

Free Hawaii Community Lifestyle Magazine in Japanese

# Lighthouse<sup>®</sup> Hawaii



“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.



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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 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: Key Points of Immigration Law, A Legal Guide to Protecting Your Assets for Inheritance and Retirement, Helping Your Child Thrive in Public Schools, 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.



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

**Reach broad audience with webzine, Instagram, Facebook**

**REACH OVER 1,300+ digital subscribers**  
Regular reader surveys for your market research

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

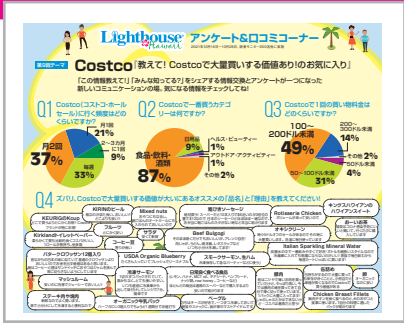
● Issuance: **1st** day of each month (Monthly)

● Format: Standard American size publication (10X12 inch)

● Readership: Japanese residents, affluent long-stay travelers

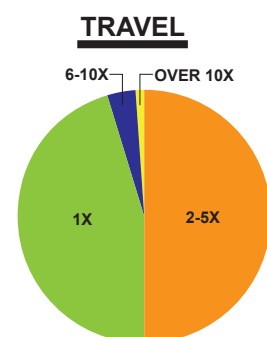
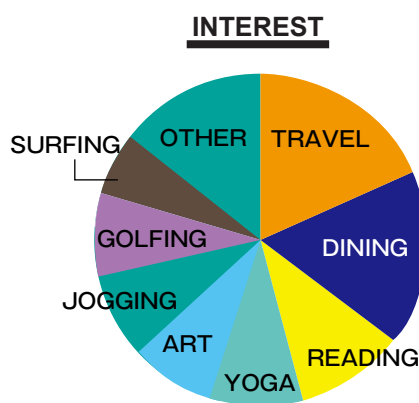
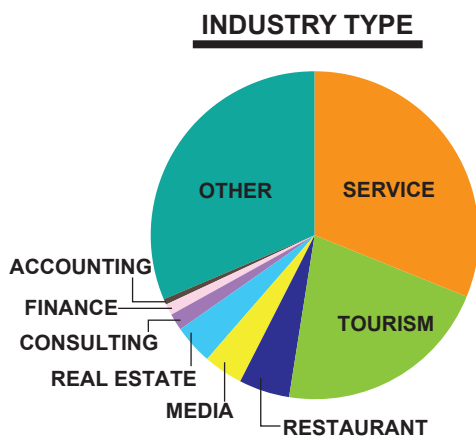
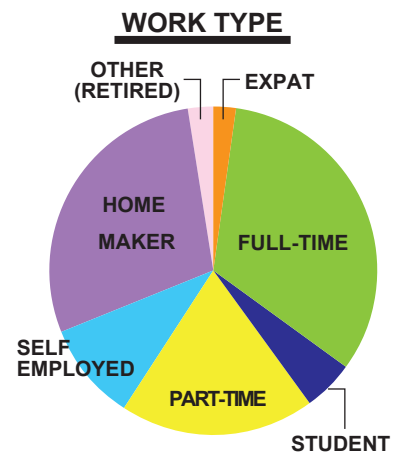
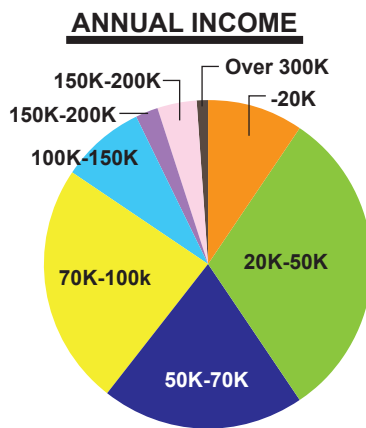
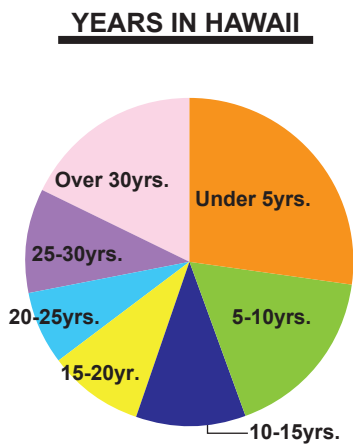
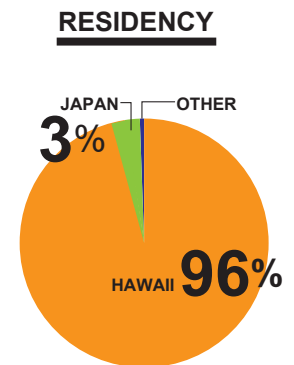
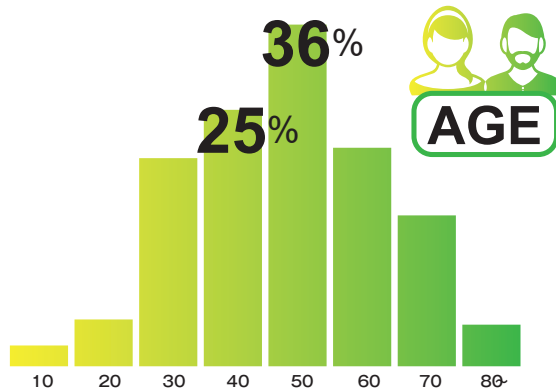
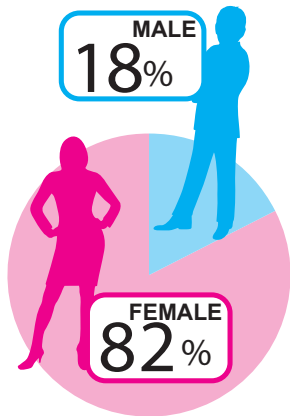
● Distribution: Approx. **150** locations

