



PROFILE
 ISSUANCE: Annual
 CIRCULATION: 150,000 per issue
 DISTRIBUTION: Sold in major bookstores through Japan

Issue Dates	Space Deadlines	Material Deadlines
6/23/09	5/15/09 (5/6 for Advertorial)	5/18/09

JJ Hawaii targets young female travelers ages 18-28. In 1996, the publisher created a special edition exclusively dedicated to Hawaii in response to readers' interest in the Hawaii articles. *JJ Hawaii Book* was created to provide the latest Hawaii shopping, fashion, and dining recommendations for its trend-setting readers. Fashion and shopping is the underlying theme throughout the magazine, in fact *JJ* travelers rank shopping as their top activity when they travel abroad. Shot on location in Oahu with Japan fashion models, *JJ Hawaii* delivers one of the most expressive Hawaii guidebooks.

Premium Positions	Rate	Trim Size	Non-Bleed
Inside Front Cover	\$14,375	W346mm x H230mm	NA
Back Cover	\$16,158	W173mm x H230mm	NA
Facing TOC	\$10,925	W173mm x H230mm	NA
Inside Back Cover	\$13,398	W173mm x H230mm	NA
Ad Space	Rate	Trim Size	Non-Bleed
Double Page Spread	\$17,250	W344mm x H232mm	NA
Full Page Advertorial*	\$10,925	TBA	TBA
Double Page Advertorial*	\$18,400	TBA	TBA
Full Page	\$8,625	W172mm x H232mm	NA
1/2 Page (Horizontal)**	\$4,284	NA	TBA
1/2 Page (Vertical)**	\$4,284	NA	TBA

***Subject to approval by JJ ** Based on shared page | All dates and rates are subject to change. Rates are gross. Tax of 4.712% will be added.**

IMPORTANT MATERIAL SPECS

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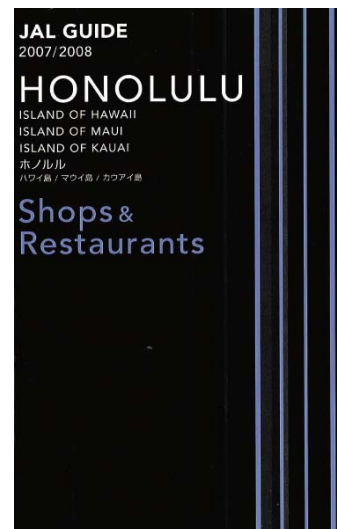
Phone: (808) 949-4592 • Toll Free: (800) 338-4502 • Fax: (808) 942-5251 • Hawaii Office: 2758 South King Street, Suite 206, Honolulu, Hawaii 96826 USA • Japan Office: POSH Bldg., 8, Aizumi-cho, Shinjuku-ku Tokyo, 160-0005 Japan

MEDIA OPPORTUNITIES WITH JAPAN'S LARGEST AIRLINE CARRIER

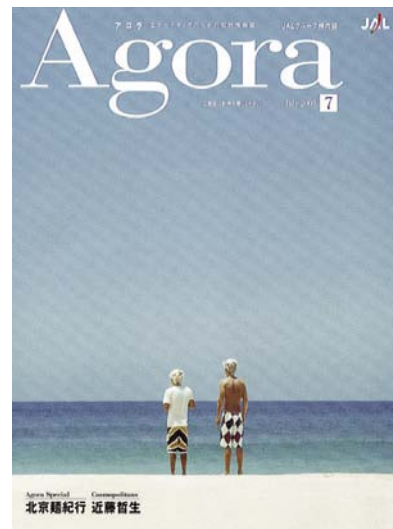
Japan Airlines is Japan's largest airline carrier, flying more than 5 million passengers to America each year. There are multi-media and multi-language opportunities using a variety of media, including in-flight magazines, in-flight videos, and a subscription base. JAL's worldwide network serves 43 cities, in 25 countries, around the globe.



JAL Skyward



JAL Hawaii Guide



JAL Agora



JAL In-flight Video

**PROFILE**

ISSUANCE: Monthly
 CIRCULATION: 840,000 per issue
 DISTRIBUTION: Seat pockets of every JAL international flight.

