

HAWAII
M A G A Z I N E

2026 MEDIA KIT

Rooted in Hawai'i. Reaching the World.

Driven by Storytelling. Powered by Connection.



HAWAI'I MAGAZINE IS A TRUSTED MULTIMEDIA BRAND connecting travelers, locals and Hawai'i enthusiasts to the Islands, where authenticity, culture and storytelling meet measurable results for our partners.

Our readers are passionate about Hawai'i. They are loyal, engaged and eager to learn more about its people, culture and places. They turn to HAWAI'I Magazine for trusted recommendations and inspiration that guide their travel and lifestyle choices throughout the year.

With a strong and growing digital presence, anchored by our vibrant social media community and robust email newsletter subscriber base, we deliver targeted access to consumers who are actively planning, dreaming about and engaging with Hawai'i. Through print, digital, video and social platforms, HAWAI'I Magazine drives awareness, inspires action and builds meaningful connections between brands and audiences who love the Islands.

Partner with us to align your brand with Hawai'i's spirit of aloha and reach an audience that values authenticity, quality and meaningful experiences.

At-a-Glance Audience Snapshot

**FACEBOOK**

446,000+

Followers

AVERAGE MONTHLY REACH: 1.5M+**PERFORMANCE HIGHLIGHTS**

- Strong engagement across photos, carousels and link-driven content
- High reach on destination, culture and “things to do” posts
- Top-performing posts consistently exceed 100K+ impressions
- Ideal for driving traffic to articles, microsites and partner promotions

(Snapshot: September 2024 – August 2025)**INSTAGRAM**

291,000+

Followers

AVERAGE MONTHLY REACH: 1.8M+**PERFORMANCE HIGHLIGHTS**

- Strong engagement across reels, carousels and visual storytelling
- Top-performing reels consistently exceed 100K+ views
- High save and share rates driven by authentic island inspiration
- Ideal for brand visibility, inspiration-forward campaigns and giveaways

(Snapshot: September 2024 – August 2025)**X (FORMERLY TWITTER)**

146,900+

Followers

**PINTEREST**

8,400+

Followers

**YOUTUBE**

7,800+

Subscribers

EMAIL NEWSLETTER

60,000+

Subscribers

- 44% average open rate
- 3.4% average click-through rate
- Dedicated emails + weekly editorial newsletters available

*(Data source: Acoustic platform, November 2024–October 2025)***HAWAIIIMAGAZINE.COM**

1.2M+ 2.1M+

Annual Users

Annual Page Views

- 65% mobile users
- **Top visitor markets:** United States, Canada, Australia, United Kingdom, Japan

*(Snapshot: September 2024 – August 2025)***PRINT**

30,000+

Total Annual Circulation

- Biannual publication (Spring/Summer + Fall/Winter)
- Loyal subscriber base and newsstand sales across Hawai'i and major U.S. Mainland cities

(Based on 2025 print run)

Authentic Engagement Across Every Platform



WITH MORE THAN 737K+ TOTAL FOLLOWERS across Instagram and Facebook, HAWAI'I Magazine connects with one of the largest and most loyal Hawai'i-focused audiences online.

Our social media 'ohana engages daily with stories, reels, and posts that celebrate the beauty, culture, and people of the Islands. Advertisers gain access to a trusted community of travelers and locals who turn to HAWAI'I Magazine for inspiration, recommendations, and experiences that reflect the real Hawai'i.

Our followers aren't just dreaming of Hawai'i—they're planning how to experience it.

SOCIAL MEDIA RATES WITH @HAWAIIIMAGAZINE

PRODUCT	RATE	DESCRIPTION
STANDARD IG OR FB POST (PHOTO OR CAROUSEL)	\$695	1 static or carousel post with caption (10–30 words) and link in bio.
VIDEO OR COLLAB POST (IG OR FB REEL)	\$995	Engaging short-form video or Collab post tagged with @hawaiimagazine for shared reach.
IG GIVEAWAY COLLAB POST (2 POSTS)	\$1,295 + prize	Includes one primary giveaway post and one reminder post, both tagged with @hawaiimagazine. Ideal for driving brand awareness and follower growth through a collaborative, high-visibility promotion.
ADD BOTH IG + FB	+\$395	Cross-posting of the same content on both Instagram and Facebook for extended visibility. Not applicable for Giveaway posts.
ADD-ON: CONTENT CREATION & ENHANCED CAMPAIGN SUPPORT	Starting at +\$500	For giveaways or collabs requiring additional creative development, custom assets or elevated campaign management. Pricing varies by scope.

Inspire. Engage. Connect.

Where visual storytelling inspires real connection.



Instagram

METRIC	VALUE
FOLLOWERS	291,500
GENDER	64.6% Women / 35.4% Men
AVERAGE REACH	1.8M
CONTENT INTERACTIONS	680,000
TOTAL VIEWS (12MOS.)	11.5M
PROFILE VISITS	100,200
TOP CITIES	Honolulu, Los Angeles, New York, Sydney, Yokohama

(Social Media 12-Month Snapshot / September 2024 – September 2025)

Best for:

High-impact visuals, storytelling, and travel inspiration.

CONTENT GUIDELINES

- Provide caption (10–30 words)
- Provide Instagram username to tag in post
- Include any hashtags (optional)
- HAWAII Magazine staff reserves the right to edit copy provided
- IG Images – 1080 × 1350 px (4:5 vertical, preferred) or 1080 × 1080 px (square)
- IG Reels/Video – 1080 × 1920 px (vertical 9:16), MP4, up to 60 seconds
- Client must provide final-sized creative; HAWAII Magazine does not resize images.
- For giveaways: include prize description and value (\$100+ minimum)
- Content must be provided at least 2 weeks prior to the scheduled run date for review and layout



Facebook

METRIC	VALUE
FOLLOWERS	446,800
GENDER	64.3% Women / 35.7% Men
AVERAGE REACH	1.5M
CONTENT INTERACTIONS	226,000
LINK CLICKS	30,600
PROFILE VISITS	65,000
TOP CITIES	Honolulu, Sydney, Los Angeles, New York, Las Vegas

(Social Media 12-Month Snapshot / September 2024 – September 2025)

Best for:

Traffic-driving campaigns, shareable stories, and cross-platform exposure.

