



JAPAN AIRLINES

HAWAII BUSINESS CLASS IN-FLIGHT MAGAZINE

【エヘウ～翼～】
‘Eheu

SINCE 2010



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 all flights bound for Hawaii.

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)

● DISTRIBUTION: IN-FLIGHT BUSINESS CLASS (HAND DELIVERED TO EACH SEAT)
NARITA > HONOLULU (X4), NARITA > KONA,
KANSAI > HONOLULU, CHUBU > HONOLULU,

● DISTRIBUTION: JAPAN

SAKURA VIP LOUNGE AT ALL INTERNATIONAL AIRPORTS (SAPPORO, HANEDA, NARITA, CHUBU, KANSAI, FUKUOKA, OKINAWA), JAL SALES BRANCH OFFICES, AFFLUENT JALPAK CUSTOMERS-APPROXIMATELY 3,000+, JAL PLAZA (YUURAKUCHO), HAWAII TOURISM JAPAN TOKYO OFFICE, AFFLUENT 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
JALPAK ALOHA LOUNGES, JTB LOUNGES, HIS LEA LEA LOUNGE
WATABE WEDDING AND OTHER WEDDING COMPANIES FOR PRE AND NEWLY WEDS

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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 pure Hawaiian contents originating from its rich histories, cultures, legends, high profile individuals, along with current events, exciting activities, modern fashion and local trends, gourmet and local eateries, and everything else in between about Hawaii from a new perspective.

HAWAIIAN CULTURE



NATURE



DINING



HOTEL



FASHION



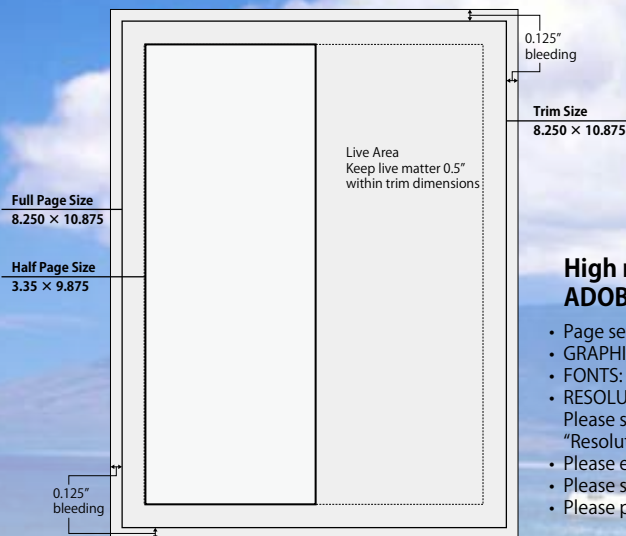
AD RATE

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)

2019 SCHEDULE

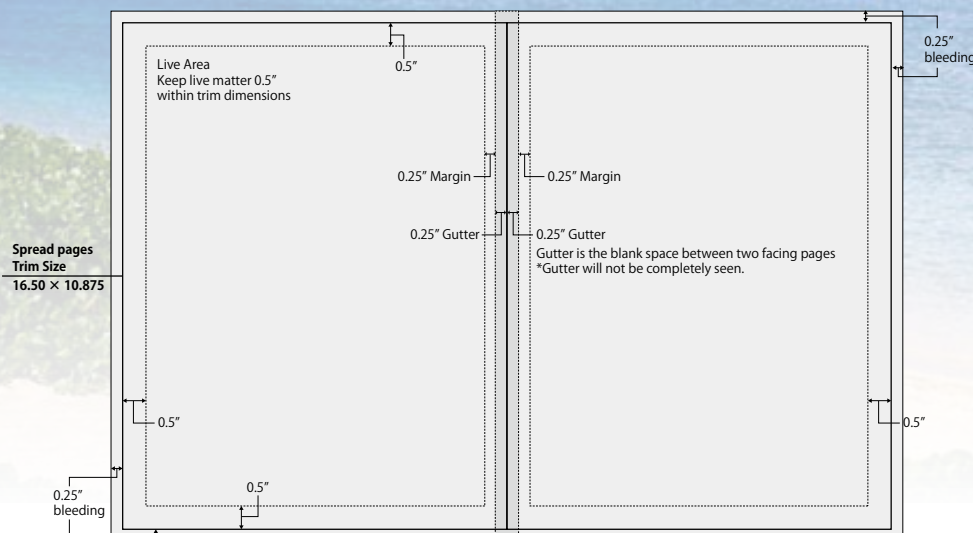
Issue	Distribution Period	Space Due Date	Artwork Due Date
Winter Edition	1/1 - 3/31/2019	11/5/2018	11/12/2018
Spring Edition	4/1 - 6/30/2019	2/4/2019	2/11/2019
Summer Edition	7/1 - 9/30/2019	5/6/2019	5/13/2019
Fall Edition	10/1 - 12/31/2019	8/5/2019	8/12/2019

AD SIZE



High resolution PDF ADOBE ILLUSTRATOR or INDESIGN

- 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: 350 dpi.
Please set "Color Model" to "CMYK" and "Resolution" to "350 ppi" in the "Document Raster Effects Settings".
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