Issue Date	Space Deadline	Material Deadline
1st of each month	80 Days Before Issue Month	45 Days Before Issue Month

With both Japanese and English sections, *SKYWARD* an excellent medium to reach the Japanese market. Japan Airlines (JAL) is the largest overseas airline in Japan, flying over 32% of the flights in and out of the country. This monthly in-flight magazine is regarded as a high quality, interesting, informative, and entertaining publication. It features destination stories, news topics, essays by famous people, and interviews.

Premium Positions	Rate	Trim Size	Non-Bleed
Cover 2 Spread	\$29,500	W420mm x H280mm	NA
Facing TOC	\$16,000	W210mm x H280mm	W185mm x H260mm
Facing Editorial	\$15,500	W210mm x H280mm	W185mm x H260mm
Ad Space	Rate	Trim Size	Non-Bleed
Spread	\$27,000	W420mm x H280mm	NA
Full Page	\$14,000	W210mm x H280mm	W185mm x H260mm
1/2P Horizontal	\$9,500	NA	W185mm x H125mm
1/2P Vertical	\$9,500	NA	W90mm x H255mm
1/3P Horizontal	\$6,500	NA	W185mm x H83mm
1/3P Vertical	\$6,500	NA	W60mm x H255mm

All dates and rates are subject to change. Rates are gross. 50% down payment for ad placement required upon booking. The remainder balance due upon issuance of publication.

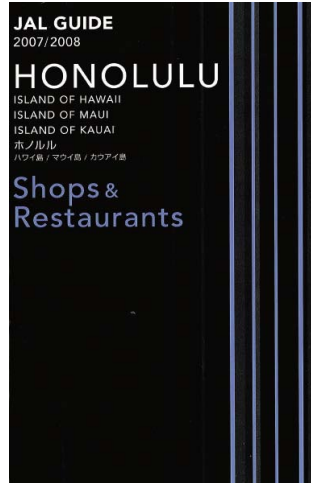
IMPORTANT MATERIAL SPECS

Please provide a positive.

JAL Hawaii Guide



Phone: (808) 949-4592 • Toll Free: (800) 338-4502 • Fax: (808) 942-5251 • Hawaii Office: 2758 South King Street, Suite 206, Honolulu, Hawaii 96826 USA • Japan Office: POSH Bldg., 8, Aizumi-cho, Shinjuku-ku Tokyo, 160-0005 Japan



PROFILE

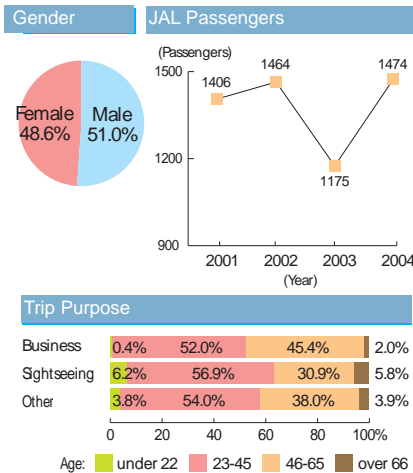
ISSUANCE: Annual
 CIRCULATION: 150,000 per issue
 DISTRIBUTION: 40% in JAL offices, 30% inflight, (first class, business class, executive economy) 20% travel agencies, 10% bookstores sales, JAL lounges at Narita, Nagoya & Osaka.

Issue Date	Space Deadline	Material Deadline
8/31/2009	4/30/09	5/20/2009

For 25 years JAL Guide has been the trusted travel information source for Japan's international travelers. The accurate, practical and reliable information is gathered through JAL Group's worldwide network and provides a useful snapshot of Hawaii. With an emphasis on Honolulu, each island is outlined with JAL's recommended activities, restaurants, and shops. An extensive activity guide also explains the must-see locations. Convenient and easy to use maps, along with business listings, makes this a great reference guidebook.