CONTENT GUIDELINES

- Provide caption (10–30 words)
- Provide Facebook Page URL to tag in post
- Include any hashtags (optional)
- HAWAII Magazine staff reserves the right to edit copy provided
- FB Images – 1200 × 628 px (landscape, preferred) or 1080 × 1080 px (square)
- FB Video – 1080 × 1080 px (square) or 1080 × 1350 px (vertical), MP4, up to 60 seconds
- Client must provide final-sized creative; HAWAII Magazine does not resize images.
- Content must be provided at least 2 weeks prior to the scheduled run date for review and layout

Proven Performance

These examples highlight how HAWAII Magazine's content captures attention and drives engagement, from viral scenic posts that inspire wanderlust to sponsored collaborations that deliver results for our partners.



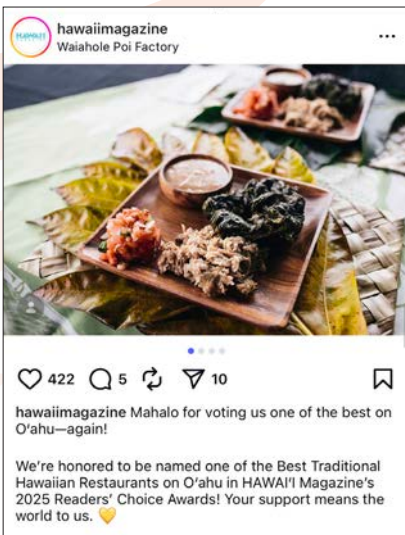
Instagram



Plumeria at Lanikai (SCENIC VIRAL)

VIEWS: 100.9K
REACH: 15K
INTERACTIONS: 2.5K

Capturing Hawai'i's natural beauty continues to spark wanderlust, with this post reaching more than 100,000 views and driving strong engagement.



Waiahole Poi Factory (SPONSORED POST)

VIEWS: 20.1K
REACH: 10K
INTERACTIONS: 447

Authentic local flavor meets strong performance—this sponsored feature earned more than 20,000 views and showcased the power of partner storytelling.



Facebook



Byodo-In Temple (CULTURAL LANDMARK)

VIEWS: 329K
REACH: 243K
INTERACTIONS: 4.2K

Timeless Hawai'i moments resonate deeply with our audience—this cultural post surpassed 329,000 views and inspired thousands of interactions.



Aloha Friday (LIFESTYLE)

VIEWS: 96K
REACH: 72K
INTERACTIONS: 3.6K

Feel-good content like this Aloha Friday post celebrates island life and connects with followers, reaching more than 96,000 views across our community.

Bringing Hawai'i To Inboxes Every Week

Every week, HAWAII Magazine delivers the beauty, stories, and aloha of the Islands directly to approximately 60,000+ subscribers around the world. From travel ideas and local insights to hidden gems and new experiences, our newsletters keep readers connected to the Islands they love and give advertisers a trusted way to reach travelers actively planning their next visit to Hawai'i.

PERFORMANCE SNAPSHOT (NOV 2024–OCT 2025)

4.9M+

Emails Delivered

2.18M

Unique Opens

169K

Unique Clicks

44%

Average Open Rate

3.4%

Average Click Rate

(Data source: Acoustic platform, November 2024–October 2025)

Island Content Email Newsletters

Our island-specific email newsletters deliver focused content to subscribers interested in each island's unique experiences, attractions, and events.

DISTRIBUTION & FREQUENCY

Hawai'i Island

Quarterly (New for 2026)

Sent every 2nd Friday (March, June, September & December)

Maui

Monthly

Sent every 3rd Friday

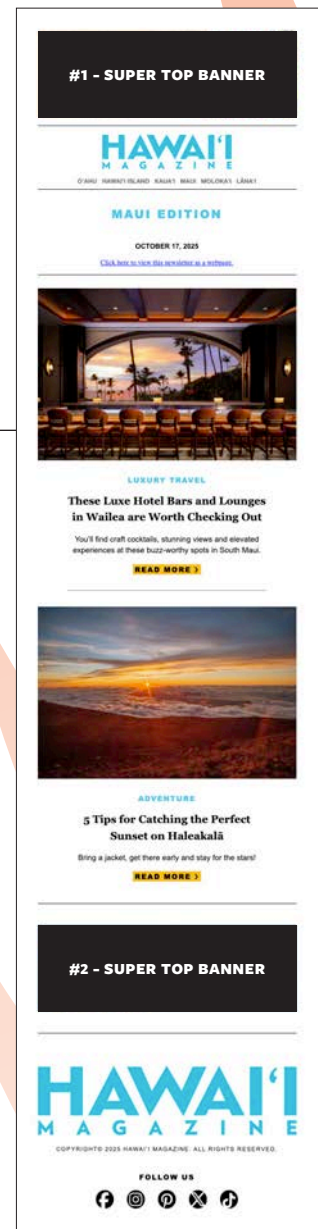
Kaua'i

Monthly

Sent every 4th Friday

2026 RATES PER ISLAND EMAIL NEWSLETTER

PLACEMENT	AD TYPE	SIZE (PIXELS)	RATE
POSITION #1	SUPER TOP BANNER	600 X 200	\$850
POSITION #2	SUPER BOTTOM BANNER	600 X 200	\$550



#1 - SUPER TOP BANNER

HAWAII
MAGAZINE

DECEMBER 6, 2023

[Click here to view this newsletter as a website.](#)

FEATURED STORIES



TRAVEL

What the Hawaiian Airlines-Alaska Airlines
Merger Means For Travelers

Don't count on reduced fares.

[READ MORE >](#)

SPONSORED SPOTLIGHT

Discover Island
Flavors This SummerTreat yourself to island-inspired cuisine
made with fresh, local ingredients
at restaurants throughout Hawai'i.[Click to learn more](#)

#2 - SPONSOR SPOTLIGHT



OAHU

A Runner's Guide to this Year's Honolulu
MarathonLace up your running shoes and start early-morning, the 2023 Honolulu
Marathon is around the corner.[READ MORE >](#)

#3 - FEATURE BANNER

ISLAND HOPPING

NEWS
Hawaiian Airlines Adds Direct
Route Between Honolulu and
Salt Lake CityFROM OUR PARTNERS
Experience the Holidays in the
Heart of Waikiki

#4 - FEATURE BANNER

SHOPPING
6 Things to Do in Hawaii
During the HolidaysRECIPE
How to Make a Mole
Kaukima Mai Tai (and More)#5 - SUPER
BOTTOM BANNERHAWAII
MAGAZINE

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FOLLOW US



Editorial Newsletters

Our Weekly Editorial email newsletter is sent every Wednesday, featuring the latest island stories, travel tips, and cultural highlights. Each newsletter offers advertisers premium visibility alongside editorial content that inspires readers to explore, plan, and experience Hawai'i.

