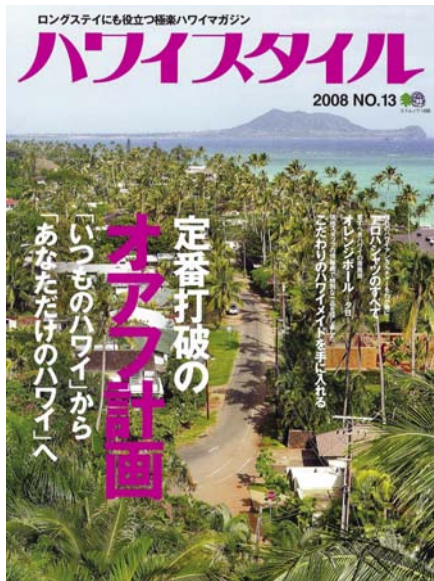


EXTENSIVE DISTRIBUTION THROUGHOUT JAPAN BOOKSTORES

Ei Publishing is best known for *Hawaii Style*, *Hawaii Bon* and *Wahine Bon*. The publications are sold at major bookstores throughout Japan with circulation of 150,000. *Hawaii Style* features the “lifestyles of local people” that is not featured in most guidebooks. *Hawaii Bon*, a special annual guidebook, is designed for first time visitors as well as frequent visitors. Last but not least, *Wahine Bon* features the most trendy and up-to-date shopping guides.



Hawaii Style
“Quarterly”



Hawaii Bon
“Hawaii Book”



Wahine Bon
“Women’s Guide”



Hawaii Style - Quarterly Japanese Hawaii Lifestyle 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: Quarterly
 CIRCULATION: 150,000
 DISTRIBUTION: Sold in major bookstores throughout Japan
 DESIGNATED BY: Ala Moana Center & Ward Centers

Issue Dates	Space Deadlines	Material Deadlines
3/2/2009	12/29/2008	1/12/2009
5/20/2009 (pending)	3/20/2009 (pending)	4/03/2009 (pending)
8/20/2009 (pending)	6/19/2009 (pending)	7/03/2009 (pending)
11/20/2009 (pending)	9/18/2009 (pending)	10/02/009 (pending)

Hawaii Style magazine focuses on presenting the “lifestyles of local people”, a feature that is not found in most Hawaii related guidebooks. Readers range from their 30’s to 60’s with a large majority of women in their 30’s to 40’s who have a deep interest in Hawaii. Sub-targets consist of current and prospective retirees who seek long stays in Hawai’i or are considering retirement plans that involve immigration to the islands. *Hawaii Style* provides an inside look to local lifestyle in paradise.

DESIGNATED BY:
 Ala Moana Center & Ward Centers. **5% OFF** for Ward tenants. Offer not to be combined with multiple title insertions. 1 x rate only.

Premium Positions	Rate x1	Rate x2	Rate x3	Rate x4	Trim Size	Non-Bleed
Inside Front Cover + First page	\$15,000	\$13,500	\$12,800	\$12,000	W420mm x H285mm	NA
Back Cover	\$10,000	\$9,000	\$8,500	\$8,000	W210mm x H285mm	NA
Facing Contents	\$9,000	\$8,100	\$7,700	\$7,200	W210mm x H285mm	NA
Inside Back Cover	\$7,500	\$6,800	\$6,400	\$6,000	W210mm x H285mm	NA
Ad Space						
4C2PS	\$12,000	\$10,800	\$10,200	\$9,600	W420mm x H285mm	NA
4C1P	\$6,000	\$5,400	\$5,100	\$4,800	W210mm x H285mm	NA
Facing Contents	\$9,000	\$8,100	\$7,700	\$7,200	W210mm x H285mm	NA
1/2 Page (Horizontal/Vertical)	\$3,000	\$2,700	\$2,600	\$2,400	(h) W105mm x H285mm (v)W210mm x H142mm	NA
1/4 P4C	\$1,500	\$1,400	\$1,300	\$1,200	W105mm x H142mm	NA

All advertisements are color printing | All dates and rates are subject to change. Rates are gross. Please inquire about advertorial opportunities.

IMPORTANT MATERIAL SPECS

See Page 49

Hawaii Bon - Japanese Hawaii Guidebook



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
 DISTRIBUTION: Sold in major bookstores throughout Japan
 DESIGNATED BY: Ala Moana Center & Ward Centers

Issue Dates	Space Deadlines	Material Deadlines
7/28/2009	5/20/2009	6/8/2009

Hawaii Bon is sold and published by Ei-Publishing. The Japanese Hawaii guidebook is designed for first time visitors as well as frequent visitors. According to Amazon.com's bestseller ranking, *Hawaii Bon's* sales are among the top three Oahu related magazines. The publication includes useful maps, insightful editorial content, and beautiful photographs which make *Hawaii Bon* a must have for Hawaii visitors.

DESIGNATED BY:
 Ala Moana Center & Ward Centers. **5% OFF** for Ward tenants. Offer not to be combined with multiple title insertions. 1 x rate only.

Premium Positions	Rate	Trim Size	Non-Bleed
Inside Front Cover + First page	\$15,000	W420mm x H285mm	NA
Back Cover	\$10,000	W210mm x H285mm	NA
Facing Contents	\$9,000	W210mm x H285mm	NA
Inside Back Cover	\$7,500	W210mm x H285mm	NA
Ad Space			
4C2PS	TBA	W420mm x H285mm	TBA
4C1P	\$6,000	W210mm x H285mm	NA
1/2 Page (Horizontal/Vertical)	\$3,000	(h) W105mm x H285mm (v) W210mm x H142mm	NA
1/4 P4C	\$1,500	W105mm x H142mm	NA

All advertisements are color printing | All dates and rates are subject to change. Rates are gross. Please inquire about advertorial opportunities.

IMPORTANT MATERIAL SPECS

SeePage 49

Wahine Bon - Japanese Hawaii Guidebook for Women



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
 DISTRIBUTION: Sold in major bookstores throughout Japan
 DESIGNATED BY: Ala Moana Center

Issue Date	Space Deadline	Material Deadline
11/10/2009	9/21/2009	10/12/2009

Wahine Bon, published by Ei Shuppan is a Japanese Hawaii Guidebook targeted towards women ages 25- 45. This annual publication focuses on shopping with an underlying theme of mind, body and spirit.

DESIGNATED BY:
 Ala Moana Center

Premium Positions	Rate (x1)	Trim Size	Non-Bleed
Inside Front Cover + First page	\$15,000	W420mm x H257mm	NA
Back Cover	\$10,000	W210mm x H257mm	NA
Facing Content	\$9,000	W210mm x H257mm	NA
Inside Back Cover	\$7,500	W210mm x H257mm	NA
Ad Space			
4C2PS	TBA	W420mm x H257mm	NA
Full Page	\$6,000	W210mm x H257mm	NA
1/2 Page (Horizontal/Vertical)	\$3,000	(h) W210mm x H128mm (v)W105mm x H257mm	NA
1/4 Page	\$1,500	W105mm x H128mm	NA

All advertisements are color printing | All dates and rates are subject to change. Rates are gross. Please inquire about advertorial opportunities.

IMPORTANT MATERIAL SPECS

SeePage 49