

# Hawai'i's Official Visitors' Guidebooks

2025 - 2026 MEDIA KIT



PACIFIC  
MEDIA  
GROUP



**HAWAII**  
VISITORS & CONVENTION BUREAU™



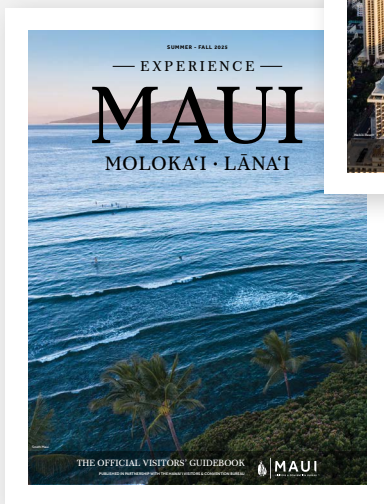
WELCOME TO

# Hawai'i's Official Visitors' Guidebooks

"Experience Hawai'i Media is more than a guide—it's an invitation to connect deeply with the spirit of the islands. In partnership with the Hawai'i Visitors and Convention Bureau, we take pride in delivering a resource that informs, inspires, and honors the culture and beauty of Hawai'i. Whether it's the first visit or the fiftieth, we're here to ensure every traveler leaves with memories as vibrant as the islands themselves." —Jack Dugan, Publisher

## WORLD-CLASS PUBLICATION QUALITY AND EDITORIAL CONTENT

As the Official Visitors' Guidebook, in partnership with the **Hawai'i Visitors and Convention Bureau**, we empower travelers to discover the islands authentically, offering a blend of insider expertise, sustainable travel insights, and breathtaking visuals. Our mission is to inspire exploration, honor local culture, and support mindful tourism that leaves a positive impact on Hawai'i and its people.



# Audience Profile

## PRINT CIRCULATION

**50,000 – 54,000** copies per edition

## PRINT READERSHIP

**150,000 – 162,000** readers per edition

## Visitor Demographics

### VISITOR NUMBERS

#### TOTAL ANNUAL VISITORS TO HAWAII

~10 million (2023 estimate).

#### PEAK SEASONS

December-April (winter tourists),  
June-August (summer vacations).

### VISITOR ORIGINS

#### UNITED STATES

**Majority**, with 46% from the U.S. West and 24% from the U.S. East.

#### JAPAN

10-15% of international visitors.

#### CANADA & OTHER COUNTRIES

Remaining percentages of international travelers.

### TRAVEL GROUPS

1

~36%

Couple Travelers

2

~30%

Families with Children

3

15-20%

Solo Travelers

**10**  
MILLION  
TOTAL ANNUAL  
VISITORS

### AGE / INCOME / GENDER

#### MEDIAN AGE

**45**

#### MEDIAN HOUSEHOLD INCOME

**\$163,000**

#### GENDER

**60%**

Male

**40%**

Female

## Engagement with Guidebooks

### USAGE RATES

**55%**

of travelers use  
guidebooks or  
brochures  
upon arrival.

**40%**

report making decisions  
for dining, activities,  
or attractions based on  
local print materials.

### DECISION TIMING

**50%**

OF SPENDING DECISIONS  
(activities, dining, shopping)  
happen **after** arrival.

### SPONTANEOUS PURCHASES BASED ON GUIDES

~35% of total spending.

### RETENTION AND REACH

#### AVERAGE TIME SPENT BROWSING



**15-20 minutes** per guidebook.

Average guides circulate in  
groups of 3 people.

