

Free Community Magazine for Japanese Residents in Hawaii

Lighthouse[®] Hawaii

MEDIA
KIT

"Lighthouse Hawaii" launched in December 2009 with the hope of contributing and fostering the enhancement and prosperity of the Japanese community as well as enriching the lives of all local Hawaii residents.

 **SUPPORTING
BUSINESS SUCCESS**



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 offers the one and only value. Community oriented, editorial themes close to its readers.

Lighthouse Hawaii's major target audiences are the local Japanese national and Japanese American residents in Hawaii. Its contents are useful and valuable especially tailored for Hawaii living. It covers practical and wide variety of information from education to immigration laws, business marketing tips and entertainment including events and foods to enjoy everyday living. We go beyond our means to deliver extensive and interesting contents.

Original interview of successful figures living in Hawaii. Sharing their ways to success, overcoming hardships and dreams to encourage readers.
Contents: One's Turning Point in Life, Striving Wahine in Hawaii, Senior's Era, etc.



Provide community oriented advice on issues and subjects specific to new immigrants from Japan.
Contents: Pot of Legal Laws, Seiwajyuku Corner, Bilingual Parenting, Guidance on American College Entrance, Live a Healthy Life in Hawaii, etc.

Full of entertainment, hoping to make living in Hawaii so much more fun and enjoyable.
Contents: Sean Morris's Cruising Local Hawaiian Eateries, Hawaii Gourmet Topics, Community Information and Event Calendar and much more

● **Circulation:** **20,000** copies

● **Dates of Issue:** 1st and 16th of each month (bi-monthly publication)

● **Format:** Standard American size publication (10 x 12 inch)

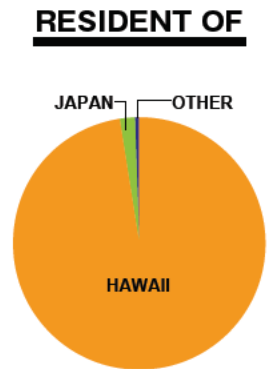
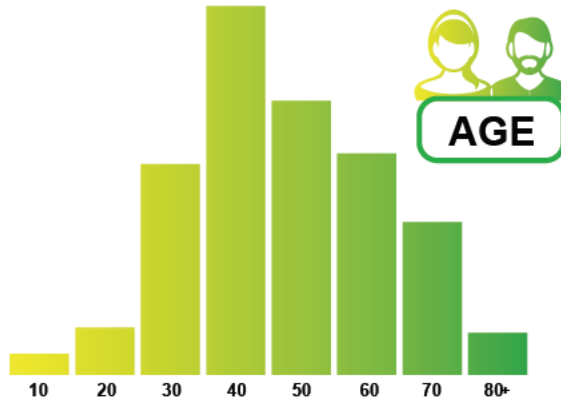
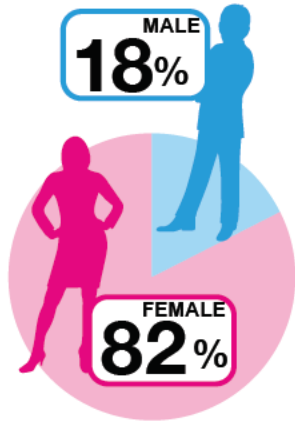
● **Readership:** Local Japanese residents, affluent long-stay Japanese travelers

● **Distribution:** Approximately **150** locations

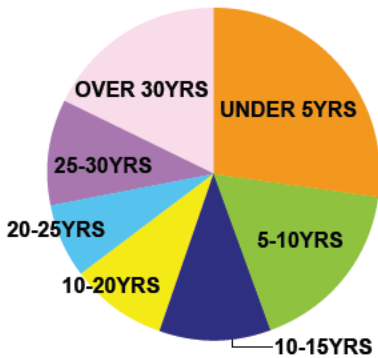
Supermarkets, Retailers, Restaurants, Professional Offices, Shopping Centers, Hotels, Golf Courses, Travel Lounges, Advertisers' locations, etc.

Lighthouse Hawaii readers earn high income, full of curiosity, and enjoy the advertisements!

