



JAPAN AIRLINES

HAWAII BUSINESS CLASS IN-FLIGHT MAGAZINE

‘Eheu 【エヘウ～翼～】



JAPAN AIRLINES PROUDLY HOLDS THE LARGEST SHARE OF HAWAII BOUND FLIGHTS FROM JAPAN. BUSINESS CLASS IN-FLIGHT MAGAZINE FROM HAWAII

Japan Airlines is a major airline carrier of Hawaii bound flights from Japan, flying in more than half of Japanese tourists to Hawaii. In 2016, the number of business class seats has significantly increased 70 % on flights from Haneda, Kansai, Chubu, Narita. Eheu targets the affluent business class passengers offering rich various contents directly from and all about Hawaii.

● ISSUE MONTHS: QUARTERLY (JANUARY, APRIL, JULY, OCTOBER)

● CIRCULATION: **88,000** ISSUE

REACHABLE AUDIENCE: **440,000**

● SIZE: 8 1/4 X 10 7/8 INCH (TRIM SIZE)

● READERSHIP: BUSINESS CLASS PASSENGERS

(INCLUDING FORMER FIRST CLASS PASSENGERS)
SAKURA LOUNGE GUESTS

● DISTRIBUTION: IN-FLIGHT BUSINESS CLASS

HANEDA > HONOLULU, NARITA > HONOLULU,
KANSAI > HONOLULU, CHUBU > HONOLULU,

● DISTRIBUTION: JAPAN

SAKURA LOUNGE AT ALL INTERNATIONAL AIRPORTS (SAPPORO, HANEDA, NARITA, CHUBU, KANSAI, FUKUOKA, OKINAWA), WEALTHY JALPAK CUSTOMERS - APPROXIMATELY 3,000, AL PLAZA (YUURAKUCHO), HAWAII TOURISM JAPAN TOKYO OFFICE
WEALTHY INDIVIDUALS WITHIN JAL GROUP NETWORK
OVER 400 HAWAII THEMED BUSINESSES IN JAPAN

● DISTRIBUTION: HAWAII

LUXURY HOTELS: HALEKULANI, PACIFIC BEACH HOTEL, WAIKIKI BEACH MARRIOTT, HAWAII PRINCE HOTEL, HILTON HAWAIIAN VILLAGE, SHERATON WAIKIKI, MOANA SURFRIDER HOTEL, HYATT REGENCY WAIKIKI
JAL SALES BRANCH OFFICES, JTB LOUNGES, HIS LEA LEA LOUNGE
WATABE WEDDING FOR PRE-WEDS AND NEWLY WEDS

【エヘウ〜】
'Eheu

'EHEU IS A QUATERLY IN-FLIGHT MAGAZINE ON ALL JAPAN AIRLINES' FLIGHTS DEPARTING FROM JAPAN TO HAWAII. IT IS PRODUCED AND DISTRIBUTED FOR ALL BUSINESS CLASS PASSENGERS WHO ARE GENERALLY CONSIDERED AS THE UPPER-CLASS. JAPAN AIRLINES PROUDLY HOLDS THE LARGEST SHARE OF FLIGHTS TO HAWAII FROM JAPAN.

'Eheu aims to attract interests of upper-class passengers focusing on broad Hawaiian contents originating from its rich histories, cultures, legends, high profile individuals, current events, gourmet restaurants and local eateries, fashion and local trends, and everything else about hawaii.

