

Free Hawaii Community Lifestyle Magazine in Japanese

# Lighthouse<sup>®</sup> Hawaii



2022

“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

289号  
12月1日発行  
12月1日発行  
12月1日発行

月2冊発行 FREE

ハワイの生活情報誌

**Lighthouse<sup>®</sup>**  
Hawaii

12/1 創刊12周年記念号  
2021 No. 289

INTERVIEW  
ハワイで働く Kane AND Wahne レオ・ロジャース

私の新婚ハワイで働く Kane AND Wahne 元嫁がハワイに!  
インタビュー総集編

食事券やギフト券などが当たる!  
読者プレゼント&アンケート

本誌ではハワイ最新ニュースや本誌バックナンバーを掲載中! lighthouse-hawaii.com



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

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

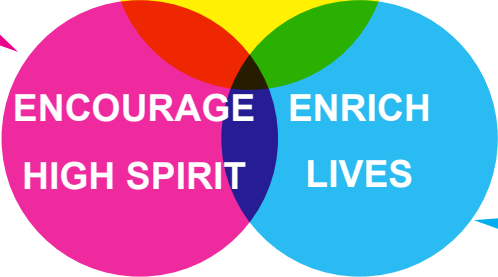
Lighthouse Hawaii's main audiences are the local Japanese and American residents. Its contents are useful and valuable especially tailored for Hawaii living. It covers practical and wide variety of information from education to immigration laws, business marketing tips and entertainment including events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

Provide community oriented advice on issues and subjects specific to new immigrants from Japan.

Contents: Pot of Legal Laws, Dojoritah (Formerly Seiwayjuku), Bilingual Parenting, Guidance on American College Entrance, Healthy Life in Hawaii, etc.

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 and Kane, Senior's Era, etc.

ISSUES SOLUTION



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



Newly relaunched website!

New feature, "Town Page" self posting ad section and more!

Reach broad audience with webzine, Instagram, Facebook



300+E-subscribers  
Regular reader surveys for your market research

Circulation: Approx. **30,000** copies

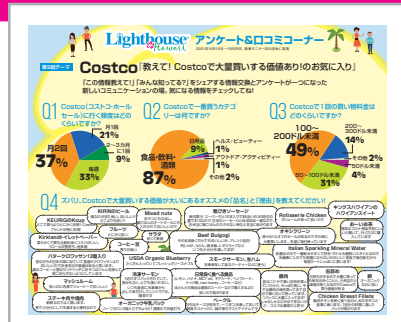
Issuance: **1st** day of each month (Monthly)

Format: Standard American size publication (10X12 inch)