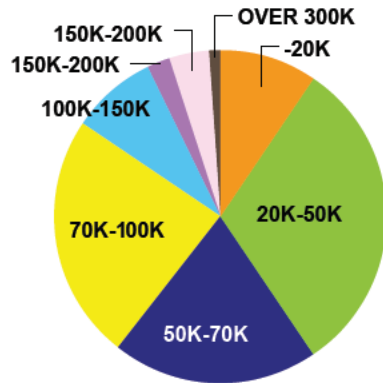
LIGHTHOUSE HAWAII READER DEMOGRAPHICS



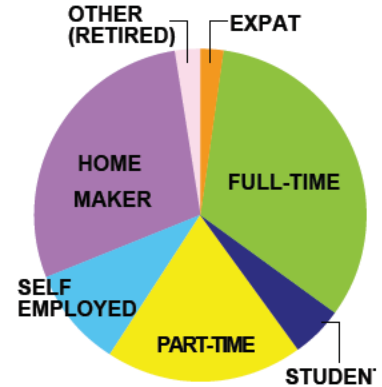
YEARS LIVING IN HI



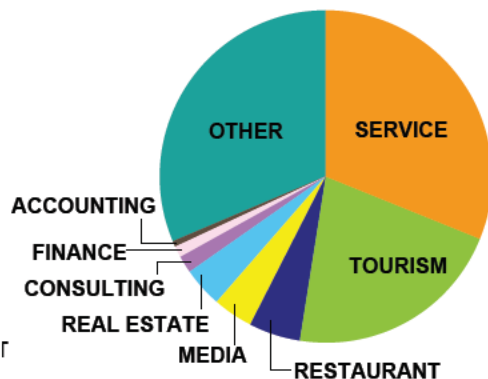
ANNUAL INCOME



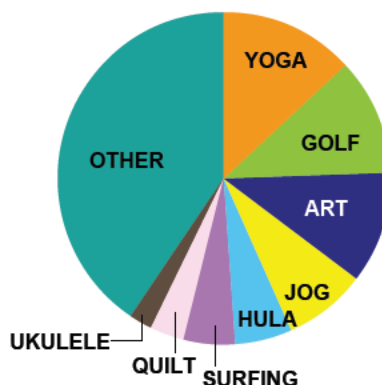
WORK TYPE



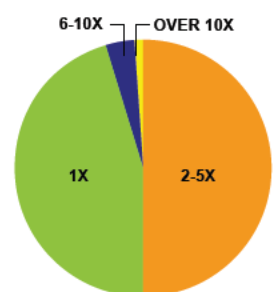
INDUSTRY TYPE



INTEREST



ANNUAL TRAVEL



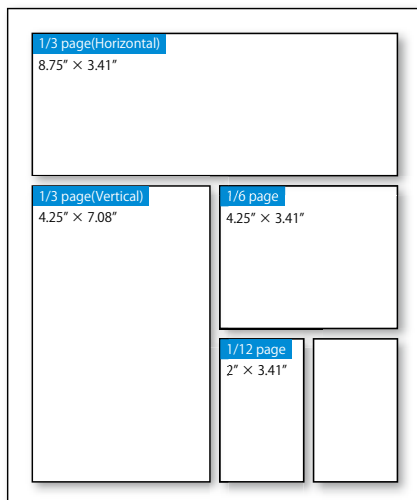
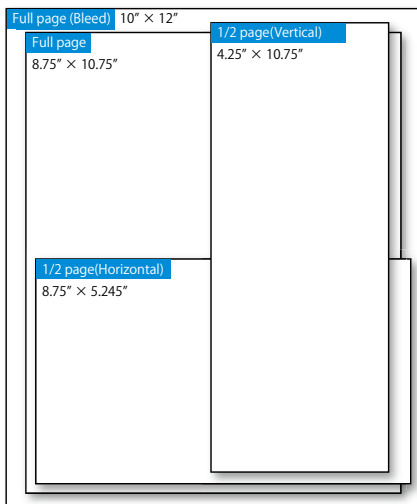
ADVERTISING RATES

Please note: Magazine is published twice a month on 1st and 16th. Rates listed below are on a per issue basis. For a monthly amount, Please multiply that by 2 issues.

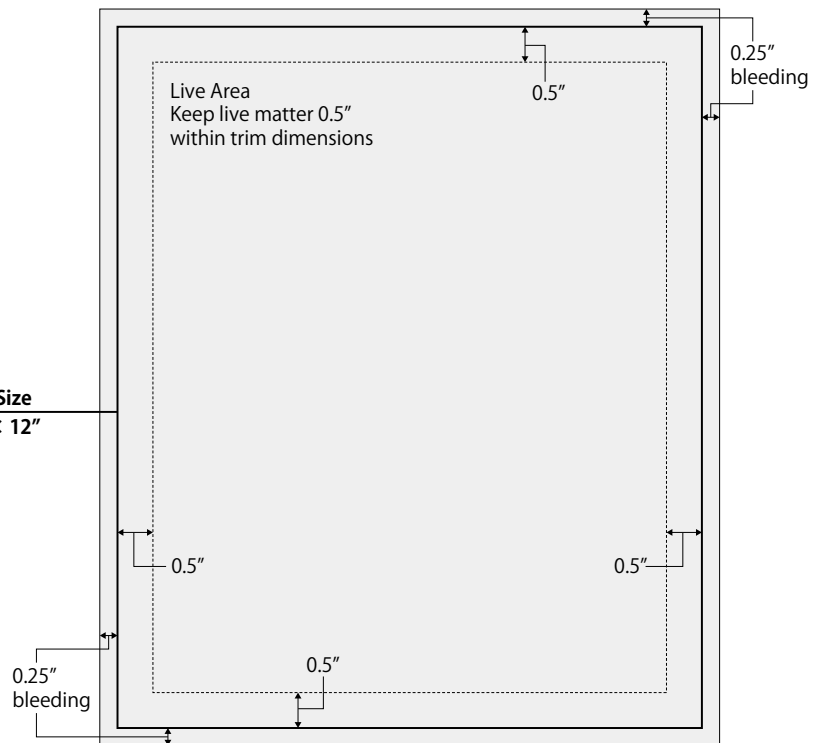
Size	Spot contract	3 mo. contract	6 mo. contract	12 mo. contract
Spread / 2 pages	\$3,000/issue	\$2,550/issue	\$2,250/issue	\$1,500/issue
Back Cover	\$2,400/issue	\$2,400/issue	\$1,800/issue	\$1,200/issue
Inside Front Cover / P2	\$1,960/issue	\$1,666/issue	\$1,470/issue	\$980/issue
Facing Inside Front 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
1 Full page	\$1,600/issue	\$1,360/issue	\$1,200/issue	\$800/issue
1/2 page	\$960/issue	\$816/issue	\$720/issue	\$480/issue
1/3 page	\$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

※ Additional 20% for designated page placement.

SIZE



Dimensions (Width x Height)



ADOBE ILLUSTRATOR or INDESIGN ~CS6

- 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"
- 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