



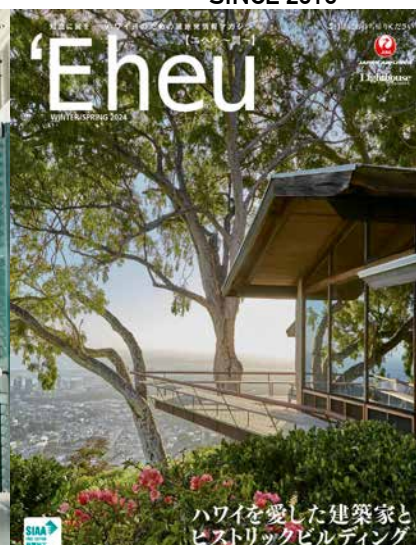
JAPAN AIRLINES

# HAWAII BUSINESS CLASS IN-FLIGHT MAGAZINE

# ‘Eheu

【エヘウ～翼～】

SINCE 2010



# JAPAN AIRLINES, PROUD TO BE THE LONGEST SERVING AIRLINE TO HAWAII. BUSINESS CLASS IN-FLIGHT MAGAZINE FROM HAWAII

As one of the leading airlines connecting Japan and Hawaii, Japan Airlines has been a favorite among Japanese travelers for many years. Focusing on premium content tailored to affluent readers who fly in its business class, the magazine features in-depth, locally sourced information across a wide range of genres. The website offers digital editions of the magazine, from the latest issue to back issues. This allows for ongoing exposure through the digital edition even to readers who fly with airlines other than Japan Airlines or who have no immediate plans to travel to Hawaii. Furthermore, we are sharing the latest news and video content from our articles on social media. We encourage you to actively utilize this platform.

## ● ISSUED QUARTERLY:

JANUARY (WINTER), APRIL (SPRING), JULY (SUMMER), OCTOBER (FALL)

(\*AT PUBLISHER'S OWN DISCRETION, CONTENTS SUCH AS DISPLAY AD, PAID ADVERTORIAL, AND NEW LOCAL INFORMATION SHALL BE UPDATED WITH NEW MATERIALS FOR APRIL AND OCTOBER PRINT RUNS.)

● CURRENT CIRCULATION: **44,000** COPIES PER EDITION

● SIZE: 8 1/4 X 10 7/8 INCH (TRIM SIZE)

● READERSHIP: BUSINESS CLASS PASSENGERS  
(INCLUDING FORMER FIRST CLASS PASSENGERS)

● DISTRIBUTION: HANEDA-HONOLULU, NARITA-HONOLULU, KANSAI-HONOLULU, CHUBU-HONOLULU, AND NARITA-KONA (SEASONAL)  
AVAILABLE UPON REQUEST IN THE ECONOMY CLASS

## ● JAPAN

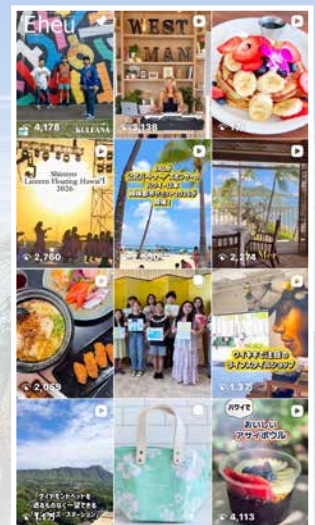
JAL INTERNATIONAL SAKURA LOUNGES (SAPPORO, HANEDA, NARITA, CHUBU, KANSAI, FUKUOKA, AND OKINAWA), JAL SALES OFFICES, THE HAWAII TOURISM AUTHORITY, OVER 300 HAWAII-THEMED VENUES, INCLUDING RESTAURANTS, HULA AND UKULELE PROGRAMS

● DIGITAL EDITION AVAILABLE ON WEBSITE: EHEUHAWAII.COM

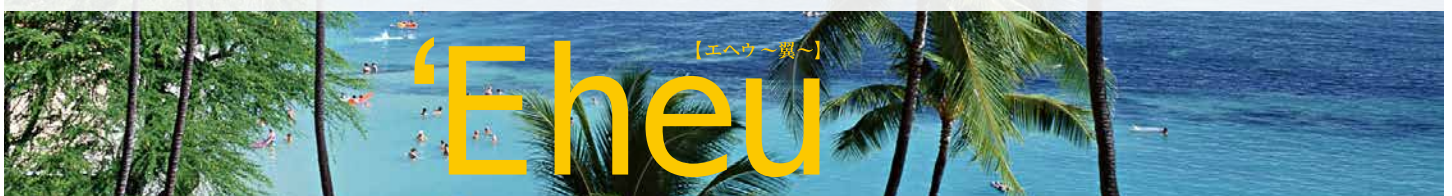
## ● SNS: INSTAGRAM

@jal\_eheu

The Latest News from Hawaii  
Video Content for Articles



\*Please note that the circulation and distribution may change without notice, depending on the various market conditions at the time of issuance, including but not limited to infectious diseases, natural disasters, wars, and world economy.