'Eheu 【エヘウ〜景〜】



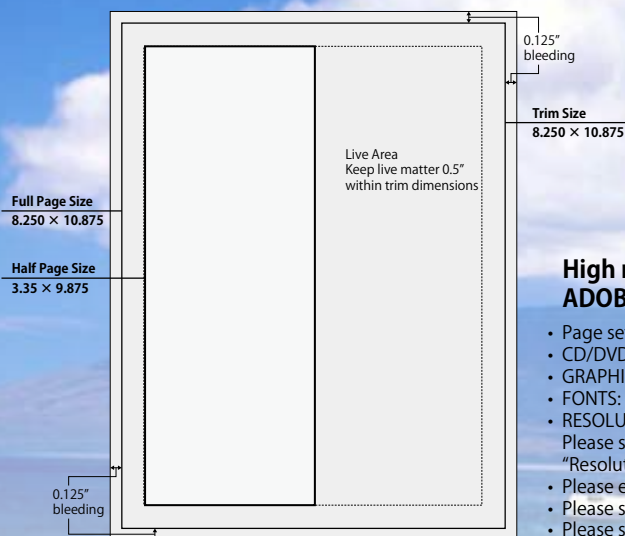
AD RATE

Size	Dimensions(inch) W x H	1 issue (3 Months)	4 issues (1 Year)
Inside Front Cover Spread	8.250 × 10.875 × 2 pages	\$9,600/issue (\$3,200/month)	\$8,160/issue (\$2,720/month)
Inside Back Cover Spread	8.250 × 10.875 × 2 pages	\$8,100/issue (\$2,700/month)	\$6,885/issue (\$2,295/month)
Center Spread	8.250 × 10.875 × 2 pages	\$8,100/issue (\$2,700/month)	\$6,885/issue (\$2,295/month)
Back Cover	8.250 × 10.875	\$7,200/issue (\$2,400/month)	\$6,120/issue (\$2,040/month)
Inside Back Cover	8.250 × 10.875	\$6,000/issue (\$2,000/month)	\$5,100/issue (\$1,700/month)
Facing Contents	8.250 × 10.875	\$6,000/issue (\$2,000/month)	\$5,100/issue (\$1,700/month)
Full Page Display Ad	8.250 × 10.875	\$4,800/issue (\$1,600/month)	\$4,080/issue (\$1,360/month)
Half Page Display Ad	3.35 × 9.875	\$2,400/issue (\$800/month)	\$2,040/issue (\$680/month)

2017 SCHEDULE

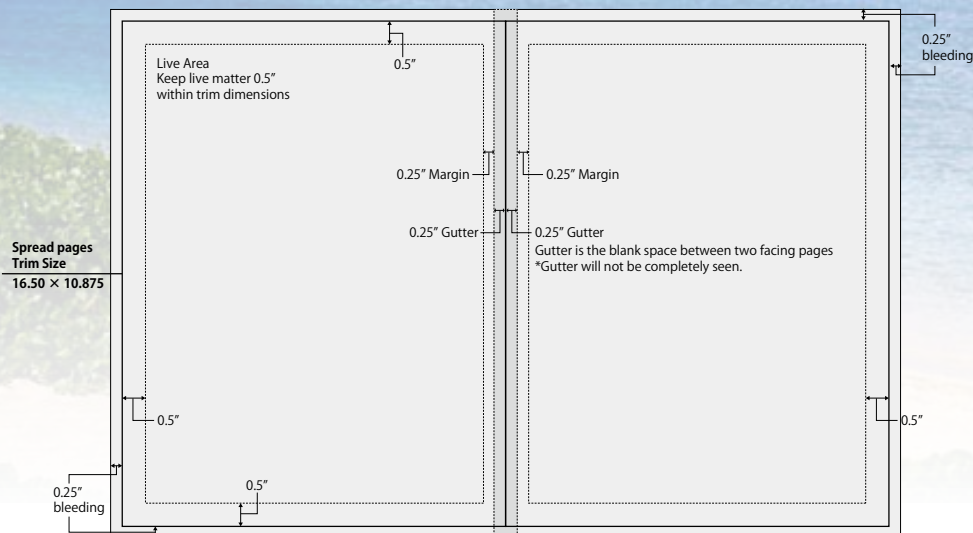
Issue	Distribution Period	Space Due Date	Artwork Due Date
Winter Edition	1/1 - 3/31/2017	11/4/2016	11/11/2016
Spring Edition	4/1 - 6/30/2017	2/4/2017	2/11/2017
Summer Edition	7/1 - 9/30/2017	5/4/2017	5/11/2017
Autumn Edition	10/1 - 12/31/2017	8/4/2017	8/11/2017

AD SIZE



High resolution PDF ADOBE ILLUSTRATOR or INDESIGN ~CS6

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