Supermarkets, Drug Stores, Retailers, Restaurants, Professional Offices, Shopping Centers, Travel Lounges, Waikiki Hotels and Street Racks, Advertisers' Business Locations, Golf Course



Lighthouse Hawaii's readers are financially comfortable and highly curious. They actively use advertisements as a reliable source of information.

**LIGHTHOUSE HAWAII READER DEMOGRAPHICS**

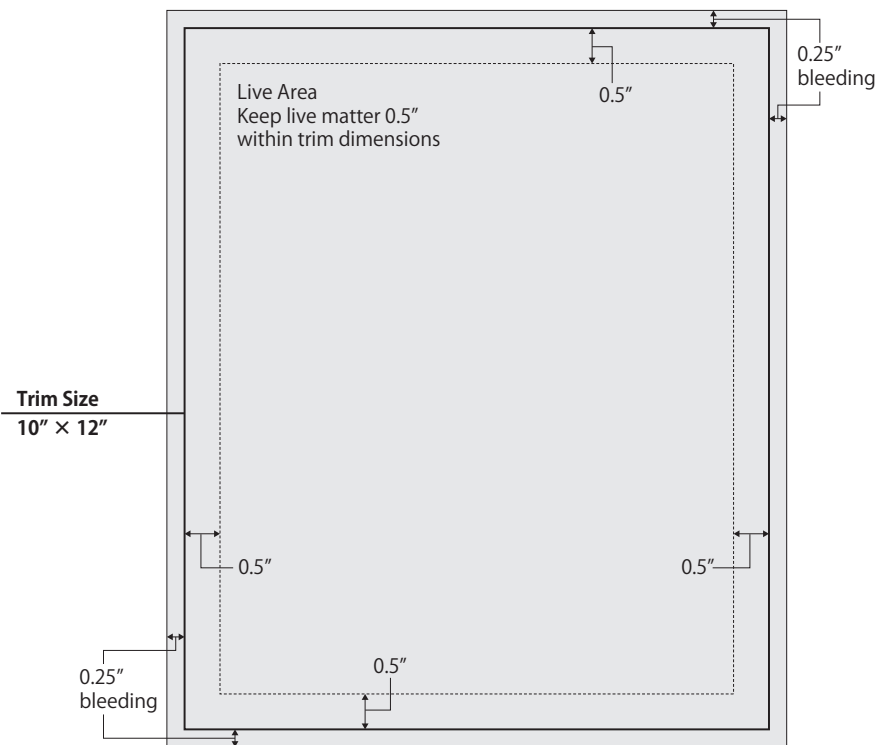
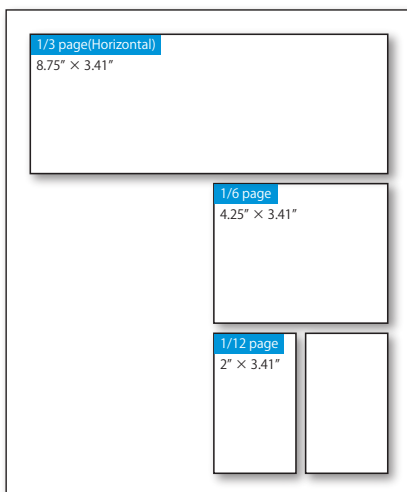
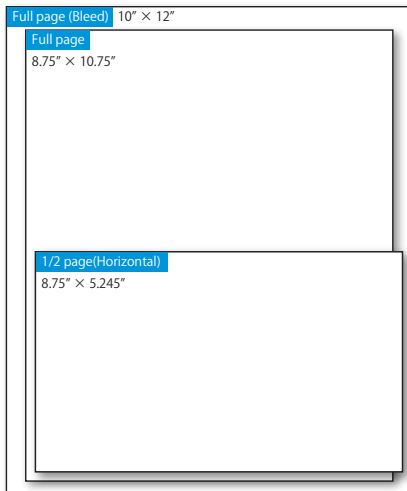


# ADVERTISING RATES (per month)

Size	Spot contract	6 mo. contract	12 mo. contract
Full page	\$3,200	\$2,200	<b>\$1,600</b>
1/2 page	\$2,000	\$1,500	<b>\$1,000</b>
1/3 page	\$1,600	\$1,000	<b>\$800</b>
1/6 page	\$1,000	\$700	<b>\$500</b>
1/12 page	\$700	\$500	<b>\$350</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>

- Monthly Advertorial : \$800 (2/3 page)
- Paid Interview Page: \$1,600 (1 full page)
- Gourmet Topics: \$500 (2/3 page)  
Introductory restaurant discount
- 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