Readership: Japanese residents, affluent long-stay travelers

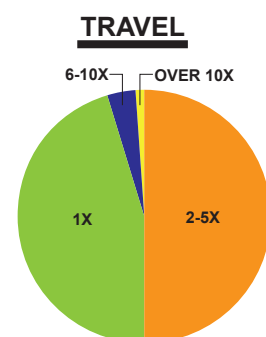
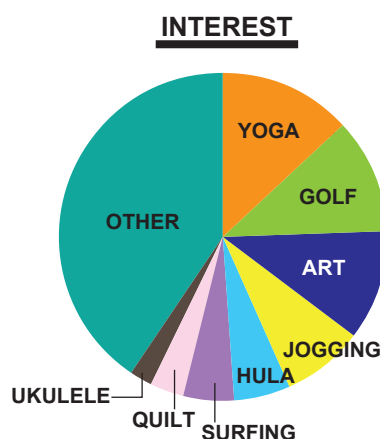
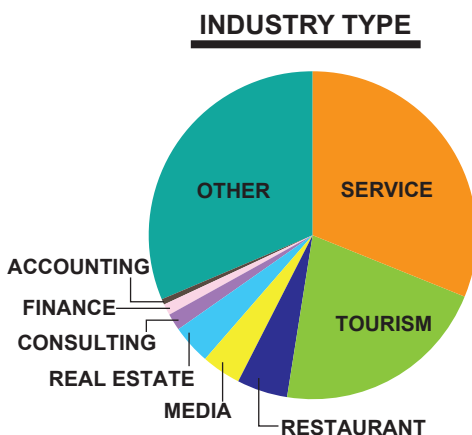
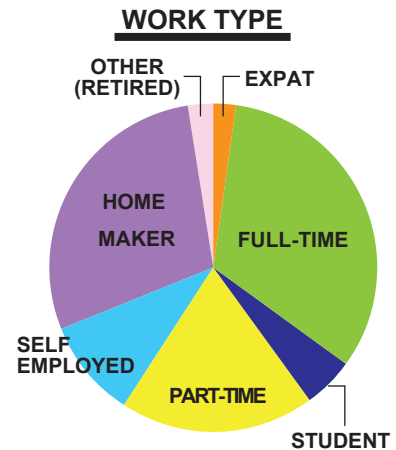
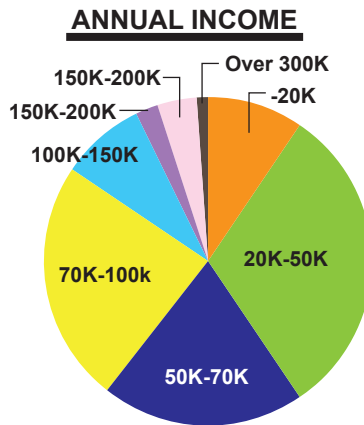
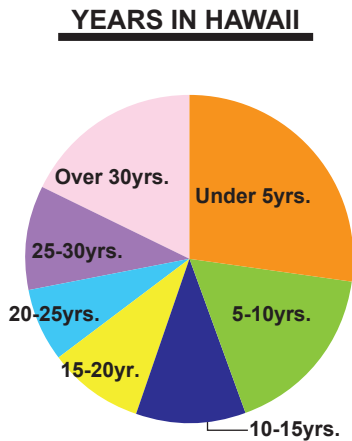
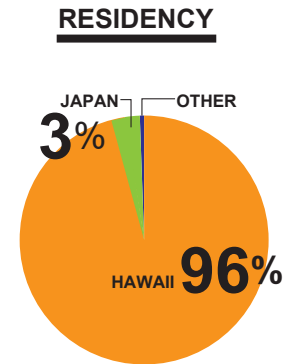
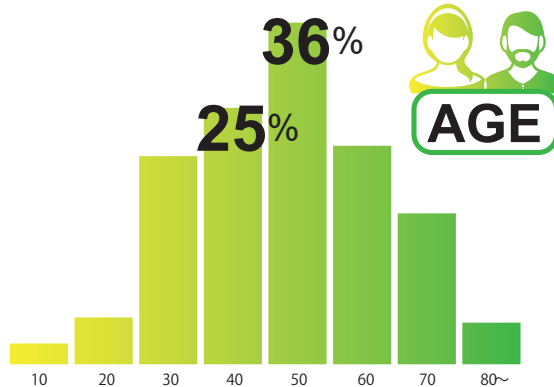
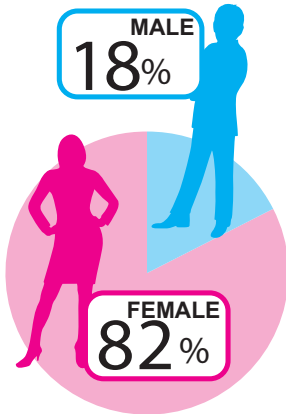
Distribution: Approx. **150** locations

