



HAWAII
hospitality
GOOD NEWS FOR
HAWAII'S
HOSPITALITY INDUSTRY

CONTACT US

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HAWAII HOSPITALITY,
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2017 Planning Calendar *SUBJECT TO CHANGE

JANUARY/FEBRUARY

NA PO'E PA'AHANA *plus*

- Great Aloha Run
- Women in Lodging
- Guest Safety & Security

SPACE DEADLINE: Dec. 16, 2016
ADS DUE: Dec. 23

MARCH/APRIL

BIG ISLAND HOSPITALITY

- Food & Beverage
- Hospitality Technology
- Virtual Reality

SPACE DEADLINE: Feb. 17
ADS DUE: Feb. 24

MAY/JUNE

MAUI HOSPITALITY

- Informed Concierges
- Restaurant Inspections
- Unique Travel Experiences

SPACE DEADLINE: Apr. 14
ADS DUE: Apr. 21

JULY/AUGUST

KAUAI HOSPITALITY

- Dealing with Bad Reviews
- Great HLHF Expo
- Go Hawaii & Hawaii.com Websites

SPACE DEADLINE: Jun. 16
ADS DUE: Jun. 23

SEPTEMBER/OCTOBER

HOUSEKEEPING WEEK

- Renovations & Innovations
- Construction & Tourism
- Tipping International Travelers

SPACE DEADLINE: Aug. 18
ADS DUE: Aug. 25


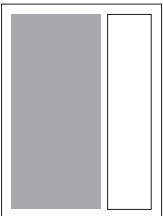
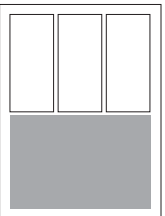
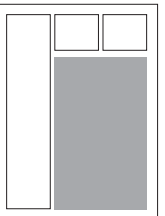
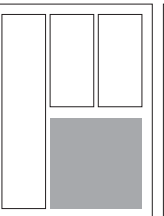
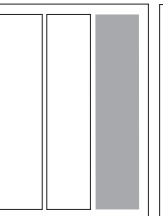
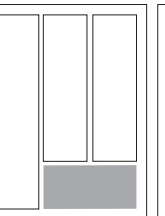
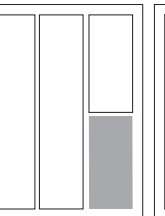
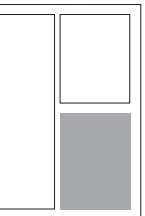
NOVEMBER/DECEMBER

LANAI RETOOLED

- Luxury Accommodations
- Catering & Room Service
- Liability & Insurance

SPACE DEADLINE: Oct. 20
ADS DUE: Oct. 27

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.*

								
FULL PAGE BLEED 8.375" X 11.125"	2/3 PAGE 4.625" X 10"	1/2 PAGE HORIZONTAL 7" X 4.937"	1/2 PAGE VERTICAL 4.625" X 7.375"	1/3 PAGE HORIZONTAL 4.625" X 4.937"	1/3 PAGE VERTICAL 2.25" X 10"	1/6 PAGE HORIZONTAL 4.625" X 2.25"	1/6 PAGE VERTICAL 2.25" X 4.937"	1/4 PAGE VERTICAL 3.437" X 4.937"

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

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.

AD SIZES

Full Page Bleed:	8.375" x 11.125"	Trim Size:	8.125" x 10.875"
2/3 Page	4.625" x 10"	Full Page (Image Area)	7" x 10"
1/2 Page Horizontal	7" x 4.937"	Single Column Width:	2.25" (3 col. format)
1/2 Page Vertical	4.625" x 7.375"	Column Gutters:	.1875"
1/3 Page Horizontal	4.625" x 4.937"		
1/3 Page Vertical	2.25" x 10"		
1/6 Page Horizontal	4.625" x 2.25"		
1/6 Page Vertical	2.25" x 4.937"		
1/4 Page	3.437" x 4.937"		

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:	\$2,632	\$2,200	\$2,024	PREMIUM POSITIONS			
2/3 PAGE:	\$2,310	\$1,930	\$1,758				
1/2 PAGE:	\$1,841	\$1,550	\$1,441	Back Cover	\$3,116	\$2,596	\$2,383
1/3 PAGE:	\$1,550	\$1,301	\$1,207	Inside Front	\$3,022	\$2,518	\$2,310
1/4 PAGE:	\$1,326	\$1,124	\$1,035	Inside Back	\$2,831	\$2,362	\$2,170
1/6 PAGE	\$1,191	\$1,010	\$ 941	Doubletruck	\$4,573	\$3,787	\$3,455

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.