day conference will assist the working community in developing and implementing health and wellness practices into their company culture and daily lives.

ATTENDEES | **200+**  
SAVE THE DATE | **THURSDAY, FEBRUARY 13, 2025**  
LOCATION | **JAPANESE CULTURAL CENTER**

## 20 for the Next 20

This exclusive, invitation only celebration brings together our annual cohort of 20 community leaders projected to have a major impact for the next 20 years.

ATTENDEES | **150+**  
SAVE THE DATE | **THURSDAY, MARCH 6, 2025**  
LOCATION | **CAFE JULIA, YWCA DOWNTOWN**

## Best Places to Work

Organizations chosen for the Best Places to Work in Hawaii are recognized at a fun and exciting celebration, where we officially release our April issue featuring the overall and category winners of our annual Best Places to Work survey.

ATTENDEES | **550+**  
SAVE THE DATE | **FRIDAY, MARCH 28, 2025**  
**5:00-9:00 P.M.**  
LOCATION | **HILTON HAWAIIAN VILLAGE**

## Women Entrepreneurs' Conference

Hawaii Business Magazine presents the 3rd annual half-day conference; an informative, inspiring event supporting the growth of women-owned businesses in Hawaii. The speaker line-up features successful women leaders, business owners, entrepreneurs and funders.

ATTENDEES | **250+**  
SAVE THE DATE | **MAY 2ND, 2025**  
**11:30 A.M.-5:30 P.M.**  
LOCATION | **PRINCE WAIKIKI**

## Leadership Conference

The 12th annual Leadership Conference is dedicated to the advancement of Hawaii's emerging leaders. Attendees are able to enhance their professional skills through informative general sessions and workshops featuring national and local speakers.

ATTENDEES | **600+**  
SAVE THE DATE | **JULY 25, 2025**  
**8:00 A.M.-4:30 P.M.**  
LOCATION | **HILTON HAWAIIAN VILLAGE**

## Top 250 CEO Celebration

Our annual networking party brings together the CEO's or top executives from the Top 250 Companies in Hawaii list featured in Hawaii Business Magazine's August issue.

ATTENDEES | **150+**  
SAVE THE DATE | **AUGUST TBD**  
LOCATION | **TBD**

## Hawai'i Excellence in Business Awards

Organizations chosen as finalists for Hawai'i Excellence in Business Awards are recognized at this evening celebration, where we announce the winners for 2025.

ATTENDEES | **250**  
SAVE THE DATE | **SEPTEMBER TBD**  
LOCATION | **TBD**

## Wahine Forum

Wahine Forum is the largest professional development conference for women in the State of Hawaii. The conference is attended by top female executives, entrepreneurs, and up-and-coming leaders intent on advancing their careers.

ATTENDEES | **1,000+**  
SAVE THE DATE | **OCTOBER 24, 2025,**  
**7:30 A.M.-4:30 P.M.**  
LOCATION | **HILTON HAWAIIAN VILLAGE**

## Money Matters Financial Conference

This full day conference takes place "on campus" where attendees will choose from one of five "tracks" where they will gain the knowledge and tools to navigate the complex world of personal finance confidently. Two general sessions and three breakouts per track.

ATTENDEES | **300+**  
SAVE THE DATE | **NOVEMBER TBD**  
LOCATION | **TBD**

## CEO of the Year

Hawaii Business Magazine's CEO of the Year celebration breakfast is a tribute to the transformative power of visionary leadership. Our guest of honor joins previous winners and our Editor for an inspiring discussion.

