



Media Kit 2017

Free Informational Magazine for Japanese Resident Communities in Hawaii

“Lighthouse Hawaii” was launched in December of 2009, with the hope of contributing and fostering the enhancement and prosperity of the Japanese community and enriching the lives of all local Hawaii residents.

“Lighthouse Hawaii” provides full information which relates to our everyday living in Hawaii including but not limited to childhood education, immigration laws, a variety of practical everyday information, marketing tips to help businesses, and timely schedules of various concerts and events, current entertainment news and much more!



後援：経済産業省/農林水産省/観光庁
日本観光振興協会

読者投票部門 **第一位**
海外媒体部門 **最優秀賞**

Lighthouse Hawaii

2222 Kalakaua Ave. Suite 1001, Honolulu, HI 96815
Tel: 808-926-0022 / Fax: 808-926-5778



Overview

Circulation	20,000 per issue
Dates of Issue	1st and 16th of each month (bi-weekly publication)
Format	Standard American size publication (10 x 12 inch)
Reader Demographics	Japanese permanent residents, Affluent long-stay Japanese travelers, Business owners, Japanese investors, International students, Subscribers residing in remote locales including Japan and Mainland U.S.A.
Distribution	Over 200 locations Major Japanese, Korean, and American supermarkets, (Shirokiya, Marukai, Don Quijote, Nijiya, Keeamoku Market, Longs Drugs, Times, Safeway, etc.) Over 100 corporate offices in Waikiki and its close vicinities Major Japanese travel agencies, Major Shopping Centers Major hotels in Waikiki, Golf courses Over 50 fine restaurants in Waikiki and other areas

Outline of Contents

Special Topics

Every issue contains a variety of special articles covering topics such as Honolulu Marathon, Sony Open, Honolulu Festival, other major events in Hawaii, APEC, changes in healthcare system, immigration laws, health issues, Hawaiian history, and much more.

One's Turning Point in Life

Opening series, introducing one's turning points in life of professionals who have succeeded in Hawaii

Striving Wahine in Hawaii

Original editorial series introducing women who are striving in Hawaii

Surfrider

Original editorial series introducing Hawaiian business people whose lives are strongly influenced by surfing

Celebrity Editorial Series

Essays by Kazuyo Matsui and Mieko Hanada

Waikiki DE Lunch, Cruising Local Hawaiian Eateries, Mr. Sekai's World Cuisine

Introduce reasonable lunch in Waikiki and hole in the wall local restaurants.
Mr. Sekai introduces multi-national world gourmet cuisines and restaurants.

Educational Counseling, U.S. College Preparation Guide, Hawaii Bilingual Education, Road to Iolani and Punahou, Hawaii Public Schools

Lighthouse offers many educational articles covering children's education, private and public school preparation, and college preparation.

America's Point of View vs. Japan's Point of View, Seiawajuku

Business related series for business people by charismatic business writers.

Community Information, Events Calendar, News Digest

Detailed community information such as regional Hawaiian news including special deals for restaurants and esthetic salons.

Entertainment Scramble and Gossip Paradise

Full of latest entertainment news covering Hollywood, Japan, movie reviews; and sports articles.

Immigration Law

Immigration law in detail providing actual cases.

Job Classified

Full of easy to read job classified section.

Irregular special interviews with celebrities. More contents are planned to be added in the future.