Supermarkets, Retails, 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

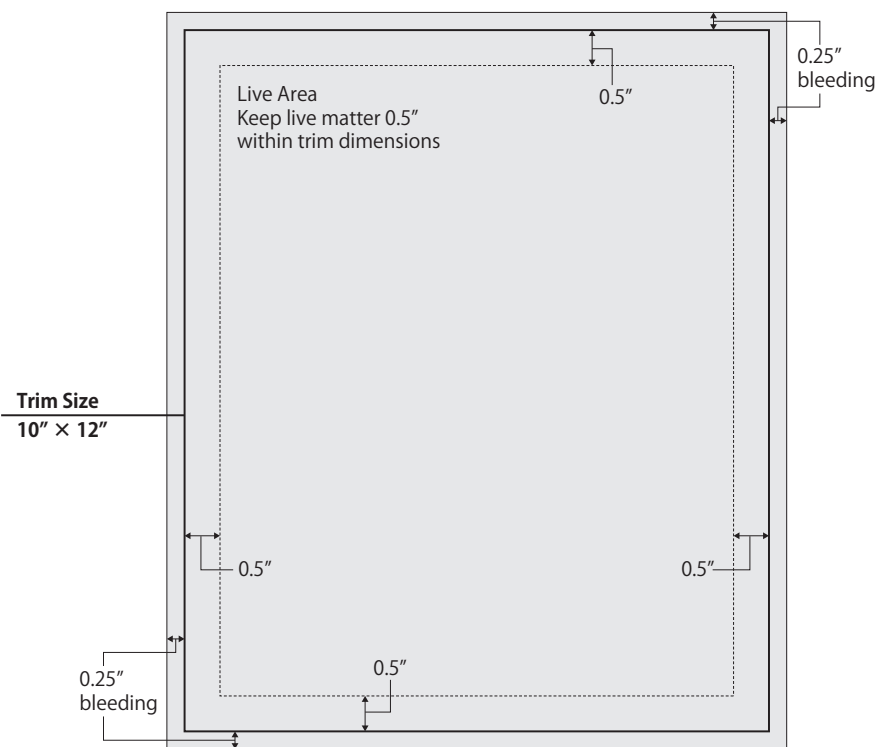
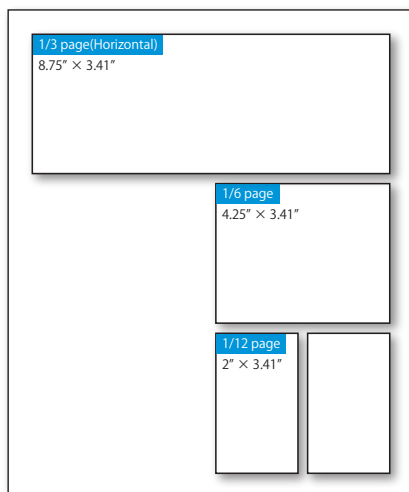
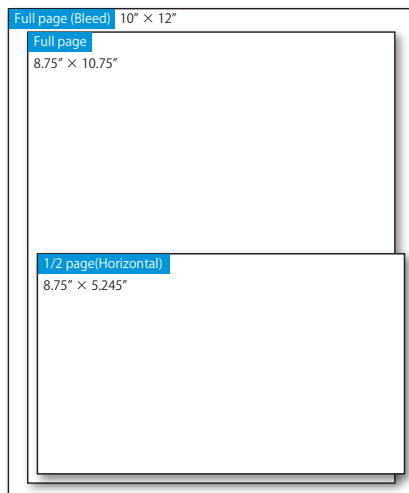


## ADVERTISING RATES (per month)

Size	Spot contract	6 mo. contract	12 mo. contract
Full page	\$3,200	\$2,400	<b>\$1,600</b>
1/2 page	\$2,000	\$1,500	<b>\$1,000</b>
1/3 page	\$1,600	\$1,200	<b>\$800</b>
1/6 page	\$800	\$600	<b>\$400</b>
1/12 page	\$600	\$450	<b>\$300</b>
Inside Front Cover	\$4,000	\$3,000	<b>\$2,000</b>
Inside Back Cover	\$4,000	\$3,000	<b>\$2,000</b>
Back Cover	\$4,800	\$3,600	<b>\$2,400</b>
Spread / 2 pages	\$6,000	\$4,500	<b>\$3,000</b>

※ **Additional 20% for designated page placement.**

## AD SIZE



### 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