

Hawai'i's Official Visitor Guidebooks

2022-2023 MEDIA KIT



PACIFIC
MEDIA
GROUP



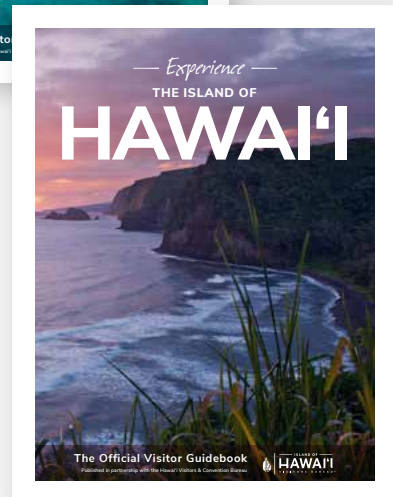
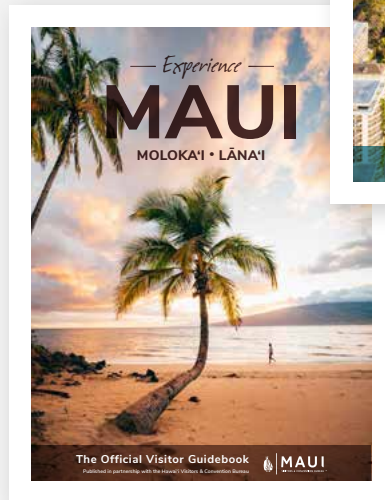
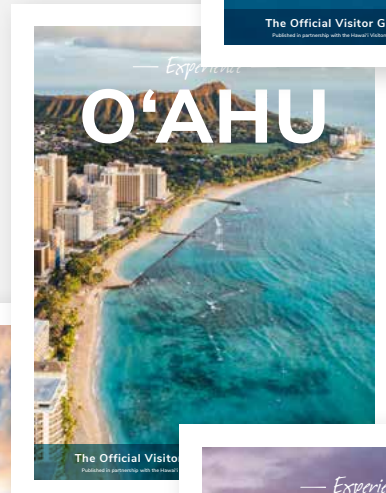
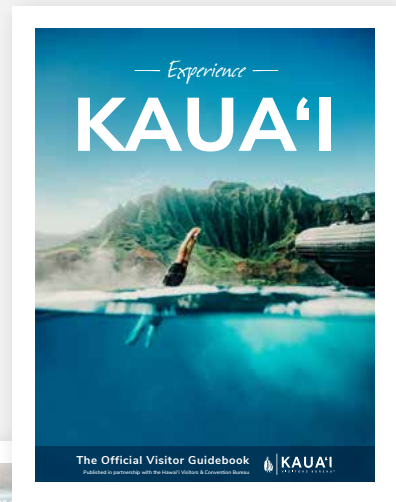
HAWAII
VISITORS & CONVENTION BUREAU™

WELCOME TO HAWAII'S NEW

Official Visitor Guidebooks

Pacific Media Group and the **Hawai'i Visitors & Convention Bureau** have partnered to launch an in-destination suite of island-specific Official Visitor Guidebooks. The Visitor Guidebooks will feature informative and qualitative editorial content, helpful visitor resources such as island maps, and stunning photography highlighting the best that each island has to offer.

The Visitor Guidebooks are being printed to industry leading standards and will be found at all major Hawai'i Airports as well as in rooms at select partner hotels & resorts and popular magazine racks across the islands. Additionally, digital versions will be advertised and made available both pre-arrival and at the airports.



Marketing & Promotion

The Visitor Guidebooks will be promoted through the following channels:



ADVERTISING CAMPAIGN AT ALL MAJOR AIRPORTS

Video and static advertising at baggage claim and other strategic locations across Hawai'i airports



EXPERIENCE HAWAI'I STATEWIDE IN-ROOM VISITOR CHANNEL

Video commercials with QR codes 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

Verified Distribution*

Printed Distribution (PER ISSUE)

150,000

Impressions per island's visitor guidebook



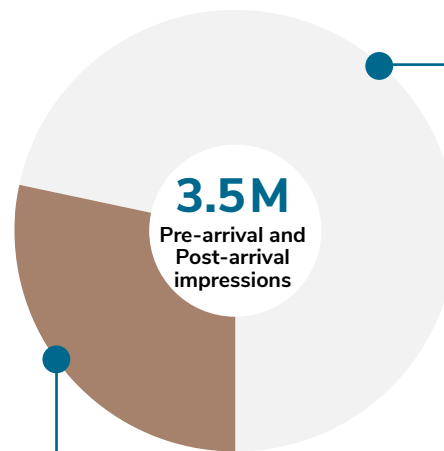
Each island's Visitor Guidebook will be distributed at the respective island's airport(s):

- 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 Distribution (MONTHLY)



Pre-Arrival targeted digital distribution: 2.5 million impressions per month.

Post-Arrival airport digital distribution: 1 million targeted impressions.