ATTENDEES | **150+**  
SAVE THE DATE | **DECEMBER TBD**  
LOCATION | **JAPANESE CULTURAL CENTER**



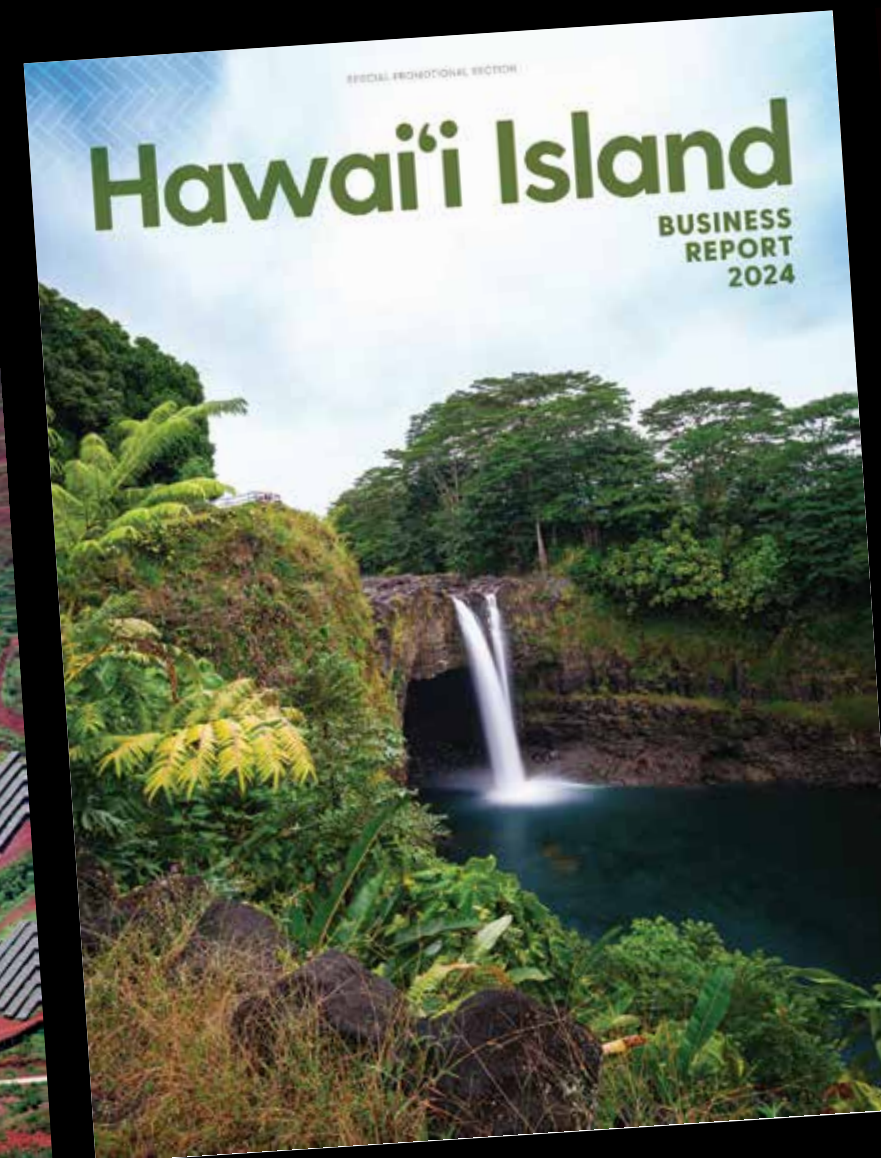
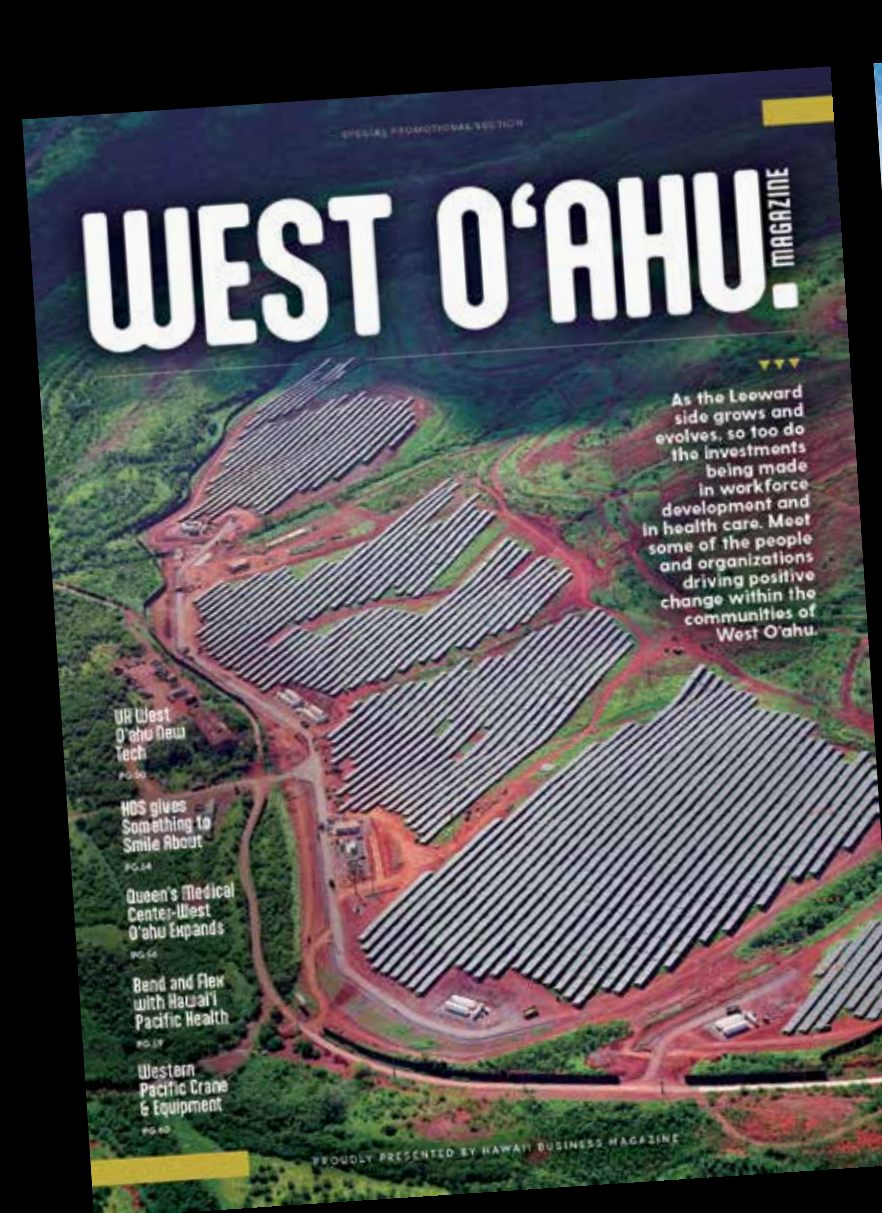
# CUSTOM PUBLICATIONS