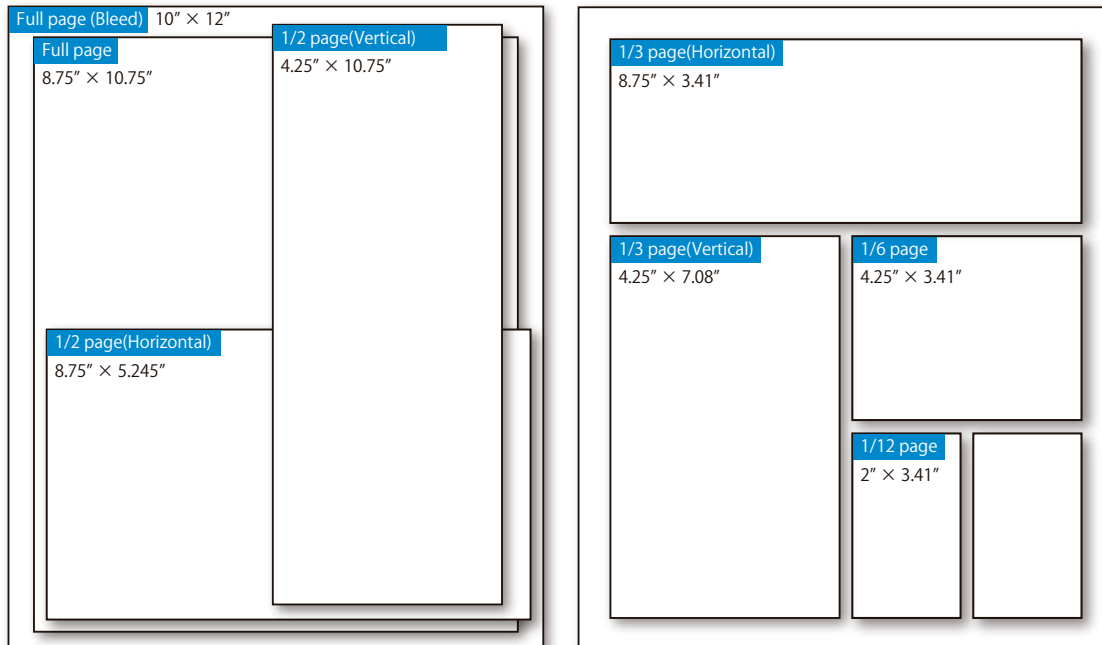
Advertising Price

Size	Spot contract	3 mo. contract	6 mo. contract	12 mo. contract
Spread / 2 pages	\$3,000/issue	\$2,550/issue	\$2,250/issue	\$1,500/issue
Back Cover	\$2,400/issue	\$2,400/issue	\$1,800/issue	\$1,200/issue
Inside Front Cover / P2	\$1,960/issue	\$1,666/issue	\$1,470/issue	\$980/issue
Facing Inside Front Cover / P3	\$1,960/issue	\$1,666/issue	\$1,470/issue	\$980/issue
Inside Back Cover	\$1,800/issue	\$1,530/issue	\$1,350/issue	\$900/issue
Facing Contents	\$1,800/issue	\$1,530/issue	\$1,350/issue	\$900/issue
Full page	\$1,600/issue	\$1,360/issue	\$1,200/issue	\$800/issue
1/2 page (Horizontal)	\$960/issue	\$816/issue	\$720/issue	\$480/issue
1/2 page (Vertical)	\$960/issue	\$816/issue	\$720/issue	\$480/issue
1/3 page (Horizontal)	\$720/issue	\$612/issue	\$540/issue	\$360/issue
1/3 page (Vertical)	\$720/issue	\$612/issue	\$540/issue	\$360/issue
1/6 page	\$400/issue	\$340/issue	\$300/issue	\$200/issue
1/12 page	\$280/issue	\$238/issue	\$210/issue	\$140/issue