JAL GUIDE CONTENTS

- Basic introduction and information about each city
- Easy-to-follow maps with locations of recommended shops and restaurants
- Shopping guide with recommended shops, boutiques, stores listed by category of goods
- Dining guide with recommended restaurants listed by type of cuisine
- Sightseeing, entertainment and events
- Topics includes special events, places, or appealing features of the destination



Premium Positions	Rate	Trim Size	Non-Bleed
Back Cover	\$13,000	W140mm x H257mm	W118mm x H235mm
Inside Front Cover	\$10,500	W140mm x H257mm	W118mm x H235mm
Inside Back Cover	\$8,600	W140mm x H257mm	W118mm x H235mm
Facing TOC	\$8,600	W140mm x H257mm	W118mm x H235mm
Ad Space	Rate	Trim Size	Non-Bleed
Full Page.	\$6,600	W140mm x H257mm	W118mm x H235mm
Half Page (Horizontal)	\$3,700	NA	W118mm x H116mm
Advertorial	Rate	Trim Size	Non-Bleed
4C1P (1/2 p ad+1/2p advertorial)	\$5,000	W140mm x H257mm	W118mm x H235mm
4C2PS (1p ad+1p advertorial)	\$10,000	W140mm x H257mm	W118mm x H235mm

All dates and rates are subject to change. Rates are gross. 50% down payment for ad placement required upon booking. The remainder of balance due upon issuance of publication.

IMPORTANT MATERIAL SPECS

- QuarkXpress v4.0 or • Illustrator v8.0

**PROFILE**

ISSUANCE: Monthly
 CIRCULATION: 620K per issue
 DISTRIBUTION: Mailed to JAL Global Club members, JAL Card Club A members, JAL Diners Card holders, and inflight, where it is offered to the customers by the flight attendant along with other publications in First Class. JAL Agora is also placed in the magazine racks of Executive/Economy Class and at JAL Lounges at the airport (Narita, Nagoya, Osaka).

Issue Dates	Space Deadlines	Material Deadlines
Monthly	65 Days Before Issue Month	45 Days Before Issue Month (50 Days Before for February and June Issue)

The editorial focus of this magazine is to provide the experienced traveler an array of diverse lifestyle stories that encompass art, business, fashion, culture, cuisine and shopping. Illustrated with stunning photography, JAL Agora typifies the luxury its readers come to know and trust. About 91% of Agora's readers travel overseas each year.

Premium Positions	Rate	Trim Size	Non-Bleed
Cover 2 Spread	\$32,000	W420mm x H280mm	NA
Second Cover 2 Spread	\$31,000	W420mm x H280mm	NA
Facing TOC	\$17,000	W210mm x H280mm	NA
Inside Back Cover	\$15,000	W210mm x H280mm	NA
Back Cover	\$23,000	W194mm x H280mm	NA
Ad Space	Rate	Trim Size	Non-Bleed
Spread	\$29,000	W420mm x H280mm	NA
Full Page	\$15,000	W210mm x H280mm	NA

All dates and rates are subject to change. Rates are gross. 50% down payment for ad placement required upon booking. The remainder of balance due upon issuance of publication.

IMPORTANT MATERIAL SPECS

Please provide a positive.

JAL In-Flight Video



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PROFILE

ISSUANCE: Hawaii - Annual
 DISTRIBUTION: On-board all JAL international flights out of Japan to Honolulu, and Kona.

JAPAN to HAWAII

Contract Period	Space Deadlines
Dec. 1 '09 - Nov. 31 '10	9/4/2009

Set in the lush scenery of Hawaii, this narrative-style program consists of infomercials on shops, restaurants, hotels and activities in the islands. All filming and narration is done by JAL and the production costs are included in the advertising rate.

Destination	Contract Duration	40 Seconds
Japan - Hawaii	1 Year	\$25,000

Cost includes production | All dates and rates are subject to change | Payments can be made in quartely installments. 50% down payment for ad placement required upon booking. The remainder of balance due upon issuance of in-flight video.

IMPORTANT MATERIAL SPECS

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NWA World Traveler - Japan Edition



Phone: (808) 949-4592 • Toll Free: (800) 338-4502 • Fax: (808) 942-5251 • Hawaii Office: 2758 South King Street, Suite 206, Honolulu, Hawaii 96826 USA • Japan Office: POSH Bldg., 8, Aizumi-cho, Shinjuku-ku Tokyo, 160-0005 Japan



PROFILE

ISSUANCE: Bi-Monthly
(Jan, Mar, May, Jul, Sep, Nov)
CIRCULATION: 1,000,000
DISTRIBUTION: On-board Northwest flights to and from Japan, airport lounges (NRT, KIX, NGO), and Northwest offices.