LET US HELP YOU TELL YOUR STORY

We know Hawai'i and we know publishing. We are Hawai'i's specialists in delivering a business message persuasively and on-target. Our custom publications leverage aio Media's unparalleled quality, distribution channels and award-winning design.

Our clients include:

- Hawaiian Electric
- NAIOP Hawaii
- Kamehameha Schools
- AIA Honolulu
- Kaiser Permanente
- IIDA Ho'ohuli Awards
- University of Hawaii Foundation



Celebrate your organization's anniversary, milestone, rebrand or grand opening with Hawaii Business Magazine's print and digital platforms. Let us create a custom campaign to honor your achievements and proudly showcase your company's work to the business community.

Celebratory packages may include:






- Multiple-page advertorial
- Prominent "special section" treatment in *Hawaii Business* issue of your choice
- Additional stand-alone printed copies for distribution to your target audience- employees, clients and/or the community at large
- Professional writing services and photoshoot
- Native content article on HawaiiBusiness.com
- Social media campaign
- Email marketing



# PRINT AD SPECIFICATIONS

## AD SUBMISSION

Email attachments less than 20 MB may be sent to **Rebecca Brooking, Senior Account Coordinator** at [rebeccab@hawaiibusiness.com](mailto:rebeccab@hawaiibusiness.com). It is the responsibility of the client and/or agency to confirm receipt of e-mail with *Hawaii Business* as well as provide color proof (if needed). Transferring large files over the Internet through Dropbox, Google Drive, and FTP is also an option. Please ask your account executive for more information.

