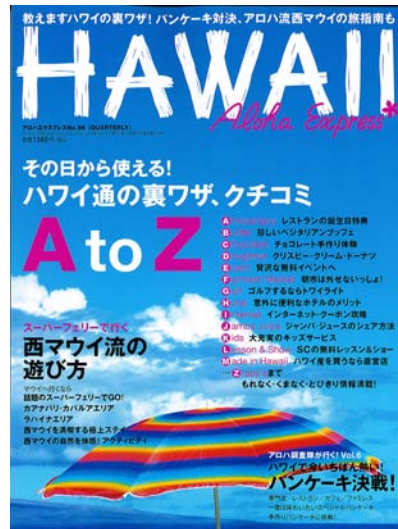


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Quarterly



Yearbook

# Aloha Express Series

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Quarterly

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Year Book

## PROFILE

ISSUANCE: Quarterly & Annual Year Book  
CIRCULATION: 150,000 per issue (200,000 Year Book)  
DISTRIBUTION: Sold in major bookstores throughout  
Japan & by subscription  
DESIGNATED BY: Ala Moana Center, Royal Hawaiian  
Center, Ward Center

Issue Dates	Space Deadlines	Material Deadlines
2/20/2009	11/1/2008	1/5/2009
4/20/2009	1/4/2009	3/2/2009
6/20/2009	4/1/2009	5/3/2009
9/19/2009	7/1/2009	8/3/2009
11/20/2009	8/1/2009	9/30/2009

Established more than 20 years ago by Sony Magazines, *Aloha Express* continues to be the only editorial-focused quarterly travel publication devoted exclusively to Hawaii. *Aloha Express* provides repeat travelers and Hawaii lovers, as well as Japanese media, tour, and travel influencers, with the most up-to-date news and information from on-site coverage in Hawaii. The publication reaches Japanese travelers before they arrive in Hawaii, and contains many illustrations and in-depth articles. *Aloha Express* has a loyal following of 8,000 subscribers. Seasonal trends are accommodated with the timely release of each issue. The Year Book edition is designed in a guidebook format, giving readers consolidated Hawaii information. Neighbor Islands are featured, as are areas outside of Waikiki and Ala Moana.

## MAGAZINE

Premium Positions*	Rate (1x)	Rate (2x)	Rate (3x)	Rate (4x)	Rate (5x)	Trim Size	Non-Bleed
Cover 2 Spread	\$14,970	\$13,285	\$11,760	\$10,360	\$10,205	W420mm x H284mm	NA
Back Cover	\$8,484	\$7,532	\$6,664	\$5,873	\$5,800	W200mm x H240mm	NA
Facing TOC	\$7,270	\$6,455	\$5,710	\$5,035	\$4,955	W210mm x H284mm	NA
Inside Back Cover	\$7,575	\$6,725	\$5,950	\$5,245	\$5,160	W210mm x H284mm	NA
Ad Space*	Rate (1x)	Rate (2x)	Rate (3x)	Rate (4x)	Rate (5x)	Trim Size	Non-Bleed
Double Page Spread	\$11,515	\$10,220	\$9,045	\$7,970	\$7,850	W420mm x H284mm	NA
Full Page	\$6,060	\$5,380	\$4,760	\$4,195	\$4,130	W210mm x H284mm	NA
1/2 Page (Vertical)	\$3,640	\$3,230	\$2,855	\$2,515	\$2,480	NA	W90mm x H264mm
1/2 Page (Horizontal)	\$3,640	\$3,230	\$2,855	\$2,515	\$2,480	NA	W190mm x H127mm
1/3 Page (Vertical)	\$2,550	\$2,260	\$2,000	\$1,760	\$1,735	NA	W60mm x H264mm
1/4 Page	\$2,185	\$1,935	\$1,715	\$1,510	\$1,490	NA	W90mm x H127mm

## SPECIAL ADVERTISING OPTIONS

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\*\* Rate does not include production, perforation, or postage.

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Three-page	Please ask for more information.	Please ask for more information.

\* 15% Premium Position charged for first 30 pages | All dates and rates are subject to change. Rates are gross.

## IMPORTANT MATERIAL SPECS

See Page 49