

HOTTEST PUBLICATION TARGETING JAPANESE AND KOREANS

Pacific Journey is the newest source of Japanese and Korean media. This publication contains the most up-to-date information about the trendiest fashion, shopping, dining, events, and exhilarating experiences of Hawaii. It is a quarterly issue with a circulation of 150,000 which are hand-delivered to departing passengers at Narita International Airport in Japan, arriving Japanese and Korean passengers at Honolulu International Airport, distributed at ABC Stores, major hotels and tour operator desks.



Korean



Japanese



Pacific Journey



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Korean



Japanese

PROFILE

ISSUANCE: Quarterly
CIRCULATION: 150,000 / includes Japanese, Korean and Chinese version.
DISTRIBUTION: Narita International Airport, Japan, Honolulu International Airport (hand-delivered to departing passengers bound to Honolulu), ABC Stores, concierge desks, major hotels, selected street stands, and Japanese tour operator briefing rooms and desks
DESIGNATED BY: Ala Moana Center, Royal Hawaiian Center & Ward Center

Issue Dates	Space Deadlines	Material Deadlines
3/1/2009 (pending)	1/12/2009	1/16/2009
6/1/2009 (pending)	4/13/2009	4/17/2009
9/1/2009 (pending)	7/13/2009	7/17/2009
12/1/2009 (pending)	10/12/2009	10/16/2009

The quarterly Oahu Japanese and Korean (Chinese in mid '09) visitor publication *Pacific Journey* provides women and men ages 28-46 with information on stylish, seasonal and designer fashion. Additionally, sophisticated information on shopping, dining, entertainment, real estate, and timeshare opportunities are illustrated.

Designated by Ala Moana Center, Royal Hawaiian Center and Ward Centers, *Pacific Journey* provides useful maps for transportation access to venues by car, bus or trolley.

DESIGNATED BY:
 Ala Moana Center, Royal Hawaiian Center and Ward Centers. 10% OFF for AMC & RHC tenants. Offer not to be combined with multiple title insertions; 1 x rate only.

Perfect Bindery:

Bleed dimensions include 1/8" (.125") at top, bottom and sides of page.

Note: On all bleed materials, keep live matter 1/4" (.25) inside all four sides from trim to allow for variation in trimming.

	Rate x1	Rate x2	Rate x3	Rate x4	Trim Size	Bleed Units
					W5-1/4 inch x H8 inch	
Premium Position						
Cover 2 Spread	\$14,899	\$14,190	\$13,471	\$13,066	W9 1/2" x H7 1/4"	W10 3/4" x H8 1/4"
Second Spread	\$13,604	\$12,956	\$12,300	\$11,930	W9 1/2" x H7 1/4"	W10 3/4" x H8 1/4"
Facing TOC 1/ TOC 2	\$7,842	\$7,468	\$7,090	\$6,877	W 4 1/4" x H 7 1/4"	W 5 1/2" x H 8 1/4"
Inside Back Cover	\$7890	\$7515	\$7135	\$6920	W 4 1/4" x H 7 1/4"	W 5 1/2" x H 8 1/4"
Back Cover	\$8,865	\$8,442	\$8,015	\$7,774	W 4 1/4" x H 7 1/4"	W 5 1/2" x H 8 1/4"
Ad Space						
Full Page	\$6,819	\$6,494	\$6,165	\$5,980	W 4 1/4" x H 7 1/4"	W 5 1/2" x H 8 1/4"
2 Page Spread	\$12,956	\$12,339	\$11,714	\$11,362	W9 1/2" x H7 1/4"	W10 3/4" x H8 1/4"
1/2 Page (Vertical / Horizontal)	\$4,023	\$3,831	\$3,637	\$3,528	(v) W 2" x H 7 1/4" (h) W 4 1/4" x H 3 1/2"	(v) W2 5/8" x H 8 1/4" (h) W 5 1/2" x H 4 1/8"
1/3 Page (Horizontal)	\$2,523	\$2,403	\$2,281	\$2,213	W 4 1/4" x H 2 1/4"	NA
1/4 Page	\$2,182	\$2,078	\$1,973	\$1,914	W 2" x H 3 1/2"	NA
Advertorial						
Full Page Advertorial	\$7,819	\$7,494	\$7,165	\$6,980	W 4 1/4" x H 7 1/4"	W 5 1/2" x H 8 1/4"
1/2 Advertorial (Vertical & Horizontal)	\$5,023	\$4,831	\$4,637	\$4,528	(v) W 2" x H 7 1/4" (h) W 4 1/4" x H 3 1/2"	(v) W2 5/8" x H 8 1/4" (h) W 5 1/2" x H 4 1/8"

Tax of 4.712% will be added. All dates and rates are subject to change. Rates are gross.

IMPORTANT MATERIAL SPECS

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