2026 RATES PER EMAIL NEWSLETTER

PLACEMENT	AD TYPE	SIZE (PIXELS)	RATE
POSITION #1	SUPER TOP BANNER	600 X 200	\$850
POSITION #2	SPONSORED SPOTLIGHT (New for 2026) 400 X 400 px image+ up to 25 words + 600 X 90 px ad	VARIABLE HEIGHT (Approx. 600px wide)	\$650
POSITION #3-4	FEATURE BANNER	600 X 90	\$400
POSITION #5	SUPER BOTTOM BANNER	600 X 200	\$550

CREATIVE SPECIFICATIONS

FILE FORMATS: JPG, PNG, or GIF (no animation)

FINAL AD DIMENSIONS

- Super Top / Bottom Banner – 600 × 200 px
- Feature Banner – 600 × 90 px
- Sponsored Spotlight inline ad – 600 × 90 px
- Ad must be provided at least 3 weeks prior to the scheduled run date for review and layout

DESIGN NOTE: For best clarity on high-resolution screens, design files at double dimensions (e.g., 1200 × 400 px) but export and submit at final ad size (e.g., 600 × 200 px).

MAX FILE SIZE: 50/0 KB

COLOR PROFILE: RGB (optimized for web/email)

LINKED URL: Required; verify accuracy prior to submission

TIP: Designing at double size before exporting ensures sharpness without increasing actual file size.

Your Message. Your Brand. Our Audience.

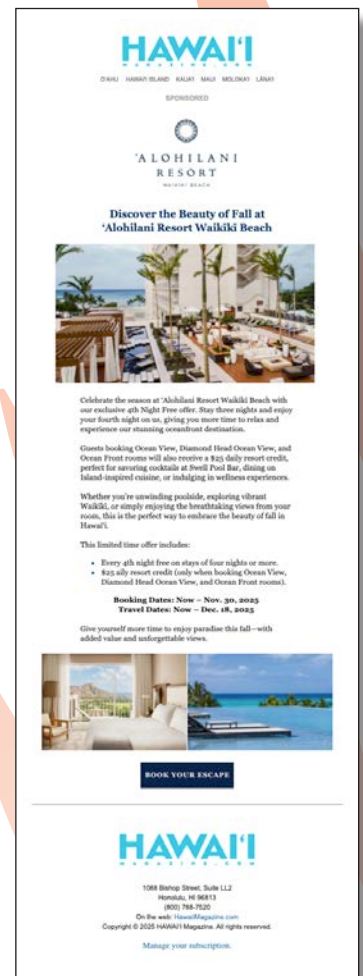
Deliver your story directly to HAWAII Magazine's 60,000+ engaged subscribers with a beautifully designed, stand-alone email newsletter. Our team manages the layout, deployment, and delivery to ensure your message reaches an audience that loves and seeks out authentic Hawai'i experiences.

2026 RATES

PRODUCT	1X	2X	3X	ADVERTISER PROVIDES	NOTES
DEDICATED EMAIL NEWSLETTER (STANDARD FORMAT)	\$3,500	\$3,000	\$2,800	Up to 5 Images, logo, and up to 400 words	Editorial-style layout with link to advertisement website
DEDICATED EMAIL NEWSLETTER (CUSTOMIZE WITH VIDEO)	\$3,850	\$3,300	\$3,000	Video screen-grab image (linked to YouTube or website), one photo, and up to 250 words	Video plays externally via link
DEDICATED EMAIL NEWSLETTER (CUSTOMIZED LAYOUT)	\$4,250	\$3,650	\$3,300	Up to 5 images, logo, and up to 400 words	Includes light copy editing and layout customization within HAWAII Magazine's standard template
ADD-ON: CONTENT CREATION & ENHANCED CAMPAIGN SUPPORT			Starting at +\$500		Topic suggestions and copywriting services

DEDICATED EMAIL NEWSLETTER GUIDELINES

- Provide a subject line and heading
- Provide 250–400 words of copy with hyperlinks noted in the copy
- Provide a logo in JPEG or PNG format
- Provide up to 5 large box images, 600px × 400px, with photo credit, captions, and URL linking instructions
- Video assets must include a thumbnail (screen-grab image) linked to YouTube or Vimeo
- Content must be provided at least 3 weeks prior to the scheduled run date for review and layout
- Please note that our editorial team may edit to ensure copy meets editorial standards



2026 Publishing Schedule

Print and Digital Opportunities to Reach Engaged Hawai'i Travelers.

Plan your 2026 campaigns with HAWAII Magazine's multi-platform lineup. Our two collectible print issues and new digital summer edition connect advertisers with an engaged audience that dreams, plans, and experiences Hawai'i year-round.



SPRING/SUMMER 2026 PRINT ISSUE

(APRIL–SEPTEMBER)

2026 Readers' Choice Issue

One of our most celebrated issues of the year, featuring the results of HAWAII Magazine's Readers' Choice Awards, where readers vote for the best businesses, experiences, and destinations across the Islands.

From hotels and beaches to dining, shopping, and adventure, this issue celebrates Hawai'i's most loved places. Also featured is All in the 'Ohana, a special section dedicated to helping families plan unforgettable, stress-free vacations across Hawai'i with insider tips on where to stay, eat, and explore together.

SPECIAL SECTIONS:

2026 Readers' Choice Awards,
All in the 'Ohana

SPACE RESERVATION: 02/20/26

MATERIALS DUE: 02/25/26

AVAILABLE: April 2026

SUMMER DIGITAL ISSUE

(JULY 2026)

Mauka to Makai

From the mountains to the sea, Hawai'i's stories come alive.

New for 2026, HAWAII Magazine's Digital-Only Summer Issue, Mauka to Makai, celebrates Hawai'i from the mountains to the sea, showcasing the Islands' breathtaking landscapes, outdoor adventures, and island living through rich, immersive storytelling.