### PREFERRED CONTENT

#### Activities

**75%**

#### Dining

**65%**

#### Shopping

**50%**

#### Cultural Experiences

**40%**

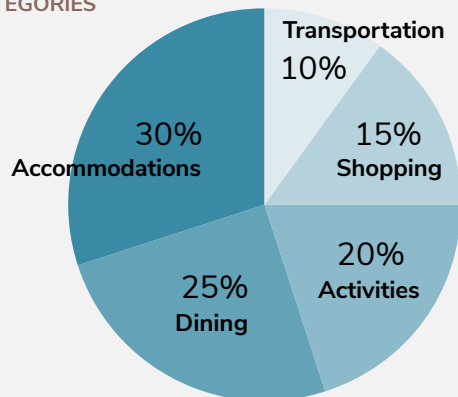
# Economic Value of Visitors

## SPENDING PER VISITOR

### DAILY AVERAGE

**\$200 – \$280** per person

### CATEGORIES



## REPEAT VISITORS

**80%** of U.S. West visitors are repeat travelers, indicating long-term loyalty to Hawai'i-based media.

## LOCAL ADVERTISER IMPACT

### VISITORS SPEND (ANNUALLY)

ACTIVITIES	DINING CONTRIBUTIONS
<b>~\$1.5 Billion</b>	<b>~\$2 Billion</b>

# Psychographics

## VALUES AND PREFERENCES

### CULTURAL AUTHENTICITY

**60%** of travelers seek experiences tied to Hawaiian culture.

### ECO-CONSCIOUS TRAVEL

**45%** actively choose sustainable options.

### ADVENTURE SEEKERS

**35%** prioritize outdoor and adventure activities.

## TECHNOLOGY USE

While 80% of visitors use mobile apps for initial trip planning, print materials remain highly trusted for **local insights** and **immediacy**.

# Why Print Works Post-Arrival

**1**

### Tangibility

**85%** of travelers trust printed material more than online reviews after arrival.

**2**

### Focus

Printed guides create a distraction-free, immersive browsing experience.

**3**

### Location-Specific Insight

Highlight local advertisers and experiences.

# Partners we work with...



# Marketing & Promotion

The Official Visitors' Guidebooks will be promoted through the following channels:



## PROMOTION AT ALL MAJOR AIRPORTS

Video display media at baggage claim and other strategic locations across Hawai'i airports captures travelers and encourages them to pick up a copy of the guidebook.



## EXPERIENCE HAWAI'I STATEWIDE IN-ROOM VISITOR CHANNEL

Video promotion with QR codes that direct to interactive digital version on Experience Hawai'i, a statewide visitor channel.



## DIGITAL MEDIA CAMPAIGNS

Via social media, geo-fenced and targeted digital ads and local website digital banner ads.



## HVCB PROMOTION & DISTRIBUTION

Consumer inquiries and requests from HVCB's website and marketing activities.

Promotions at targeted consumer & travel trade shows.

Email promotion using HVCB's proprietary consumer database.

## Distribution (PER ISSUE)



Each island's Official Visitors' Guidebooks will be distributed at the respective island's airport(s):

- Līhu'e Airport, Kaua'i
- Daniel K. Inouye Airport, Honolulu, O'ahu
- Kahului Airport, Maui
- Ellison Onizuka International Airport at Keahole, Kailua-Kona, Hawai'i Island
- Hilo International Airport, Hawai'i Island



Additional strategic hotel & resort distribution, including in-room and at concierge desks, as well as popular rack locations across the islands.

## Digital Promotions (MONTHLY)



### AIRPORT ADVERTISING

15.7 Million Impressions/month



### DIGITAL MEDIA CAMPAIGNS

2.5 Million Impressions/month



### SOCIAL MEDIA FOLLOWING

3.5 Million Impressions/month



# Premium Advertising Opportunities

Rates displayed are monthly per guidebook on an annual contract basis (pre-tax). All rates are in net.

MAUI & O'AHU PREMIUM PAGES	PRICE (monthly)	HVCB MEMBER RATE
Inside Front Cover Spread (reserved)	\$5,385	\$4,845
Premium Spread #1 (reserved)	\$4,395	\$3,955
Premium Spread #2	\$4,175	\$3,760
Back Cover (reserved)	\$5,495	\$4,945
Inside Back Cover Spread	\$3,845	\$3,460

KAUA'I & HAWAI'I PREMIUM PAGES	PRICE (monthly)	HVCB MEMBER RATE
Inside Front Cover Spread (reserved)	\$4,895	\$4,405
Premium Spread #1 (reserved)	\$3,995	\$3,595
Premium Spread #2	\$3,795	\$3,415
Back Cover (reserved)	\$4,995	\$4,495
Inside Back Cover Spread	\$3,495	\$3,145

A complimentary full-page advertorial page is included with each premium ad placement. The advertorial page is encouraged to be used as an opportunity to highlight a business' commitment to Hawai'i, involvement in their local community or support of any local non-profits organizations.



# Advertising Rates

Rates displayed are monthly per guidebook on an annual contract basis (pre-tax). All rates are in net.

