



JAPAN AIRLINES

HAWAII BUSINESS CLASS IN-FLIGHT MAGAZINE

‘Eheu 【エヘウ～翼～】



'EHEU IS A QUARTERLY IN-FLIGHT MAGAZINE PUBLISHED IN HAWAII WHICH IS MAINLY CIRCULATED TO BUSINESS CLASS PASSENGERS ON JAPAN AIRLINES' FLIGHTS DEPARTING FROM JAPAN TO HAWAII. THE MAJORITY OF READERS ARE BUSINESS CLASS PASSENGERS WHO ARE CONSIDERED TO BE IN THE WEALTHY BRACKET GROUP. JAPAN AIRLINES IS THE MAJOR CARRIER FROM JAPAN THAT BRINGS IN NEARLY 2/3 OF THE TOTAL JAPANESE VISITORS TO HONOLULU.

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

● CIRCULATION: **72,000** ISSUE

REACHABLE AUDIENCE: **360,000**

● 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

JAPAN
HANEDA > HONOLULU, NARITA > HONOLULU,
KANSAI > HONOLULU, CHUBU > HONOLULU,
SAKURA LOUNGE AT ALL INTERNATIONAL AIRPORTS
(SAPPORO, HANEDA, NARITA, CHUBU, KANSAI, FUKUOKA, OKINAWA)

HAWAII
WEALTHY JALPAK CUSTOMERS - APPROXIMATELY 3,000
JAL PLAZA (YUURAKUCHO)
HAWAI'I TOURISM JAPAN TOKYO OFFICE
WEALTHY INDIVIDUALS WITHIN JAL GROUP NETWORK

LUXURY HOTELS
MAJOR GOLF COURSES
ALL JALPAK ALOHA LOUNGES
JTB LOUNGES
NIPPON TRAVEL AGENCY LOUNGES
KINTETSU INTERNATIONAL LOUNGES
R&C TOURS LOUNGES

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THE MAGAZINE FOCUSES ON RICH CONTENT CATERING TOWARDS WEALTHY READERS. IT PROVIDES DEEP INFORMATION ON DIFFERENT GENRES ORIGINATING FROM HAWAII. HAWAIIAN CULTURE, NEW FASHION TREND, GOURMET RESTAURANTS, EVENTS CALENDER, INTERVIEWS OF HIGH PROFILE INDIVIDUALS AND LEGENDS, ETC.



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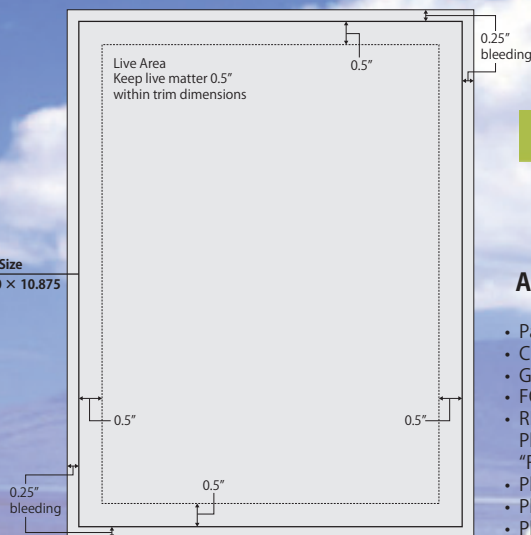


AD RATE

Size	Dimensions(inch)	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)

2016 SCHEDULE

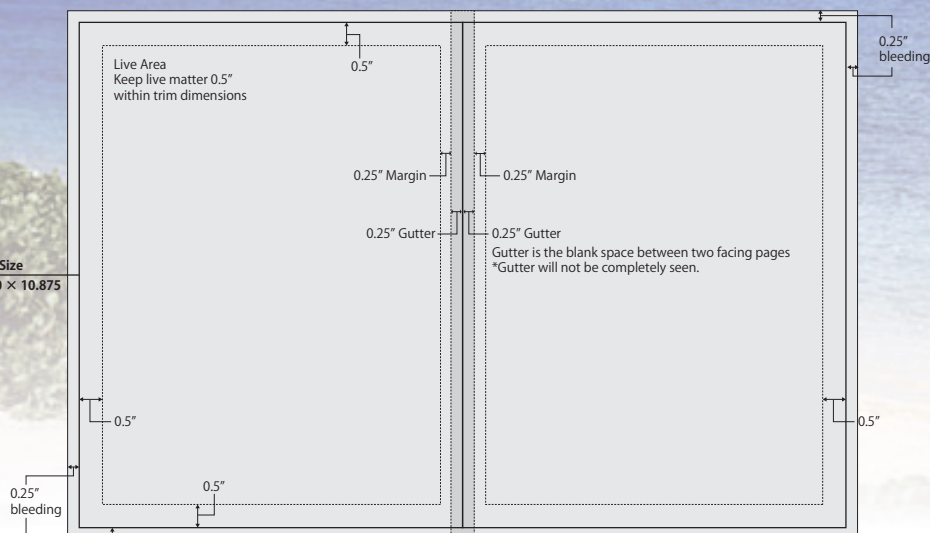
Issue	Distribution Period	Space Due Date	Artwork Due Date
Winter Edition	1/1 - 3/31/2016	11/5/2015	11/15/2015
Spring Edition	4/1 - 6/30/2016	2/5/2016	2/15/2016
Summer Edition	7/1 - 9/30/2016	5/5/2016	5/15/2016
Autumn Edition	10/1 - 12/31/2016	8/5/2016	8/15/2016



AD SIZE

ADOBE ILLUSTRATOR or INDESIGN ~CS6

- Page set up must be set for the actual ad space size
- CD/DVD ROM is preferred
- GRAPHICS: Must be in CMYK. RGB not accepted.
- FONTS: All fonts must be **OUTLINED**
- RESOLUTION: 350 dpi.
Please set "Color Model" to "CMYK" and "Resolution" to "350 ppi" in the "Document Raster Effects Settings"
- Please embed all images in the Illustrator or InDesign file
- Please set for Knock out and Overprint
- Please save in Illustrator Native (.ai) for Illustrator, (.indd) for InDesign



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