Designed in the same premium layout style as our print editions, this digital-only issue combines authentic editorial content with measurable engagement and summer-long visibility online.

SPECIAL SECTIONS:

2026 Photo Contest Winners

SPACE RESERVATION: 06/03/26

MATERIALS DUE: 06/10/26

AVAILABLE: July 2026

FALL/WINTER 2026 PRINT ISSUE

(OCTOBER–MARCH 2027)

Made with Aloha

Cultural practitioners, artisans, and teachers preserving and perpetuating traditional artforms in Hawai'i.

Celebrate the holidays in our signature Holiday Gift Guide: Aloha Kalikimaka issue, a showcase of locally made treasures, unique experiences, and thoughtful ways to share the spirit of Hawai'i. Perfect for brands looking to connect with travelers and residents during Hawai'i's most festive time of year, with special sections highlighting Destination Weddings, Adventures in Paradise, and inspired holiday shopping.

SPECIAL SECTIONS:

Destination Weddings, Adventures in Paradise, Holiday Gift Guide

SPACE RESERVATION: 08/20/26

MATERIALS DUE: 08/25/26

AVAILABLE: October 2026

Ongoing Digital Distribution

Editorial Email Newsletters

Our email newsletters extend HAWAII Magazine's storytelling year-round with consistent, high-quality content and advertiser integration opportunities.

WEEKLY EDITORIAL EMAIL NEWSLETTER

Sent every Wednesday

MONTHLY MAUI EMAIL NEWSLETTER

Sent every 3rd Friday of the month

MONTHLY KAUAI EMAIL NEWSLETTER

Sent every 4th Friday of the month

QUARTERLY HAWAII ISLAND EMAIL NEWSLETTER (NEW FOR 2026)

Sent every 3rd month of the quarter on the 2nd Friday (March, June, September, December)

Specialty Co-Op Email Newsletters

PART OF SPECIAL ADVERTISING PACKAGES

Targeted digital editions that align with our most popular editorial themes and advertiser campaigns.

JANUARY-FEBRUARY

All in the 'Ohana Co-Op Email Newsletter

APRIL-JUNE

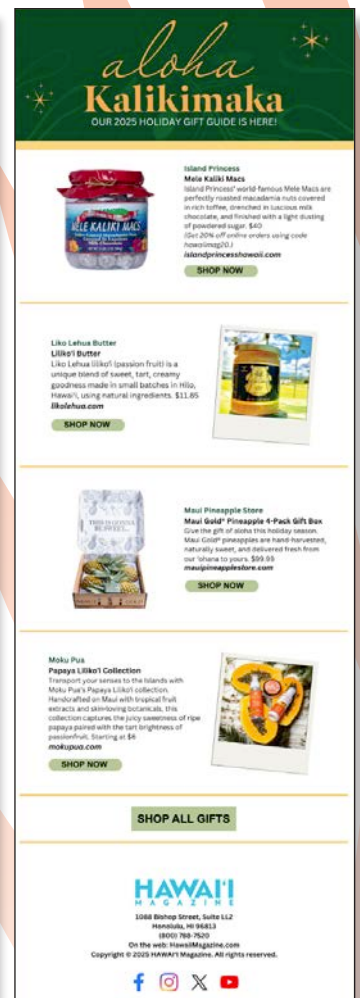
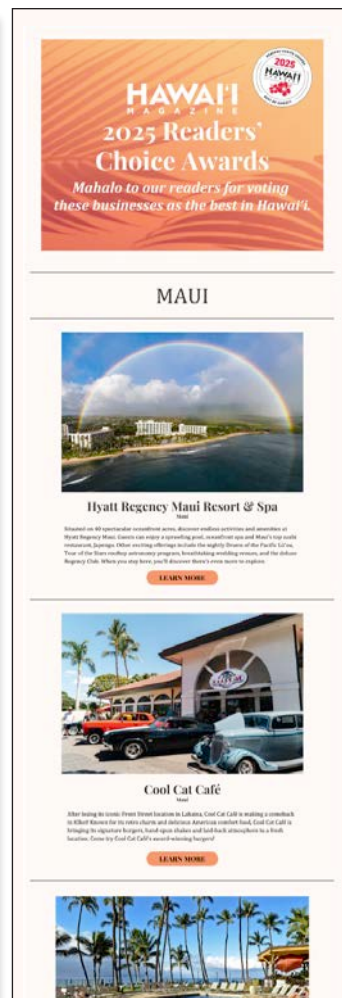
Readers' Choice Awards Co-Op Email Newsletter

JULY-AUGUST

Destination Weddings Co-Op Email Newsletter

NOVEMBER-DECEMBER

Holiday Gift Guide Co-Op Email Newsletter



Tangible Storytelling That Lasts Beyond the Page

HAWAII Magazine is Hawai'i's most trusted source for stories about the Islands, their people, culture, and natural beauty. Each issue connects readers to the authentic Hawai'i they love through immersive photography, inspiring articles, and thoughtful recommendations.

Our biannual editions capture the spirit of aloha and invite readers to slow down, discover, and connect. For advertisers, each issue offers lasting visibility and a meaningful way to reach engaged readers who care deeply about Hawai'i.

Published twice annually: April (Spring/Summer) and October (Fall/Winter).



CIRCULATION & DISTRIBUTION

Total Annual Circulation:

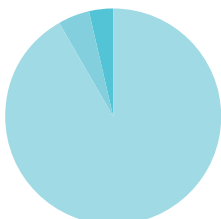
**OVER
30,000
COPIES**

HAWAII Magazine reaches an audience of travelers, Hawai'i enthusiasts, and loyal subscribers across the U.S. and beyond. Readers are dreaming, planning, and connecting with the Islands year-round.

(Based on 2025 print run)

SUBSCRIBER PROFILE

Geographic Distribution

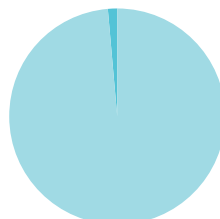


- 91.7% U.S. Mainland subscribers
- 4.7% Hawai'i residents
- 3.6% International readers

Top Subscriber Markets

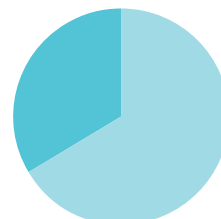
- California
- Washington
- Florida

Subscriber Type



- 98.7% Print + Digital Combo

Subscriber Tenure



- 66.5% long-term subscribers (3+ years)

Key Insight

While rooted in Hawai'i, HAWAII Magazine primarily reaches passionate mainland readers who feel a strong, ongoing connection to the Islands.

