



## 2016 Planning Calendar

\*SUBJECT TO CHANGE

### JANUARY/FEBRUARY

#### NA PO'E PA'AHANA *plus*

- Behind the Great 'Aloha' Run
- Women in Lodging
- Lodging Engineers
- Guest Safety and Security

SPACE DEADLINE: Dec. 11, 2015

MATERIALS IN: Dec. 18

ONLINE & IN MAIL: Jan. 7

### MARCH/APRIL

#### BIG ISLAND HOSPITALITY *plus*

- Food & Beverage
- Hospitality Technology
- Landscaping & Decor
- Green Initiatives

SPACE DEADLINE: Feb. 12

MATERIALS: Feb. 19

ONLINE & IN MAIL: March 7

### MAY/JUNE

#### MAUI HOSPITALITY *plus*

- Eco Tourism
- Charity Walk Heroes
- Informed Concierges
- Restaurant Inspections

SPACE DEADLINE: April 14

MATERIALS IN: April 21

ONLINE & IN MAIL: May 9

### JULY/AUGUST

#### ALOHA THAT SELLS *plus*

- Visitor Emergencies
- Dealing with Bad Reviews
- The Great HLHF Expo
- Recruiting Hospitable Employees

SPACE DEADLINE: June 14

MATERIALS IN: June 21

ONLINE & IN MAIL: July 8

### SEPTEMBER/OCTOBER

#### KAUAI HOSPITALITY *plus*

- Renovations & Innovations
- Construction and Tourism
- Dealing with Inhospitality
- Tipping Protocols & Problems

SPACE DEADLINE: Aug. 15

MATERIALS IN: Aug. 22

ONLINE & IN MAIL: Sept. 9

### NOVEMBER/DECEMBER

#### LANAI RETOOLED *plus*

- Luxury Accommodations
- Holiday Lighting Pitfalls
- Catering & Room Service
- Liability and Insurance

SPACE DEADLINE: Oct. 14

MATERIALS IN: Oct. 21

ONLINE & IN MAIL: Nov. 9

**Niche magazine readership continues to grow.\***  
**Magazines are #1 in advertising engagement.\***  
**Magazines are trusted, influential and inspiring.\***  
**Magazine Advertising improves advertising ROI.\***  
**Magazine ads motivate reader action.\***

\*MPA Research. Visit [magazine.org](http://magazine.org)

**HAWAII**  
**hospitality**  
 GOOD NEWS FOR  
 HAWAII'S  
 HOSPITALITY INDUSTRY

#### CONTACT US

For more information  
 about advertising in  
 HAWAII HOSPITALITY,  
 please contact:

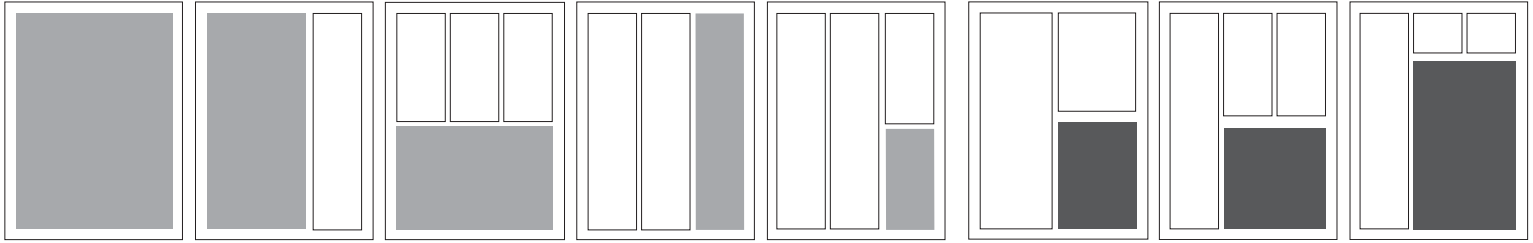
**BARRY REDMAYNE**  
 Director of Advertising  
 and Associate Publisher  
 808-738-4950

**CHARLENE GRAY**  
 Advertising Manager  
 808-738-4938

**JENNIFER DORMAN**  
 Senior Account Executive  
 808-738-4990

**RICHARD DEGUTIS**  
 Advertising Executive  
 808-738-4939

**SARA SCHELL**  
 Advertising Executive  
 808-738-4946



**FULL PAGE**  
7" X 10"

**2/3 PAGE**  
4.625" X 10"

**1/2 PAGE**  
7" X 4.937"

**1/3 PAGE**  
2.25" X 10"

**1/6 PAGE VERTICAL**  
2.25" X 4.937"

**1/4 PAGE SQUARE**  
3.437" X 4.937"

**SPECIAL SIZES**  
**1/3 PAGE SQUARE**  
4.625" X 4.937"

**1/2 PAGE VERTICAL**  
4.625" X 7.375"  
OR  
3.437" X 10"

## ABOUT HAWAII HOSPITALITY

*Hawaii Hospitality*, an upscale bimonthly magazine targeting top hospitality executives as well as members of leading associations and organizations that drive hospitality industries, is published on alternating months beginning with the first day of each January. Established in 1984, *Hawaii Hospitality* combines smart journalism with stunning graphics to highlight trends and people, providing timely and useful information about new technologies, equipment, events, legislative initiatives, and industry forecasts.

