



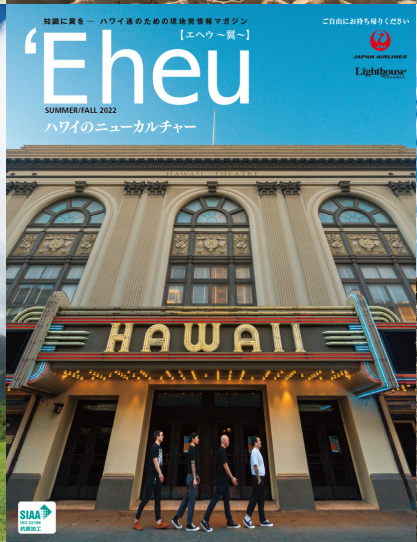
JAPAN AIRLINES

HAWAII BUSINESS CLASS IN-FLIGHT MAGAZINE

‘Eheu

【エヘウ～翼～】

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 almost half of Japanese tourists to Hawaii. At the same time, the number of business class seats has been 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
(*At Publisher's own discretion, contents such as display ad, paid advertorial, and new local information shall be replaced with new materials for April and October print runs.)
- CIRCULATION: **88,000** ISSUES
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 (SET ON TOP OF EACH RESERVED SEAT)
HANEDA > HONOLULU, NARITA > HONOLULU,
KANSAI > HONOLULU, CHUBU > HONOLULU, NARITA > KONA
- 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), HAWAI'I TOURISM JAPAN TOKYO OFFICE, AFFLUENT INDIVIDUALS WITHIN JAL GROUP NETWORK, OVER 300 HAWAII THEMED BUSINESSES IN JAPAN
- HAWAII
LUXURY HOTELS: HALEKULANI, WAIKIKI BEACH MARRIOTT, HAWAII PRINCE HOTEL, HILTON HAWAIIAN VILLAGE, SHERATON WAIKIKI, MOANA SURFRIDER HOTEL, HYATT REGENCY WAIKIKI
JALPAK ALOHA LOUNGE, JTB LOUNGE, HIS LEA LEA LOUNGE, WATABE WEDDING AND OTHER WEDDING COMPANIES FOR PRE AND NEWLY WEDS

DIGITAL EDITION AVAILABLE ON WEBSITE: euehawaii.com

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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 AFFLUENT INDIVIDUALS. 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.

CULTURE



NATURE



HOTEL



DINING



ART



FASHION



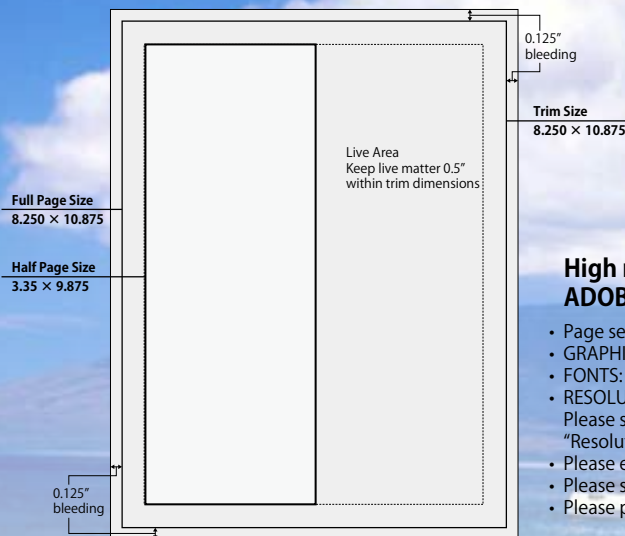
AD RATE

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)

2024 SCHEDULE

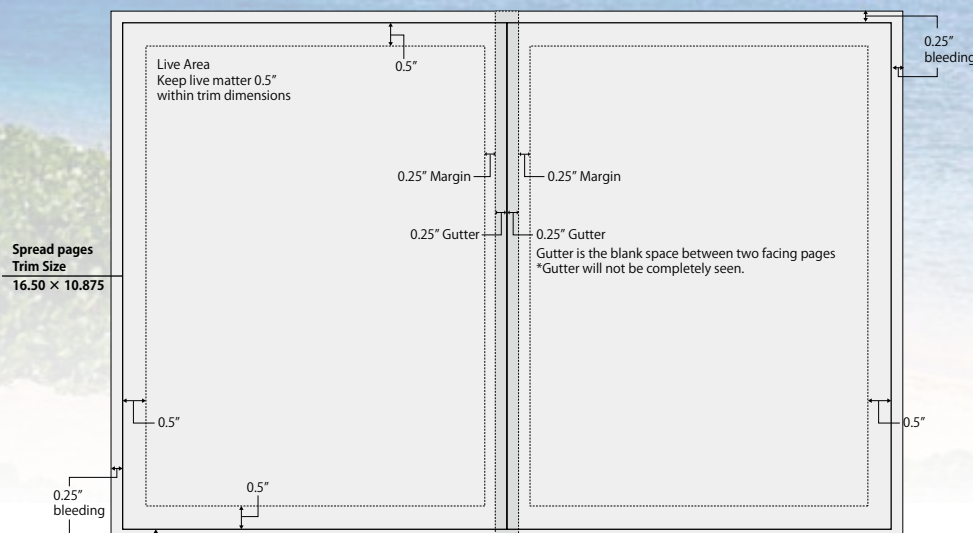
Issue	Distribution Period	Space Due Date	Artwork Due Date
Winter/Spring #1	1/1 - 3/31/2024	10/10/2023	11/1/2023
Winter/Spring #2	4/1 - 6/30/2024	2/1/2024	2/10/2024
Summer/Fall #1	7/1 - 9/30/2024	4/10/2024	5/1/2024
Summer/Fall #2	10/1 - 12/31/2024	8/1/2024	8/10/2024

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".
- Please embed all images in the Illustrator or InDesign file.
- Please set for Knock out and Overprint.
- Please provide all images and fonts if you saved as native file.



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