Nwa World Traveler is a bi-monthly, stylish, lifestyle magazine focused on leisure and business. This magazine appeals to frequent Japanese travelers. It is effective for destination promotion, sales promotion and branding strategy.

Issue Dates	Space Deadlines	Material Deadlines
Jan 2009	11/1/08	11/28/08
Mar 2009	1/4/09	1/30/09
May 2009 featuring Guam	3/1/09	3/30/09
Jul 2009 featuring Hawaii	5/1/09	6/1/09
Sep 2009	7/1/09	7/30/09
Nov 2009	9/1/09	10/1/09

AD Size	Rate x1	Rate x2	Rate x3	Rate x6	Trim Size	Bleed
1P4C	\$9,000	\$8,100	\$7,650	\$7,200	W210mm x H287mm	NA
Back Cover	\$18,000	\$16,200	\$15,300	\$14,400	W210mm x H287mm	W216mm x H293mm
Inside Front Cover Double Spread	\$22,000	\$19,800	\$18,700	\$17,600	W420mm x H287mm	W426mm x H293mm
2 Page Spread Special Position	\$20,000	\$18,000	\$17,000	\$16,000	W420mm x H287mm	W426mm x H293mm
Facing TOC	\$11,000	\$9,900	\$9,350	\$8,800	W210mm x H287mm	W216mm x H293mm
Inside Back Cover	\$10,500	\$9,450	\$8,925	\$8,400	W210mm x H287mm	W216mm x H293mm
Page Facing Editorial	\$10,909	\$19,636	\$27,818	\$52,364	W420mm x H280mm	NA
1/3P4C	\$3,000	\$2,700	\$2,550	\$2,400	W210mm x H287mm	W216mm x H293mm
Advertorial	\$11,000	\$9,900	\$9,350	\$8,800	W210mm x H287mm	W216mm x H293mm

All dates and rates are subject to change. Rates are gross.

IMPORTANT MATERIAL SPECS

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LOVE HAWAII - Magalog



DESIGNATED BY:
 Royal Hawaiian Center.
 10% OFF for RHC tenants.
 Offer not to be combined with
 multiple title insertions; 1 x rate
 only.

PROFILE

ISSUANCE: Quarterly
 CIRCULATION: 100,000
 DISTRIBUTION: 134 branch offices of HIS, 33
 cafés, at Hula supply shops and in and
 surrounding Tokyo metropolitan area
 DESIGNATED BY: Royal Hawaiian Center

Issue Dates	Space Deadlines	Material Deadlines
3/20/2009	1/5/2009	2/5/2009
6/20/2009	4/6/2009	5/6/2009
9/20/2009	7/7/2009	8/7/2009
12/20/2009	10/20/2009	11/6/2009

Love Hawaii is a free Hawaii magazine published for HIS and distributed in Japan. It focuses on the most up to date fashion, dining, local events, and events in Hawaii. Introducing Hawaii's hotels, venues and attractions, *Love Hawaii* guides and leads readers to get the most out of Hawaii.

Ad Space	Rate (x 1)	Rate (x 2)	Rate (x 3)	Rate (x 4)	Trim Size
Back Cover	\$9,000	\$8,100	\$7,650	\$7,200	W210 mm x H297 mm
Inside Front Cover	\$9,000	\$8,100	\$7,650	\$7,200	W210 mm x H297 mm
Inside Back Cover	\$7,000	\$6,300	\$5,950	\$5,600	W210 mm x H297 mm
Facing Topics 1	\$7,500	\$6,750	\$6,375	\$6,000	W210 mm x H297 mm
Facing Topics 2	\$7,000	\$6,300	\$5,950	\$5,600	W210 mm x H297 mm
Full Page	\$7,000	\$6,300	\$5,950	\$5,600	W210 mm x H297 mm
1/2 Page	\$3,500	\$3,150	\$2,975	\$2,800	W210 mm x H148.5 mm
1/4 Page	\$1,800	\$1,620	\$1,530	\$1,440	W105 mm x H74.25 mm

All dates and rates are subject to change. Rates are gross. Tie-up opportunities available. Please inquire for more information.

IMPORTANT MATERIAL SPECS

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