Produced by award-winning writers and editors, each issue of *Hawaii Hospitality* contains relevant and exclusive coverage affecting:

- HOTEL MANAGERS • RESTAURANTEURS • TRAVEL EXECUTIVES
- PRIVATE CLUBS • FOOD & BEVERAGE MANAGERS • BUSINESS LEADERS
- TRANSPORTATION PROVIDERS • FOOD SERVICE PROVIDERS
- CATERERS • PURCHASING DIRECTORS • CHEFS

## AD SIZES

Full Page (Image Area)	7" x 10"	Trim Size:	8.125" x 10.875"
2/3 Page	4.625" x 10"	Bleed (Full Page ads only):	8.375" x 11.125"
1/2 Page Horizontal	7" x 4.937"	Single Column Width:	2.25" (3 col. format)
1/3 Page Vertical	2.25" x 10"	Column Gutters:	.1875"
1/6 Page Vertical	2.25" x 4.937"		

### Special Sections:

1/2 Page Vertical	4.625" x 7.375"
1/2 Page Vertical-2	3.437" x 10"
1/4 Page Square	3.437" x 4.937"
1/3 Page Square	4.625" x 4.937"
Business Card	3.4375" x 1.9375"

**Special sizes may be accepted. Black and white advertising subject to discounts.**

## ADVERTISING RATES

All advertising may run in full color without additional charge.

	1x	3x	6x		1x	3x	6x
FULL:	\$2,580	\$2,157	\$1,984	<b>PREMIUM POSITIONS</b>			
2/3 PAGE:	\$2,265	\$1,892	\$1,724				
1/2 PAGE:	\$1,805	\$1,520	\$1,413	Back Cover	\$3,055	\$2,545	\$2,336
1/3 PAGE:	\$1,520	\$1,275	\$1,183	Inside Front	\$2,963	\$2,469	\$2,265
1/4 PAGE:	\$1,300	\$1,102	\$1,015	Inside Back	\$2,775	\$2,316	\$2,127
1/6 PAGE:	\$1,168	\$ 990	\$ 923	Doubletruck	\$4,483	\$3,713	\$3,387
Business Card	-	\$ 550	\$ 495				

## PRODUCTION:

Web Offset

*Hawaii Hospitality* accepts press-quality PDF files in CMYK format, with minimum resolution of 300 pixels per inch. A printed proof of the art must be furnished. There is no additional charge for bleeds but text must not appear outside of image area. *Hawaii Hospitality* will produce advertising prototypes upon request.

Files must be Macintosh compatible. **WE DO NOT ACCEPT negatives, Microsoft Publisher or PowerPoint files.**

For more information on specifications or how to upload to our FTP site, please call our production department at (808) 738-4942, or e-mail [art@tradepublishing.com](mailto:art@tradepublishing.com).

## CHANGES & CANCELLATIONS:

*Hawaii Hospitality* will not be responsible for changes made to advertising after deadline. Cancellations are not accepted without charges after closing dates. Prior to deadline, cancellations must be in writing. **PUBLISHER'S POLICIES:** The Publisher reserves the right to reject advertising.

**RATE PROTECTION:** Rates are guaranteed for the duration of a contract period. Advertising may be short-rated (based on volume or frequency x applicable rates) when rate agreements are not honored. **TERMS:** Rates are not subject to commissions or cash discounts. Payments are due within 30 days of invoice. Accounts more than 30 days past due agree to pay interest on balances of 1-1/2 percent per month, or 18 percent per annum. Rates are net cash with order unless credit is pre-approved by Publisher. **CONDITIONS:**

Published by Trade Publishing Company, *Hawaii Hospitality* will not accept responsibility for unsolicited materials, nor submitted materials that are lost or stolen. *Hawaii Hospitality* will not be bound by clauses or statements appearing on client or agency insertion orders that conflict with terms or conditions of *Hawaii Hospitality* contracts or rate cards. Advertisers and agents assume liability for submitted materials and indemnify *Hawaii Hospitality* from losses or expenses and claims arising from such ads, including legal action for libel, plagiarism, copyright infringement or invasion of privacy. *Hawaii Hospitality* must be notified of billing and advertising errors within 15 days of invoice date.