



Downtown Honolulu Guide

As more Japanese tourists become Free Independent Travelers (FIT), the need for information on non-traditional destinations has increased.

Aloha Street created the Kailua and North Shore Guides to meet these demands, and are now focusing our attention toward the next popular destination: Downtown Honolulu.



Sample Editorial



Ad Samples

Benefits with Advertising with Aloha Street

- One page editorial provided for the Downtown area, with merchants ad on opposite page (see sample).
- Editorial, along with merchants, will be featured on aloha-street.com.
- **Special Rate:** The discounted annual rate (4 issue commitment) will be extended for merchants with just a 2 issue commitment.
- **Production Rate:** Normal Production costs will be provided at 50% normal rate. Production includes photo shoot, copy/translation, and design. Ads done in popular “advertorial style”.

Downtown Guide is dependant on at least 3 advertised merchants

Aloha Street Magazine



Issuance: Quarterly

Circulation: 125,000

Distribution: Oahu and Japan

Hand distribution at Honolulu Airport
 Key Waikiki street racks
 Hotels, Shopping Centers, Merchant shops
 On the Waikiki Trolley.
 NARITA Airport
 3000 Subscribers in JAPAN

Ad Rate & Schedule

Ad Size	Normal Ad Rate (1 time insertion)	Downtown Rate (2 issue commitment)	Normal Production Cost	Downtown Production Cost
1/4 page	\$1470/issue	\$1050/issue	\$200	\$100
1/2 page	\$2910/issue	\$2070/issue	\$350	\$175