<b>MAUI &amp; O'AHU DISPLAY ADVERTISING SPACE RATES</b>	<b>PRICE (monthly)</b>	<b>HVCB MEMBER RATE</b>
Double Page Spread	\$2,740	\$2,465
Full Page	\$1,480	\$1,330
Half Page	\$960	\$865
Quarter Page	\$625	\$562

<b>KAUA'I &amp; HAWAI'I DISPLAY ADVERTISING SPACE RATES</b>	<b>PRICE (monthly)</b>	<b>HVCB MEMBER RATE</b>
Double Page Spread	\$2,490	\$2,241
Full Page	\$1,345	\$1,210
Half Page	\$874	\$786
Quarter Page	\$568	\$511

The Official Visitors' Guidebooks feature everything from island maps to recommendations on what to do including popular attractions, activities, dining options, shopping experiences, and island adventures. Helpful guides are included to highlight beaches, cultural heritage sites, sanctioned hiking trails, and other popular Hawai'i experiences. The Official Visitors' Guidebooks also include compelling feature stories for each island.





# 2025/2026 Issue Calendar

## WINTER/SPRING 2025

### DATE

Ad Close Date

October 28, 2024

Material Due

November 8, 2024

On Newstands

January 1, 2025

## SUMMER/FALL 2025

### DATE

Ad Close Date

April 1, 2025

Material Due

April 14, 2025

On Newstands

July 1, 2025

## WINTER/SPRING 2026

### DATE

Ad Close Date

October 1, 2025

Material Due

October 15, 2025

On Newstands

January 1, 2026

## SUMMER/FALL 2026

### DATE

Ad Close Date

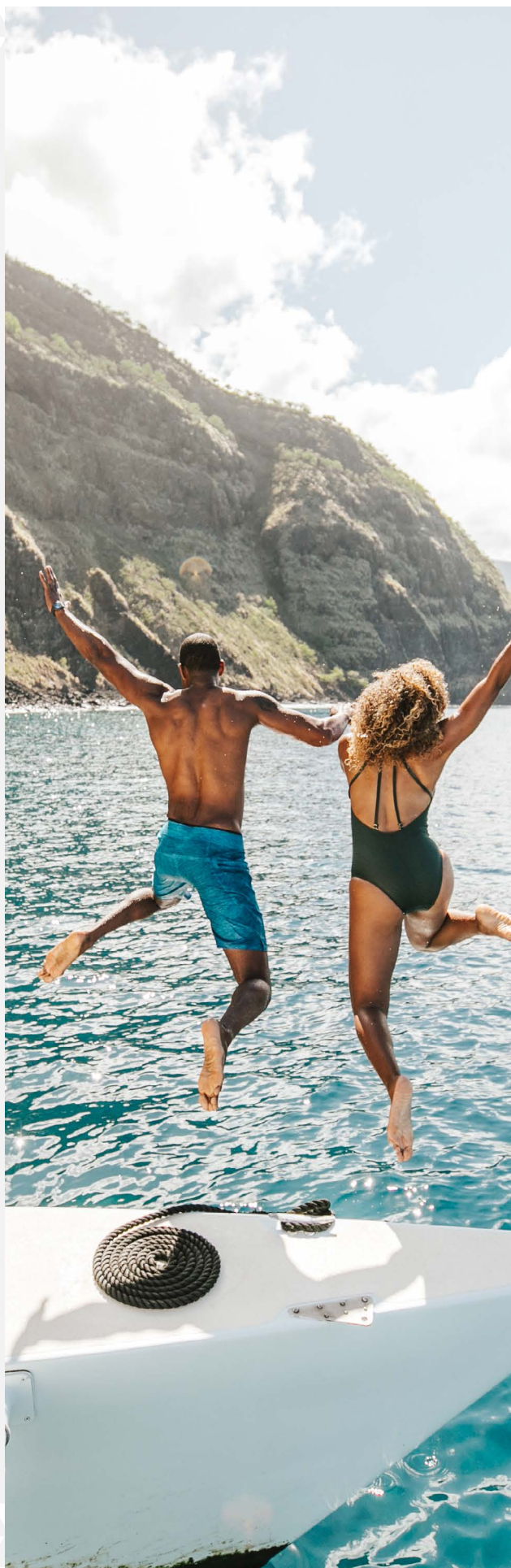
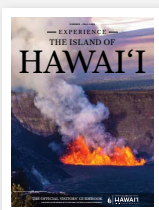
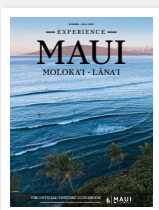
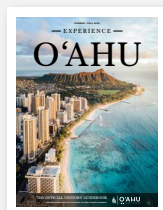
April 1, 2026