Print Ad Specifications (2026)

AD SUBMISSION GUIDELINES

- All print ads must be submitted as press-ready PDFs in CMYK color mode at 300 dpi.
- Files must include embedded fonts and flattened transparency.
- Bleed ads must extend 0.125 inch beyond trim on all sides.
- Non-bleed ads must fit within listed dimensions, keeping copy and logos at least 0.25 inch inside trim.

DESIGN & FILE DELIVERY

PREFERRED FILE FORMAT:

PDF/X-1a:2001 or newer
(press-ready, CMYK, 300 dpi)

COLOR: CMYK only
(no RGB or spot colors)

RESOLUTION: 300 dpi minimum

FONTS: Outlined or embedded

TRANSPARENCY: Flattened

FILE DELIVERY: Upload via shared drive or email to your HAWAII Magazine representative

BLEED ADS

AD TYPE	TRIM (W X H)	BLEED (W X H)	LIVE (W X H)
2-PAGE SPREAD	16" x 10.875"	16.25" x 11.125"	15.5" x 10.375"
DOUBLE 1/2-PAGE SPREAD	16" x 5.333"	16.25" x 5.583"	15.5" x 4.833"
FULL PAGE	8" x 10.875"	8.25" x 11.125"	7.5" x 10.375"
2/3 PAGE VERTICAL	5.165" x 10.875"	5.415" x 11.125"	4.665" x 10.375"
2/3 PAGE HORIZONTAL	8" x 7.25"	8.25" x 7.5"	7.5" x 6.75"
1/2 PAGE VERTICAL	5.167" x 7.958"	5.417" x 8.208"	4.667" x 7.458"
1/2 PAGE HORIZONTAL	8" x 5.333"	8.25" x 5.583"	7.5" x 4.833"

NON-BLEED ADS

AD TYPE	FINAL SIZE (W X H)
2-PAGE SPREAD	15.5" x 10.375"
DOUBLE 1/2-PAGE SPREAD	14.92" x 4.875"
FULL PAGE	7" x 10"
2/3 PAGE VERTICAL	4.625" x 10"
2/3 PAGE HORIZONTAL	7" x 7.667"
1/2 PAGE VERTICAL	4.625" x 7.5"
1/2 PAGE HORIZONTAL	7" x 4.875"
1/3 PAGE VERTICAL	2.25" x 10"
1/3 PAGE HORIZONTAL	4.625" x 4.875"
1/4 PAGE VERTICAL	3.375" x 4.875"

AD SIZES

2-PAGE SPREAD BLEED	
DOUBLE 1/2-PAGE SPREAD BLEED	
FULL PAGE BLEED	
2/3v BLEED	2/3h BLEED
1/2v BLEED	1/2h BLEED
2-PAGE SPREAD NON BLEED	
2-PAGE SPREAD NON BLEED	
FULL PAGE NON-BLEED	1/4v
2/3h NON-BLEED	2/3v NON-BLEED
1/2h NON-BLEED	1/2v NON-BLEED
1/3h	1/3v

1/2 PAGE AD

ISLAND HOPPING | MAUI

THE SCENT OF PLUMERIA is in the air, carried along by a soft breeze, and ocean waves crash along the nearby shore, one after another. It's a soothing sound. Here, at the recently reopened Old Lahaina Luau on Maui, guests are greeted by employees wearing matching floral dresses and pareo (sarong) and vibrant orchid lei (flower garlands).

Returning to the luau grounds feels like a long-awaited homecoming—a sentiment shared by many of us, luau workers and attendees alike, who were deeply affected by the wildfire that devastated Lahaina on Aug. 8, 2023. More than 100 people died and thousands are still without homes, including my parents and me, as we lost the house I grew up in and our family business in the tragedy.

"The biggest damage was that we had a very lush landscape and, for about three months, there was no water," says Kawika Freitas, the luau's director of public and cultural relations. "We took a long time to even get it to where it is now, and we're working hard to get it back to its previous form."

With most of Lahaina, the onetime capital of the Hawaiian Kingdom, still in ruins all around the property, the return of this award-winning attraction is a symbol of hope, a promise of better things to come, like a phoenix rising from the ashes.

"It would be a lot different if our location was where you're looking out at devastation, but when you step inside here, you're stepping into a different time," Freitas says.

Before the devastation, the aloha spirit was at the core of Lahaina. It still is. Only now, it's accompanied by a beautiful wave of nostalgia. This place has survived the flames, from




The tropical restaurant, Luau, offers a variety of dishes, including the famous Luau pork tenderloin, which is served with a pineapple sauce.

Mana Kai Maui
where heaven meets earth

Best Oceanfront Location on Maui

1- and 2-bedroom condos or hotel-style accommodations
No Resort Fee
Book Direct and receive
Free maid service | Pool towel service | No cleaning fees! Free parking

MANAKAIMAUI.COM | 800-525-2025




FULL PAGE

WAIKIKI MALIA







Your Tropical Playground Awaits

Waikiki Malia offers more than just a place to stay; it is a home away from home, where every guest is welcomed as a cherished friend and member of our extended family.

From our friendly staff who are always ready to assist you, to the thoughtfully designed spaces, our goal is to create an atmosphere of warmth, comfort, and authentic connection. And whether you're here to explore the stunning beaches and trails or indulge in delicious local cuisine, we know your stay will be memorable.

Experience the true essence of hospitality at Waikiki Malia, where the spirit of aloha awaits you.

Newly Renovated

Pool & Hot Tub • Restaurant & Bar • Nearby Shopping • Activities Desk

Waikiki Malia is locally owned and operated with Aloha

2211 Kuhio Avenue, Honolulu, HI 96815 USA
Phone: 808-923-7621 | Fax: 808-921-4804
www.waikikimalia.com
@waikikimalia

PRINT ADVERTISING RATES

AD UNIT	1X RATE	2X RATE
2-PAGE SPREAD	\$6,900	\$5,570
FULL PAGE	\$4,950	\$4,100
2/3 PAGE	\$3,800	\$3,150
1/2 PAGE	\$2,900	\$2,400
1/3 PAGE	\$1,950	\$1,650

PREMIUM POSITIONS

PLACEMENT	1X RATE	2X RATE
INSIDE FRONT COVER	\$6,900	\$5,570
INSIDE BACK COVER	\$6,450	\$5,350
BACK COVER	\$7,450	\$6,150

Summer Digital Issue

New For 2026

Mauka to Makai

From the mountains to the sea, Hawai'i's stories come alive.