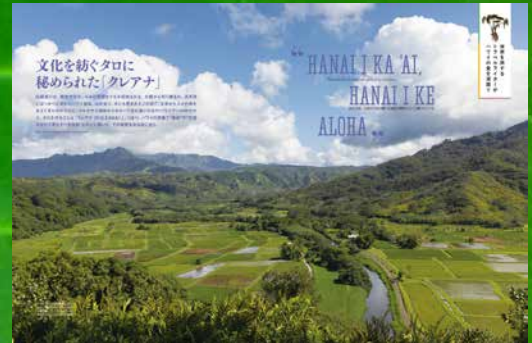
**‘Eheu** [エヘウ] IS A QUATERLY IN-FLIGHT MAGAZINE ON ALL JAPAN AIRLINES’ FLIGHTS DEPARTING FROM JAPAN TO HAWAII. IT IS PRODUCED AND DISTRIBUTED FOR ALL BUSINESS CLASS PASSENGERS WHO ARE GENERALLY CONSIDERED AS THE AFFLUENT INDIVIDUALS. JAPAN AIRLINES PROUDLY HOLDS THE LARGEST SHARE OF FLIGHTS TO HAWAII 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



STORY

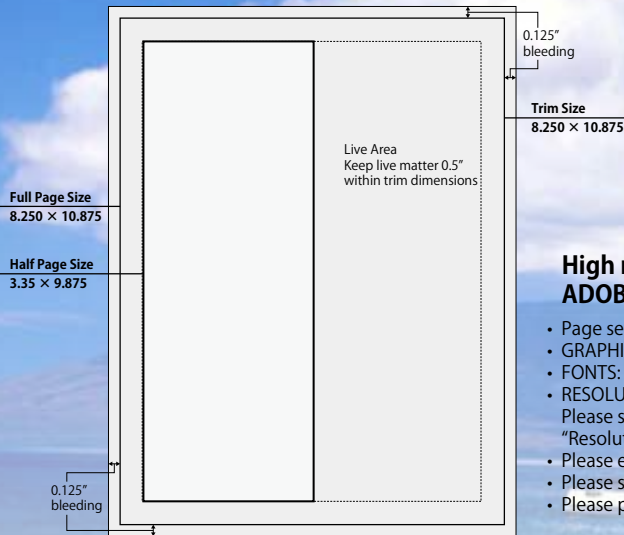


## 広告掲載料金

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)
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## 2027 掲載スケジュール

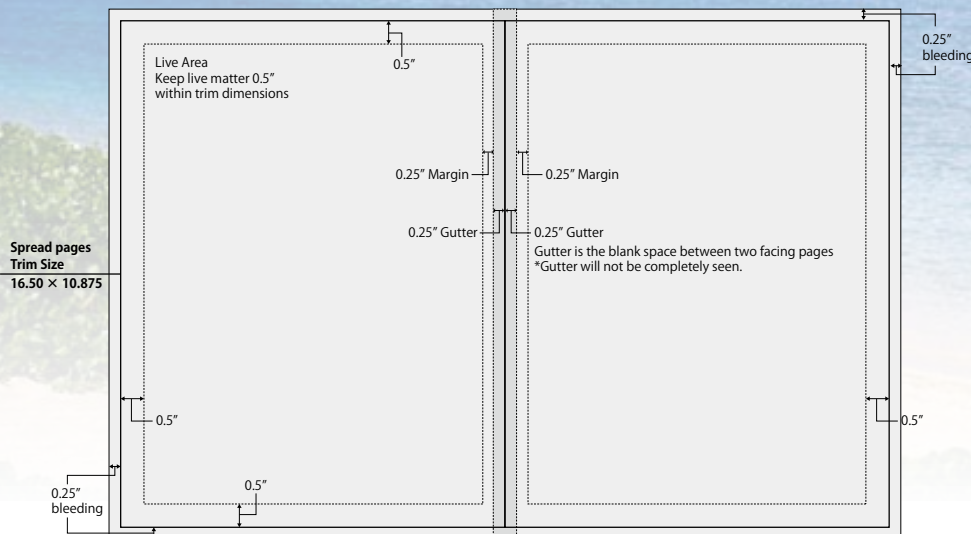
Issue	Distribution Period	Space Due Date	Artwork Due Date
Winter/Spring #1	1/1 - 3/31/2027	10/10/2026	11/1/2026
Winter/Spring #2	4/1 - 6/30/2027	2/1/2027	2/10/2027
Summer/Fall #1	7/1 - 9/30/2027	4/10/2027	5/1/2027
Summer/Fall #2	10/1 - 12/31/2027	8/1/2027	8/10/2027



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【エヘウ〜翼〜】  
**'Eheu**