BLEED ADS		WIDTH	HEIGHT
<b>2 PAGE SPREAD</b> 	Live	15.5"	10.375"
	Trim	16	10.875
	Bleed	16.25	11.125
<b>FULL PAGE</b> 	Live	7.5"	10.375"
	Trim	8	10.875
	Bleed	8.25	11.125
<b>DOUBLE 1/2H SPREAD</b> 	Live	15.5"	4.833"
	Trim	16	5.333
	Bleed	16.25	5.583
<b>2/3 PAGE VERTICAL</b> 	Live	4.655"	10.375"
	Trim	5.165	10.875
	Bleed	5.415	11.125
<b>1/2 PAGE HORIZONTAL</b> 	Live	7.5"	4.833"
	Trim	8	5.333
	Bleed	8.25	5.583
<b>BLEED</b>		0.125 inches	

**WHAT IS BLEED?** Bleeds allow you to run artwork to the edge of a page. On a press, the artwork is printed on a large sheet of paper and then trimmed down to size.

NON-BLEED ADS	WIDTH	HEIGHT
<b>2 PAGE SPREAD</b>	15.5"	10.375"
<b>FULL PAGE</b>	7"	10"
<b>DOUBLE 1/2H SPREAD</b>	14.92"	4.875"
<b>2/3 PAGE VERTICAL</b>	4.625"	10"
<b>1/2 PAGE HORIZONTAL</b>	7"	4.875"
<b>1/3 PAGE VERTICAL</b>	2.25"	10"
<b>1/3 PAGE HORIZONTAL</b>	4.625"	4.875"
<b>1/6 PAGE VERTICAL</b>	2.25"	4.875"
<b>1/6 PAGE HORIZONTAL</b>	4.625"	2.375"

### ACCEPTED PRINT AD FORMATS:

- Adobe Illustrator® CC 2014 or earlier, Adobe Photoshop® CC 2014, Adobe InDesign® CC 2014 or earlier.
- 4-color CMYK** Any layouts containing RGB, Spot or Pantone colors must be converted to their CMYK equivalents. Any layouts found to have a differing color scheme must be revised accordingly. We want to ensure that colors are represented properly, therefore, the client will be notified if there are any inconsistencies in color scheme.
- All screen and printer fonts and all CMYK graphics files included. For InDesign® files, please include **PDF X-1a (2001)** format with files and turn bleeds on when exporting to PDF if submitting ad with bleeds.
- File should be exported with **0.125" bleed**, no crop marks.
- EPS and TIFF files: **300dpi resolution** with CMYK color or grayscale at actual size with all fonts converted to outlines. Press-Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi.
- All PDFs built incorrectly will be sent back to the client for revisions. We are also obligated to alert the client if any graphic elements are under 300 dpi to ensure that advertisements are displayed at their best quality.

# DIGITAL MEDIA SPECIFICATIONS

## SOCIAL MEDIA AD SPECS

	WIDTH	HEIGHT
<b>FACEBOOK</b>	1200px	628px
<b>INSTAGRAM - POST</b>	1080	1080
<b>INSTAGRAM - STORY</b>	1080	1920
<b>X</b>	1024	512
<b>LINKEDIN</b>	1200	628

## WEBSITE & THN AD SPECS

	WIDTH	HEIGHT
<b>LEADERBOARD</b>	728px	90px
<b>LEADERBOARD (MOBILE)</b>	320	50
<b>RECTANGLE</b>	300	250
<b>BILLBOARD</b>	970	250
<b>HALF PAGE</b>	300	600

### ACCEPTED DIGITAL FILE FORMATS

- 72dpi web-optimized .JPG, .PNG, or .GIF.
- HTML files are also accepted.
- Images with higher resolutions will be subject to reduced file size conversion.



# CONNECT WITH US

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**HawaiiBusiness**  
magazine

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## INSTAGRAM

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## FACEBOOK

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## X

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## LINKEDIN

Hawaii Business Magazine



**aio** | MEDIA GROUP

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**((1420))**

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**HawaiiBusiness**  
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**Guide**

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+ REMODELING

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**HONOLULU**  
MAGAZINE

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**family**

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AM 1500 HONOLULU

**WATERMARK**  
PUBLISHING

AIO | INTEGRATED SERVICES

**aio** MARKETING &  
COMMUNICATIONS

**L/brary.**

**upspring**