



SPECIAL SECTION

Adventures in Paradise

Drive bookings with HAWAII Magazine's Adventures in Paradise.

Align your brand with travelers actively planning their Hawai'i getaway, from summer inspiration through peak fall and winter travel.

Featured in our Summer Digital Issue and Fall Print Special Section, these multi-channel programs are designed to keep your business visible across digital, social, and email while reaching an engaged audience ready to explore and book.

6-Month Programs | July to December 2026

Mauka to Makai | Activities, Experiences, Culture

MATERIALS DUE BY

JUNE 24, 2026



AUDIENCE SNAPSHOT

1M+

Monthly impressions across all platforms

- 737K+ Social Followers
- 2M+ Annual Page Views
- 1M+ Annual Users
- 60K+ Newsletter Subscribers
- 44%+ Average Email Open Rate

AUDIENCE INSIGHTS

- 86% are planning a future Hawai'i trip
- 73% stay 8+ days, indicating higher on-island spend
- 89% have engaged with featured businesses
- 96% are likely to click through to content

Audience survey conducted Dec 2025 – Feb 2026

EXPLORER PROGRAM

\$500/MONTH

6-month program | \$3,000 total investment
Over \$4,400 Value!

INCLUDES:

- Half-Page Display Ad in Summer Digital Issue (July)
- Co-op Newsletter Placement (scheduled Sept–Oct)
- One Social Media Post (IG or FB)
- October Print Special Section – Adventures in Paradise QP Advertorial
- Website Display Ads on Hawaiiimagazine.com (30K impressions, July–Dec)

Entry-level visibility across digital, social, and print during peak travel season.

ADVENTURER PROGRAM

\$800/MONTH

6-month program | \$4,800 total investment
Over \$7,000 Value!

INCLUDES:

- Full-Page Advertorial in Summer Digital Issue (July)
- Co-op Newsletter Placement (scheduled Sept–Oct)
- One Social Media Post (IG or FB)
- October Print Special Section – Adventures in Paradise QP Advertorial
- Website Display Ads on Hawaiiimagazine.com (60K impressions, July–Dec)
- Newsletter Feature Banner Ad (600x90px)

The ideal balance of storytelling and promotion to reach travelers during key planning moments.

VOYAGER PROGRAM

\$1,000/MONTH

6-month program | \$6,000 total investment
Over \$9,000 Value!

INCLUDES:

- 2-Page Advertorial in Summer Digital Issue (July)
- Co-op Newsletter Placement (scheduled Sept–Oct)
- One Social Media Post (IG or FB) + One Reel (IG)
- October Print Special Section – Adventures in Paradise QP Advertorial
- Website Display Ads on Hawaiiimagazine.com (60K impressions, July–Dec)
- Newsletter Bottom Banner Ad (600x200px)

A high-impact multi-channel program delivering strong visibility across storytelling, social, email, and digital platforms.

OPTIONAL ADD-ONS

DEDICATED EMAIL (STANDARD FORMAT)

+\$2,800

Reach our full subscriber base with a dedicated message.

FULL PAGE PRINT AD OCTOBER ISSUE

+\$3,250

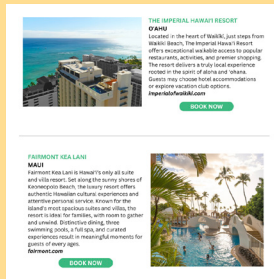
Extend your brand presence with a full-page display alongside your feature.

SPONSORED CONTENT ARTICLE (ADVENTURER & VOYAGER ONLY)

+\$1,650

Adapt your advertorial into a streamlined digital article on Hawaiiimagazine.com to extend reach and drive ongoing visibility.

CO-OP NEWSLETTER



SOCIAL MEDIA



WEBSITE DISPLAY ADS

970 x 250px



300 x 600px



300 x 250px

