

"My Hawaii" Pacific Journey

Hawaii's Premiere Multilingual Post Arrival Visitor Magazine

The quarterly Oahu Japanese, Korean and Chinese visitor publication, "My Hawaii" Pacific Journey provides women and men ages 30's to 40's with information on stylish, seasonal and designer fashion. The publication contains sophisticated information on shopping, dining, entertainment, lifestyle activities, and the most up-to-date maps for Waikiki and Oahu's main shopping centers.

Issuance: Quarterly

Language: Japanese, Korean, Chinese

Circulation: 100,000

Distribution: Honolulu International Airport, select ABC Stores, concierge desks, major hotels, select street stands in Waikiki

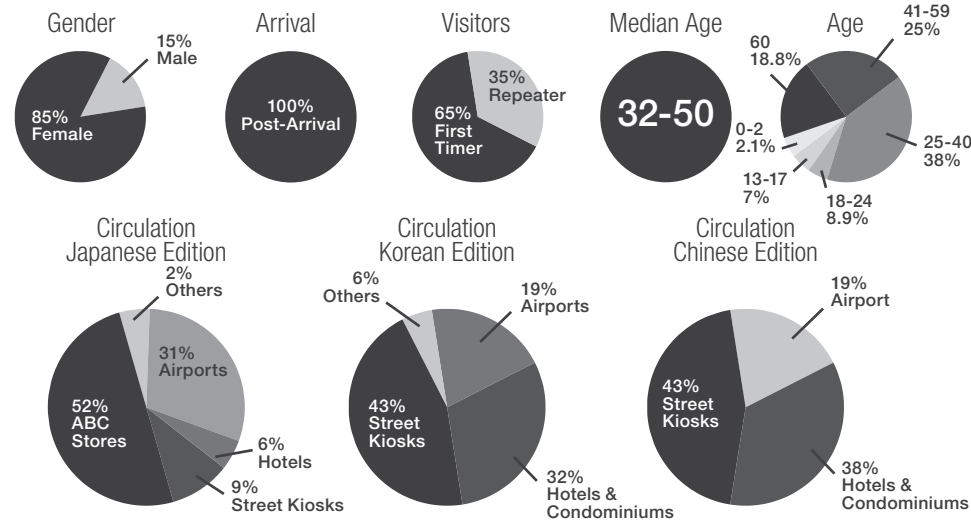
Designated Media for Merchants at: Ala Moana Center, Royal Hawaiian Center, Kahala Mall

Past Topics Featured: New & Hot Items, Accessories & Bags, Beauty, Men's Fashion, Ladies' Day Out, Beach Favorites, Best Souvenirs, Brief History of Hawaii, Ocean View Dining, Brand Story, and Cover Model Interview

Cost for Readers: Free



Demographic



Breakdown of Circulation

Location	Airport	Hotels & Condominiums	Street Kiosks	ABC Stores	Other	Total
Japanese	31%	6%	9%	52%	2%	100%
Korean	19%	32%	43%	0%	6%	100%
Chinese	19%	38%	43%	0%	0%	100%

Media Schedule

Issue Dates	Space Deadlines	Material Deadlines
3/1/2015 (Spring)	12/16/2014	1/21/2015
6/1/2015 (Summer)	3/10/2015	4/21/2015
9/1/2015 (Fall)	6/16/2015	7/21/2015
12/1/2015 (Winter)	9/15/2015	10/21/2015

*Translation request: Ad copy needing translation must be submitted 14 days prior to material due date.

"My Hawaii" Pacific Journey

Advertisement Rates

Premium	1x	2x	3x	4x
Cover 2 Page 1	\$15,700	\$15,000	\$14,200	\$13,800
Spread	\$14,400	\$14,000	\$13,000	\$12,600
Facing TOC 1 / TOC 2	\$8,300	\$7,900	\$7,600	\$7,300
Cover 3	\$8,400	\$8,000	\$7,600	\$7,400
Cover 4	\$9,400	\$8,900	\$8,500	\$8,300
Full Page*	\$7,700	\$7,400	\$7,200	\$7,000

*Ad will be placed within the first 20% of the magazine.

Regular	1x	2x	3x	4x
Full Page	\$7,300	\$6,900	\$6,600	\$6,400
Spread	\$13,700	\$13,100	\$12,400	\$12,100
1/2 Page (Vertical/Horizontal)	\$4,200	\$4,100	\$3,900	\$3,700
1/3 Page (Horizontal)	\$3,400	\$2,700	\$2,600	\$2,500
1/4 Page	\$2,400	\$2,300	\$2,200	\$2,100

Advertorial	1x	2x	3x	4x
Full Page	\$8,300	\$8,000	\$7,600	\$7,400
1/2 Page	\$5,300	\$5,100	\$4,900	\$4,800

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates

FTP Information

URL: ftp://ftp.ftphawaii.com
 Username: forclients
 Password: Tempfile!

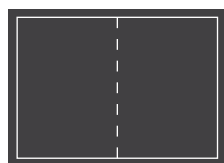
Send color proofs to:
 Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814

Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

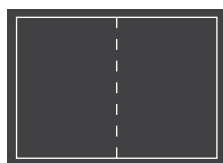
For more information please contact:
 Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814
 Tel: (808) 469-4817
 Email: advertising@pacrimmarketing.com

Advertisement Size



Cover 2 Page 1
(Bleed)

trim W10.5" x H8"
 bleed W10.75" x H8.25"



Spread
(Bleed)

W10.5" x H8"
 W10.75" x H8.25"



Facing TOC
(Bleed)

W5.25" x H8"
 W5.5" x H8.25"



Cover 3
(Bleed)

W5.25" x H8"
 W5.5" x H8.25"



Cover 4 / Full Page
(Bleed)

trim W5.25" x H8"
 bleed W5.5" x H8.25"



1/2 Page
(Vertical / Non-Bleed)

W2.25" x H7.5"
 N/A



1/2 Page
(Horizontal / Non-Bleed)

W4.75" x H3.75"
 N/A



1/3 Page
(Horizontal / Non-Bleed)

W4.75" x H2.5"
 N/A



1/4 Page
(Non-Bleed)

W2.35" x H3.75"
 N/A