LAUNCHING JULY 2026, HAWAI'I Magazine's Digital-Only Summer Issue, Mauka to Makai, celebrates Hawai'i from the mountains to the sea, showcasing the Islands' breathtaking landscapes, outdoor adventures, and island living through rich, immersive storytelling.

Distributed to approximately 65,000+ of HAWAI'I Magazine's engaged readers and email newsletter subscribers, this free digital publication offers advertisers a new way to connect with our audience through clickable ads, interactive links, and optional video integration.

Designed in the same premium layout style as our print editions, this digital issue combines authentic editorial content with measurable engagement and summer-long visibility online.

This issue will also feature the 2026 HAWAI'I Magazine Photo Contest winners, reimagined as an online, reader-voted experience that celebrates the beauty of Hawai'i through the eyes of our readers.

2026 RATES / SUMMER DIGITAL ISSUE*(INTRODUCTORY LAUNCH PRICING FOR FIRST EDITION)*

AD TYPE	AD SIZE / TYPE	RATE (NET)	NOTES
2-PAGE SPREAD	16" x 10.875"	\$2,800	Clickable links included
FULL PAGE DISPLAY AD	8" x 10.875"	\$1,800	Clickable links included
1/2 PAGE DISPLAY AD (H)	8" x 5.333"	\$1,200	Clickable links included
1/2 PAGE DISPLAY AD (V)	5.167" x 7.958	\$1,200	Clickable links included
1/4 PAGE DISPLAY AD	4.125" x 5.375"	\$850	Clickable links included
SPONSORED ADVERTORIAL FEATURE - 2-PAGE SPREAD	Story format + imagery	\$3,800	Includes design, light copy editing, and clickable link
SPONSORED ADVERTORIAL FEATURE - FULL PAGE	Story format + imagery	\$2,200	Includes design, light copy editing, and clickable link
ADD-ON: VIDEO INTEGRATION (ADVERTORIALS ONLY)	Optional	+\$250	Includes one clickable video thumbnail (Youtube/Vimeo)

OPTIONAL VIDEO ADD-ON
(Advertorials Only)

Advertisers may enhance their Sponsored Feature with a short video (15–30 seconds)

- Must be hosted on YouTube or Vimeo
- Include one 300 dpi screen grab (thumbnail) from the video
- HAWAII Magazine adds a branded play icon and links the image to the video
- Video opens in a new browser tab when clicked

IMAGE SPECS

- JPEG or PNG, RGB or CMYK, 300 dpi minimum
- Avoid embedded text or logos unless part of brand imagery

ADVERTORIAL SUBMISSION GUIDELINES

ADVERTORIAL TYPE	WORD COUNT	IMAGES REQUESTED	OPTIONAL ADD-ON
FULL PAGE	250-350 words	2-3 high-resolution images	+1 short video (15-30 sec)
2 PAGE SPREAD	450-600 words	4-6 high-resolution images	+1 short video (15-30 sec)

AD MATERIAL SPECIFICATIONS

SPECIFICATION	REQUIREMENT
FILE TYPES	PDF/X-4 preferred; JPEG or PNG accepted
COLOR MODE	CMYK or RGB (RGB recommended for color accuracy)
RESOLUTION	300 dpi minimum for all artwork and images
BLEED	Not required for digital-only issue
SAFE/LIVE AREA	Please keep all essential text, logos, and critical imagery at least 0.25" inside the trim area to ensure visibility across devices and page transitions.
DESIGN NOTES	• Avoid embedding text into images unless it is part of your brand creative • Ensure all images are high-resolution and free of pixelation

CONTENT RESPONSIBILITY

- Advertisers provide copy, imagery, and (if selected) video thumbnail and URL.
- Photography or advanced creative support available at additional cost.
- HAWAII Magazine provides advertorial layout design and light copy editing.

HAWAII Magazine Video Production

POWERED BY



From Hawai'i. For Hawai'i. Captured through cinematic craft.



Introducing a New Way to Tell Your Story

For many advertisers, the missing piece is not opportunity, it is content. Our collaboration with Eleven 17 bridges that gap, delivering cinematic storytelling assets that bring your brand to life across HAWAII Magazine's platforms and beyond.

Whether you appear in our print pages, digital editions, newsletters, or social feeds, these video packages provide professional, reusable visuals that help you connect authentically with audiences and strengthen your presence all year long.



Foundation Package

STARTING AT \$6,000

Brand Film + Social Content Library

Build a cinematic foundation that captures the heart of your story. This two to three minute brand film becomes the centerpiece of your visual identity, supported by a curated library of social content for ongoing distribution.

FOUNDATION PACKAGE INCLUDES BRAND VIDEO (2–3 MINUTES)

- Full-service pre-production, scripting, and shot list
- Directed by Zak Noyle, renowned surf and lifestyle cinematographer
- Story-driven visual approach featuring people, place and purpose
- Professional sound design and licensed music
- Optional voiceover or interview-driven storytelling

SOCIAL CONTENT LIBRARY

- Four (4) custom social edits (7–12 seconds) optimized for Instagram, Facebook, and Threads
- Ten (10) “Micro Moments” — 3–5 second single clips ideal for reels, stories, and ads
- Assets optimized for vertical (9:16) and square (1:1) formats

Elevate Package

STARTING AT \$10,000

Expanded Storytelling for Brands Ready to Scale

A multi-location production with longer-form video, expanded social assets, and deeper creative exploration. Ideal for hotels, attractions and destination brands.

