



THE MAGAZINE OF PLEASANT HOLIDAYS

# PleasantHawaii

*O'ahu, Maui, Hawai'i, Kaua'i*



activities | shows | attractions

## 2018 MEDIA KIT

# Pleasant Hawaii Magazine

Pleasant Holidays encourages vendor partners in Hawai'i to advertise in Pleasant Hawaii, the official magazine of Pleasant Holidays.

This publication features the actual activities and excursions highlighted at Pleasant Holidays orientations on O'ahu, Maui, the Big Island of Hawai'i and Kaua'i.

Pleasant Hawaii is available to visitors at airports on each of the major islands, tour desks, hotel lobby stands, at Pleasant Holidays' Aloha Orientation Breakfasts, and in street kiosks throughout Waikīkī and neighbor island locations.

## Inside every issue!

- Complete editorial coverage on Hawai'i events
- Island introductions and user friendly island and detailed area maps of O'ahu, Maui, Kaua'i and Hawai'i's Big Island
- Pleasant Activities Centers locations and phone numbers
- Special coverage of local festivals, parades and events
- FREE Aloha Orientation Breakfast invitation!

## 2018 Advertising Deadlines

Issue Dates	Space/Materials Deadline
January - April	October 30, 2017
May - August	March 7, 2018
September - December	July 9, 2018
January - April 2019	October 30, 2018

Deadlines are subject to changes..

## 2018 Monthly Advertising Rates

Ad Size	12x Rate	8x Rate	4x Rate
Full Page	\$2,519	\$2,621	\$2,746
1/2 Page	\$1,994	\$2,096	\$2,221
1/4 Page	\$1,124	\$1,192	\$1,255
1/8 Page	\$671	\$699	\$729

Minimum 4-month (one issue) commitment.

# Pleasant Holidays®

Founded in 1959, Pleasant Holidays began with a vision of making dream vacations affordable to the Hawaiian Islands. Today, Pleasant Holidays brings more westbound visitors to Hawai'i than any other travel company, with more than 400,000 visitors to Hawai'i each year.

Pleasant Holidays will send tens of thousands of travelers to Hawai'i from the U.S. Mainland this year on a variety of major airlines including Alaska Airlines, American, Delta, Hawaiian and United. Engaging visitors in Hawai'i's attractions is a top priority. Pleasant Holidays' travelers enjoy shopping, dining and tours of every kind throughout Hawai'i. This magazine provides readers with everything they need in order to enjoy and explore the islands to the fullest.

## Pleasant Holidays Demographics

### YOUTHFUL

- 60% Adults  
Ages 35-64
- Median Age 42

### MARRIED, FAMILIES W/ CHILDREN

- 66% Married  
Average Household Size: 3

### AFFLUENT

- \$100K+ Average Household Income

### WELL EDUCATED

- College Educated Plus



**Circulation per issue:  
120,000 - 130,000**

**V**isitors make numerous decisions about their vacation while reading Pleasant Hawaii Magazine. Reach this audience while they are making decisions, not after.

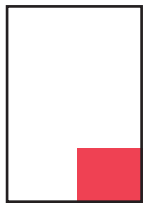
Pleasant Holidays' visitors will spend millions of dollars while staying in Hawai'i, which includes money spent on tours, excursions, dining, shopping and more.

The average Pleasant Holidays' traveler will stay in Hawai'i seven days. Through our extensive selection of activities and tours, visitors are encouraged to utilize Pleasant Hawaii Magazine to "build" their ultimate vacation!

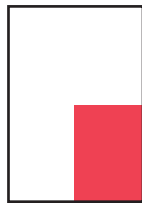
The extended distribution of the magazine, which includes select Hawai'i-themed events in the U.S. Mainland, allows us to reach thousands of Pleasant Holidays' customers and other travelers to Hawai'i.

# Ad Specifications

Size	Specs
Full Page	Trim - 8.125" x 10.875" Bleed - 8.375" x 11.125"
1/2 page (Horizontal)	7.5" x 4.875"
1/2 page (Vertical)	Trim - 3.843" x 10.875" Bleed - 4.0625" x 11.125"
1/4 Page	3.625" x 4.875"
1/8 Page	3.625" x 2.312"
2-Page Spread	Trim - 16.25" x 10.875" Bleed - 16.5" x 11.125"
1/2 Page Spread	Trim - 16.25" x 5.225" Bleed - 16.5" x 5.35"



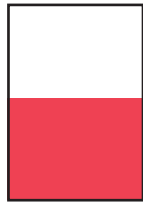
1/8 Page



1/4 Page



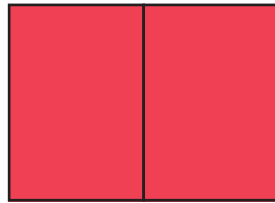
1/2 Page Spread



1/2 Pg (H)



1/2 Pg (V)



2 Page Spread



Full Page

## Advertising Sales

Oahu: (808) 843-6000

Maui: (808) 873-2012

Big Island: (808) 329-5466

Kauai: (808) 245-2340

# Camera Ready

## SPECIFICATIONS

### Acceptable File Types:

PDF (PDF/X-1a compliant), TIFF, Adobe InDesign, Photoshop, Illustrator.

### Delivery Methods:

- Upload files online at:  
www.thisweekpublications.com  
Contact your account executive for a unique username and password.
- Email your digital files to [imaging@thisweek.com](mailto:imaging@thisweek.com) (under 10MB).
- DVD or CDROM PC/MAC
- Files submitted via email or Ad Submission Website should be compressed.

### Formatting Elements:

- All fonts must be embedded within your high-resolution PDF.
- Recommended resolution for all images is 350 dpi.
- All image files should be in TIFF or EPS format.
- All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors must be converted prior to submitting files.

## Vendor Ad Restrictions

Direct phone numbers will be allowed in Pleasant Holidays vendor display ads. Vendor website addresses are allowed. The copy below must be made a part of your ad and will be reviewed by Pleasant Hawaii Magazine prior to printing. Shopping, retail, food and beverage advertisers are exempt. Activity, attraction and tour ads may not contain coupons or special pricing not available or approved by Pleasant Holidays. All display Ads must have the Pleasant Activities Centers phone number placed on one line. See example below.

\*O'ahu, Big Island, Kaua'i Samples

**Pleasant Activities Centers • 1-888-229-7770 (See pg. 8)**

\*Maui Sample

**Pleasant Activities Centers • 1-888-256-4288 (See pg. 8)**