Material Due

April 15, 2026

On Newstands

July 1, 2026





# Advertising Specifications

## DISPLAY ADVERTISING - BLEED

Double-Page Spread (Trim Size)	16.75" W	10.875" H
Full-Page (Trim Size)	8.375" W	10.875" H

### All Bleed Ads **MUST** include:

- 0.125" bleed on all sides
- 0.375" margins on all sides for live area

## DISPLAY ADVERTISING - NON-BLEED

Full-Page	7.375" W	9.875" H
Half-Page (Horizontal)	7.375" W	4.8125" H
Half-Page (Vertical)	3.5625" W	9.875" H
Quarter-Page	3.5625" W	4.8125" H

## PRINTING SPECIFICATIONS

- Publication trim size: **8.375" W x 10.875" H**
- Bindery: Perfect bind

## AD FORMATS

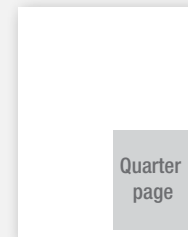
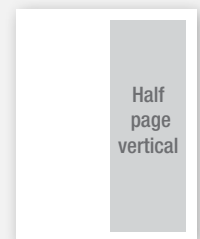
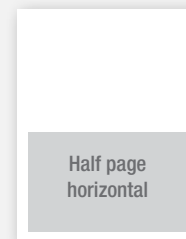
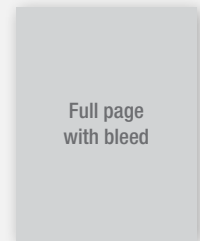
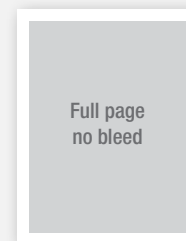
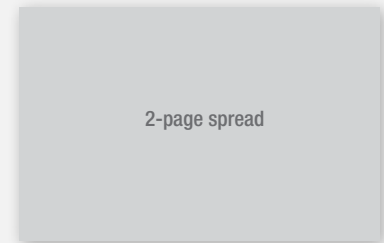
### Accepted File Type

- PDF/X-1a:2001 (set compatibility to: Acrobat 5 (PDF 1.4))
- PDF files must have fonts and images embedded
- Color: CMYK (spot/Pantone® colors are not permitted)
- Images: 300 dpi at 100%
- **Bleeds: 0.125" on all sides**
- URL is required within the ad submission in order to link to your website from the digital guide.

## ARTWORK SUBMISSION

Delivery instructions will be sent upon receipt of contract.

## AD SIZES / ORIENTATION





## Pacific Media Group

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**Pacific Media Group (PMG)** is a Hawai'i-based media company with offices in Honolulu, Kahului, Līhu'e, Hilo and Kona. PMG owns and operates 20 radio stations, Hawai'i Airport Advertising, BigIslandNow.com, MauiNow.com, KauaiNowNews.com, Hawai'i's Official Visitors' Guidebooks, and Digital Advertising Specialists Hawai'i (DASH).

## Hawai'i Visitors & Convention Bureau (HVCB)

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**Hawai'i Visitors & Convention Bureau (HVCB)**, is a private non-profit, member-based organization working with the Hawai'i Tourism Authority and our membership 'ohana to help make tourism work for and with Hawai'i. We are everywhere tourism intersects with the community, with Island Chapters on the ground in every county and contacts at every level of government. That gives us a vast amount of knowledge, resources and connections that we use to empower our membership 'ohana to research, understand and connect with visitors. And we are fierce advocates for growing Hawai'i's number one industry sustainably and for the benefit of local communities, perpetuating our state's wealth of environmental and cultural resources so future generations can continue to enjoy them. Ultimately, we are stewards of the Hawai'i brand. Not just as the world's greatest travel destination, but as one of the world's most precious resources.

## Contact Us

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**HAWAII**  
VISITORS & CONVENTION BUREAU



**PACIFIC  
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