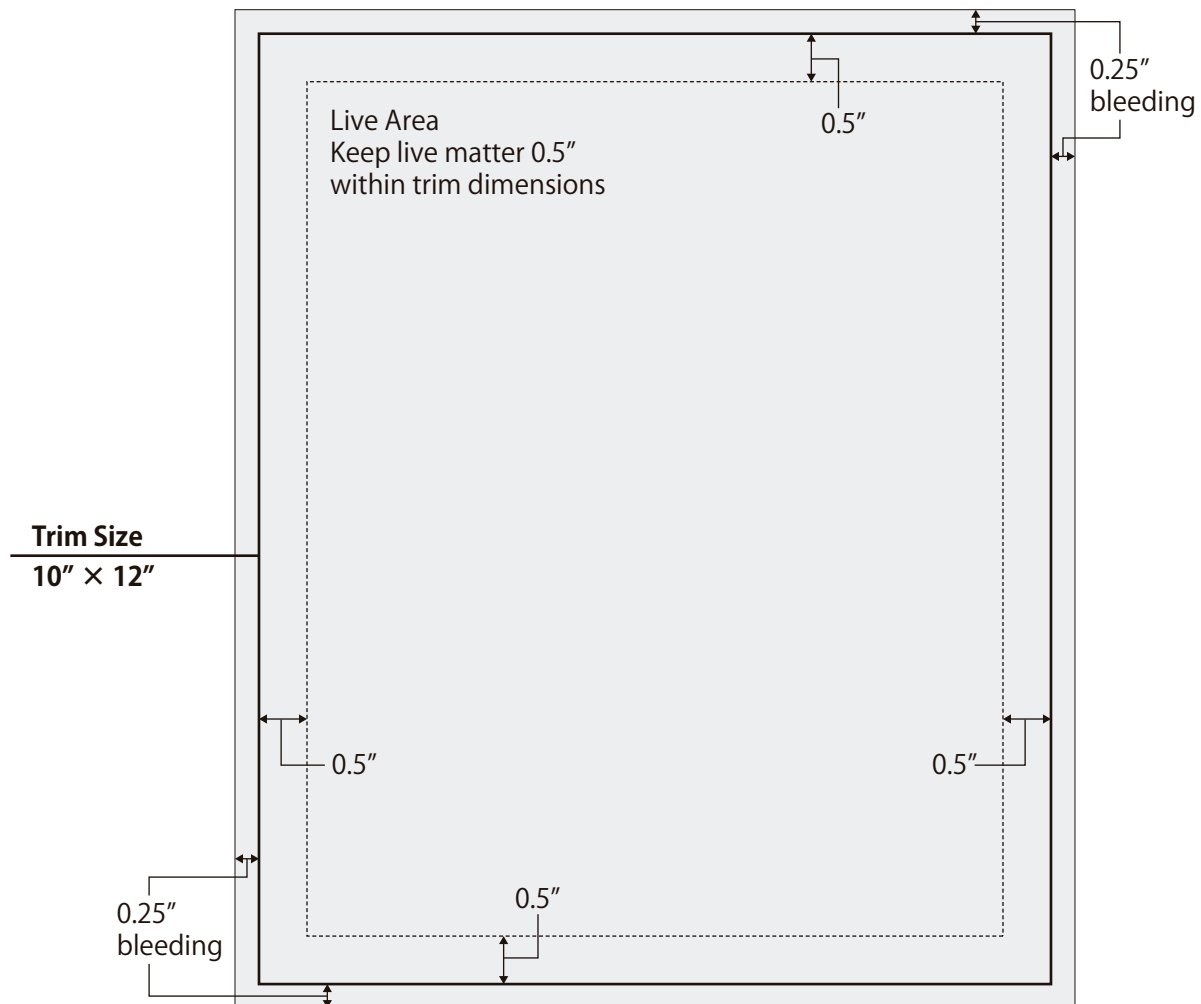
※ 広告掲載ページのご指定は料金20%増し / *Additional 20% for designated page placement.

Ad Specifications

Dimensions (Width × Height)



Full Page Bleed Ad Specifications



Ad Data Specifications

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- Page set up must be set for the actual ad space size
- GRAPHICS: Must be in CMYK. RGB not accepted.
- FONTS: All fonts must be **OUTLINED**
- RESOLUTION: **200 dpi**.
Please set "Color Model" to "CMYK" and "Resolution" to "200 ppi" in the "Document Raster Effects Settings"
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