*As publisher of the guides, Pacific Media Group, will submit all distribution data (digital and print) to customers and partners upon request.

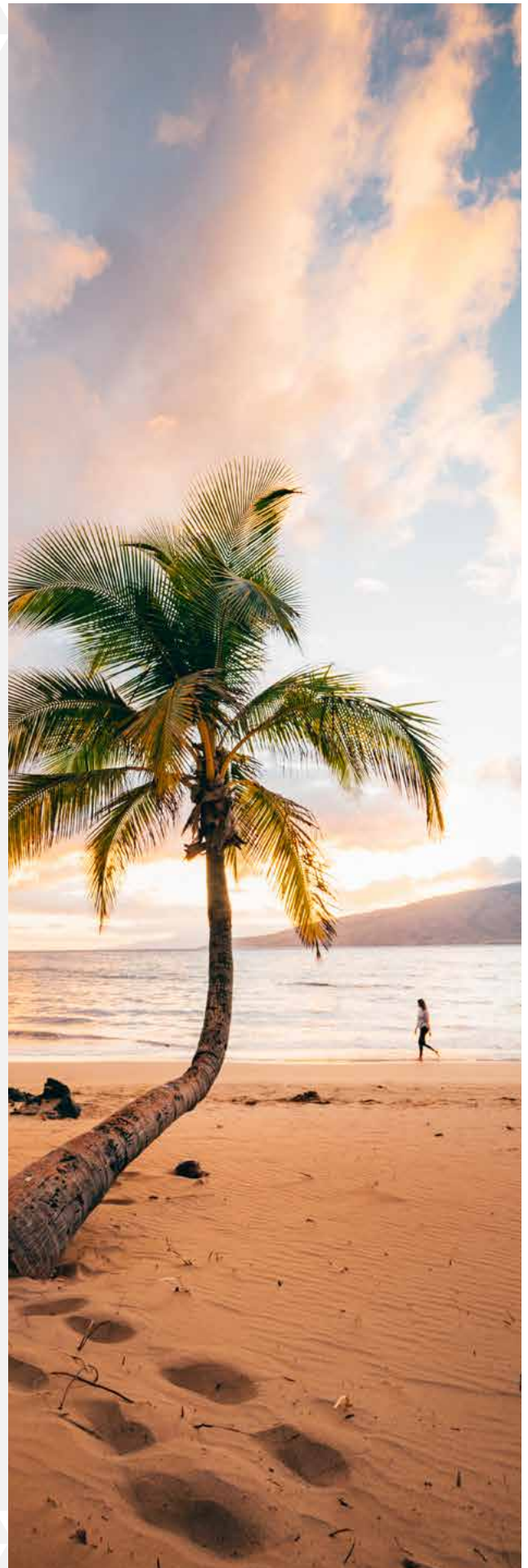
Advertising Rates

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

DISPLAY ADVERTISING SPACE RATES	PRICE (monthly)	HVCB MEMBER RATE
Double Page Spread	\$2,490	\$2,241
Full Page	\$1,345	\$1,210
Half Page	\$874	\$786
Quarter Page	\$568	\$511



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



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

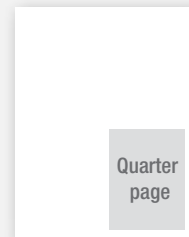
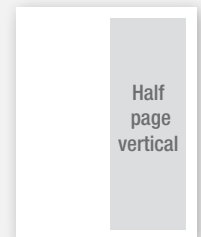
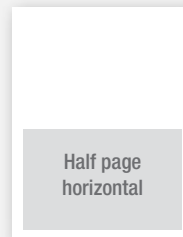
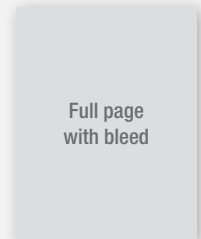
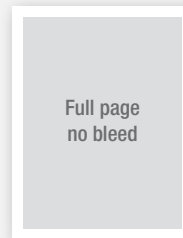
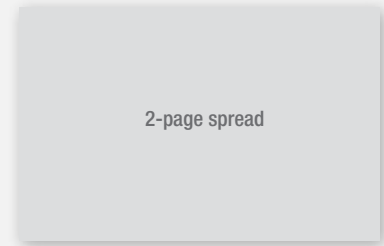
All Bleed Ads **MUST** include:

- 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

AD SIZES / ORIENTATION



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.

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Pacific Media Group

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 Visitor Guidebooks, and Digital Advertising Specialists Hawai'i (DASH).

The Hawai'i Visitors & Convention Bureau (HVCB)

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

Jack Dugan, *Publisher*
jack@pmghawaii.com

Hanna Bree, *Associate Publisher*
hannabree@pmghawaii.com

Karen Wataru Nakaoka
Hawai'i Visitors & Convention Bureau
knakaoka@hvcb.org

Bill Kennedy
Hawai'i Visitors & Convention Bureau
bkennedy@hvcb.org

Armida York
Hawai'i Visitors & Convention Bureau
ayork@hvcb.org

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