ELEVATE PACKAGE INCLUDES BRAND VIDEO (3–5 MINUTES)

- Full-service pre-production, scripting, and shot list
- Directed by Zak Noyle, renowned surf and lifestyle cinematographer
- Story-driven narrative featuring people, place and purpose
- Professional sound design and licensed music
- Optional voiceover and interview integration

SOCIAL CONTENT LIBRARY:

- Eight (8) custom social edits (7–12 seconds) optimized for Instagram, Facebook, and Threads
- Twenty (20) Micro Moments (3–5 seconds) single clips ideal for reels, stories, and ads
- Assets optimized for vertical (9:16) and square (1:1) formats

Campaign Partnership

STARTING AT \$25,000

Integrated Video Production and Distribution

For brands seeking a coordinated, high-impact campaign, this offering combines Eleven 17's cinematic production with HAWAII Magazine's audience reach. Perfect for advertisers launching a new product, repositioning a brand, or driving destination storytelling.

This package delivers custom video production built around your brand goals, plus coordinated distribution across our digital ecosystem including YouTube, website features, editorial newsletters and social channels. A tailored content and media plan ensures your story is not only created but seen.

PRODUCTION TIMELINE & PROCESS

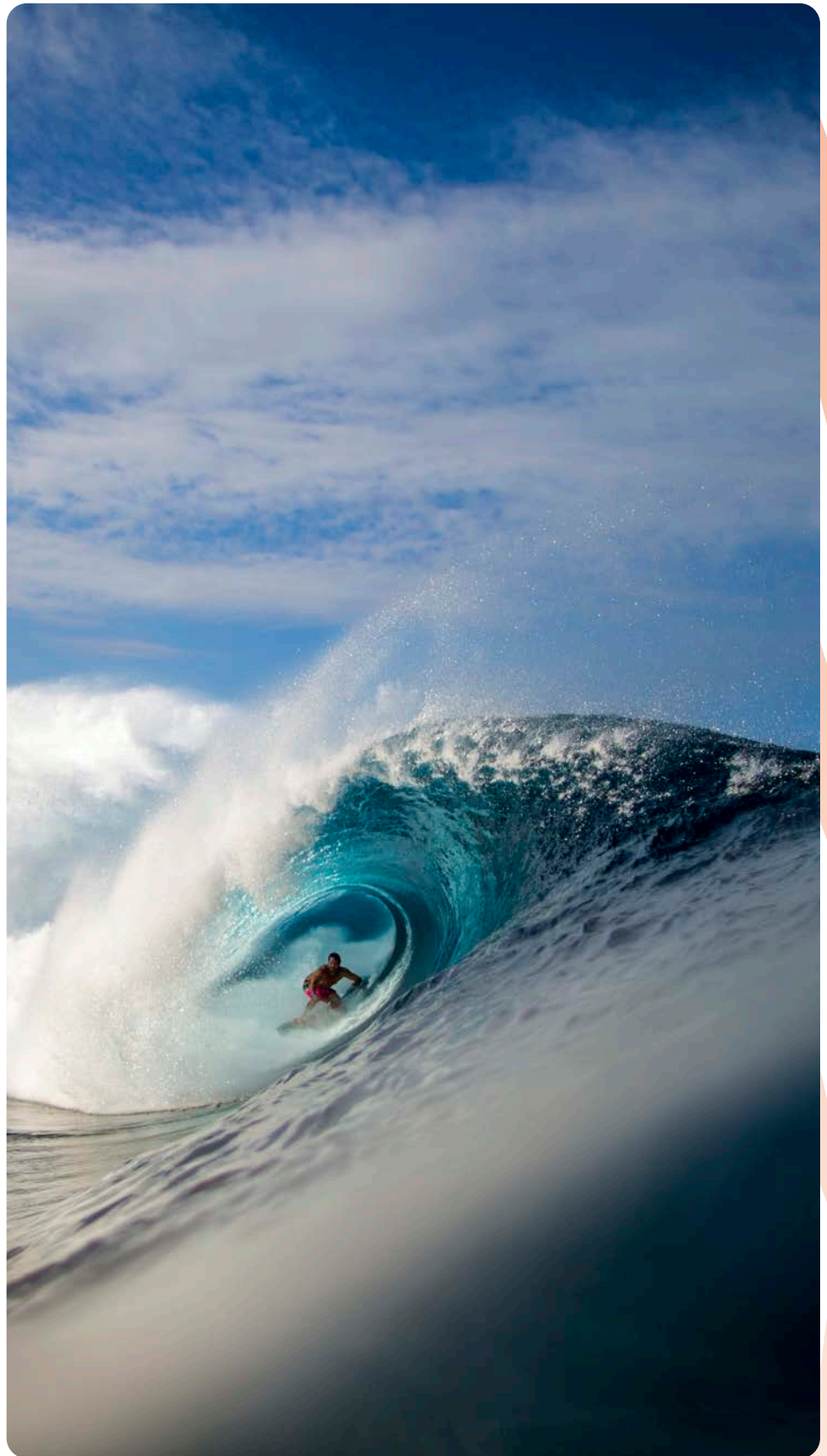
Production timelines are customized for each advertiser and finalized during the creative consultation phase. The Eleven 17 and HAWAII Magazine teams work together to align vision, logistics, and approvals for a seamless experience.

ASSET OWNERSHIP

All videos and social assets produced through this partnership are fully owned by the advertiser. Placement on HAWAII Magazine digital channels is not automatic and may be added through paid promotional packages or coordinated campaigns.

BEYOND THE FOUNDATION

Our partnership with Eleven 17 extends beyond a single video. Once your story is captured, we help maintain momentum through ongoing content creation, social strategy and audience engagement. Our goal is to keep your message strong across every platform throughout the year.



HAWAII Magazine Website Advertising

Reach Hawai'i-minded travelers when they are actively searching, planning and booking.

HAWAIIIMAGAZINE.COM remains one of the most trusted digital destinations for readers who are dreaming about Hawai'i, planning their next trip or revisiting their favorite places. Our web products give advertisers direct visibility in high-intent environments, with options for display, native storytelling and year-round directory presence.

2026 Website Advertising Products

Sponsored Content (Editorial-Style Feature)

\$2,950 PER FEATURE

A custom, editorial-style article written in the advertiser's voice and presented on HAWAIIIMAGAZINE.COM. Sponsored Content blends seamlessly with our site experience while providing brands meaningful visibility, SEO value, and ongoing long-tail readership as the article remains searchable and accessible on the site.

WHAT'S INCLUDED

- Sponsored article hosted on HAWAIIIMAGAZINE.COM
- Up to 500 words (advertiser-provided; light copy editing included)
- Up to 5 high-quality images
- One call-to-action link
- SEO-friendly tagging and internal linking
- Two weeks of homepage rotation before moving to its permanent category
- Sponsored Content block included in one Weekly Editorial email newsletter
- One Facebook article share for additional reach

EDITORIAL STYLE FEATURE

A Legacy of Aloha: Waikiki's Long-Standing Resorts

Among the iconic institutions, this independent resort continues to welcome guests with warm hospitality.

BY HAWAII MAGAZINE STAFF • SEP 12, 2025



Imperial is in a great location.
Photo: Courtesy of The Imperial Hawai'i Resort.

Share this...



Waikiki is known for its shimmering shoreline, gentle surf and world-class hospitality. While new hotels come and go, a few resorts have stood as steadfast stewards of Hawaiian warmth for decades. Names like the Moana Surfrider, the Royal Hawaiian, and Halekulani are woven into the fabric of Waikiki's history. There's also an independent resort that blends heritage, heart and home-style comfort, [The Imperial Hawai'i Resort](#).

The Imperial's story began in the late 1960s, when the national diner chain Denny's purchased a high-rise in the heart of Waikiki. The property became known as The Imperial Hawai'i Hotel, complete with unique touches like a dining room called "The Aquarium" and the nautically themed nightclub, Captain Nemo's.



SPONSORED CONTENT GUIDELINES

ARTICLE REQUIREMENTS

- Content should be informative, engaging, and useful rather than promotional
- Maximum length: up to 500 words
- Advertiser provides final copy; light copy editing included
- Full transparency indicated as “Sponsored Content”

IMAGE REQUIREMENTS

- Up to 5 photographs
- Minimum dimensions: 2048 × 1080 pixels
- High-resolution JPG or PNG preferred
- Avoid images with excessive text or logos unless part of brand identity

MATERIALS DUE

- Content must be provided at least 3 weeks prior to the scheduled run date for review and layout.

VIDEO (OPTIONAL)

- Videos must be hosted on YouTube or Vimeo
- Provide direct video URL
- Provide one thumbnail image (2048 × 1080 pixels minimum)

LINKS

- Provide URLs for call-to-action button or embedded links
- Backlinks from advertiser’s site encouraged for SEO strength

COPYWRITING SUPPORT (OPTIONAL)

If you would like HAWAII Magazine to draft your sponsored article, copywriting services are available for an additional fee. Pricing varies based on length and complexity. Please inquire for a quote.

SPONSORED CONTENT

FROM OUR PARTNERS



HOMEPAGE SPONSORED

Shop Local, Share Aloha: Ideas for the Holidays from 7 of Our Favorite Hawai'i Businesses

by HAWAII Magazine Staff



HOMEPAGE SPONSORED

A Legacy of Aloha: Waikiki's Long-Standing Resorts

by HAWAII Magazine Staff



HOMEPAGE SPONSORED

You'll Want to Hit This Shop in the Iconic Moana Surfrider

by HAWAII Magazine Staff

DIRECTORY LISTING



Waimea Plantation Cottages

9400 Kaunualii Hwy, Waimea, Hawaii 96796

Website: <http://waimeaplantationcottages.com>

Reservations: 808.338.1625 or toll free: 800.716.6199

300 X 600



300 X 250



970 X 250



Run-of-Site (ROS) Display Advertising

\$20 PER THOUSAND IMPRESSIONS (CPM)

AD SIZES REQUIRED

- 970 x 250 px, 728 x 90 px, 320 x 50 px
- 300 x 600 px, 300 x 250 px

AD MATERIAL GUIDELINES

- Submit ads as PNG or JPG
- Maximum file size: 1 MB
- Creative must be RGB, optimized for web
- Provide a click-through URL (UTM tracking optional)
- Advertisers are encouraged to submit all available sizes for optimal delivery
- Ads must align with HAWAII Magazine brand and content standards

MONTHLY START SCHEDULE

- Campaigns begin at the start of each month
- Materials must be received one week prior to the end of the previous month

Directory Listing

\$600 PER YEAR (\$50 PER MONTH)

A cost-effective way for businesses to maintain ongoing visibility on HawaiiMagazine.com. Ideal as an added-value component within larger advertising packages.

INCLUDES

- Business name and short description (up to 150 words)
- One image (high-resolution JPEG or PNG)
- Website link
- Contact information (island, address, phone, email, social media links)
- Category placement for improved discovery
- Listed year-round on HawaiiMagazine.com's Business Directory

RECOMMENDED FOR

Tour operators, retailers, restaurants, attractions and boutique businesses seeking consistent online visibility.

Programmatic & Targeted Email Advertising

Extend your reach beyond HAWAII Magazine platforms through precision-targeted digital campaigns.

160 X 600



300 X 250



300 x 50



320 x 50



728 X 90



Programmatic Display Advertising

Deliver your message across thousands of premium websites and mobile apps. Our programmatic campaigns use data-driven targeting to ensure your ads reach the right audience—wherever they are online.

RATES

- \$11 CPM (Programmatic Display)
- \$25 CPM (HAWAII Magazine Retargeting Display)
- 3-month minimum or 150,000 impressions

AD SIZES REQUIRED (IN PIXELS)

160 x 600, 300 x 250, 320 x 50, 300 x 50, 728 x 90

CREATIVE DEADLINE

Ads must be received at least 1 week before campaign start

AD TYPES & TACTICS

- Audience curation by household and demographic data
- Advertiser site retargeting
- HAWAII Magazine site retargeting
- Geo-fencing
- Keyword and contextual targeting
- Foot-traffic conversion zones

Targeted Email Advertising

Send a dedicated email to a highly targeted audience—based on ZIP code, household income, education, gender, and behavioral interests.

RATE

- \$50 CPM
- 30,000 impressions minimum

CLIENT TO PROVIDE

- 250–400 words of copy
- Subject line and heading
- Website URL
- Logo
- 2–4 images (max width 600px), with captions and photo credits
- Audience targeting criteria (e.g. ZIP code, income, education, gender, interests)

Let's Share Hawai'i Together

We are passionate about connecting people to the culture, beauty, and experiences of the Islands, and we would love to partner with you. Whether you're looking to boost visibility, drive results, or tell your brand story with authenticity, our 'ohana is here to help. Reach out today and let's create something meaningful together.



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