

RATES & SIZES

Rates

Wide x Tall

Full Page.....4.75" x 7.75"\$1,275

1/2 Page4.75" x 3.75"725

1/4 Page2.25" x 3.75"450

**Ad includes a hyper-link to the client's website from the Hawaii Parent website.*

GENERAL

Printed offset web, digest size, saddle stitched.

Trim size: 5.25" x 8.25". Bleed size: 5.5" x 8.5".

Electronic specs available online.

No charge for full color.

DISCOUNTS

10% discount on 3 insertions

20% discount on 6 insertions

DEADLINES

SPACE: 7 weeks prior to issue date

ART: 6 weeks prior to issue date

CONTACT



OFFICE

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2017 RATE CARD

HAWAII PARENT

THE MAGAZINE FOR FAMILIES



Online at
Hawaii-Parent.com
Downloadable to Tablets
& Smartphones!

PROVIDING AFFORDABLE EFFECTIVE ADVERTISING FOR 26 YEARS

For over a quarter century, parents have been inspired by local stories about their keikis' health, safety and education. Oahu's community looks to Hawaii Parent for information on what to do, where to go, and where to find the local products and services that make their family life more rewarding.

COMMITMENT:

Our commitment to providing parents with useful and inspiring articles has helped us become the leading family magazine on the island. Hawaii Parent is as dedicated to its advertisers as it is to its readers. If you choose to place an ad in our magazine, you can be certain that the issue will come out on time, will be distributed at over 400 locations, and will produce the results you are looking for. If you have a message for this market and need to get the word out, let Hawaii Parent work for you.



PROFILE:

- Convenient digest size
- Bimonthly – Your ad lasts 2 months

TARGET MARKET:

Family statistics on Oahu:

Number of children under 14 years of age.....	168,000
Households with children under age 14.....	105,000
Births per day on Oahu	40

SIX SPECIAL ISSUES YEARLY

- MATERNITY/PRESCHOOL** — December/January
- CHILD BEHAVIOR/FIRST BIRTHDAYS** — February/March
- HEALTH & SAFETY/SUMMER SCHOOL** — April/May
- SUMMER FUN/BACK TO SCHOOL** — June/July
- FAMILY LIFE/PARTY PLANNING** — August/September
- FOCUS ON LEARNING/ENRICHMENT** — October/November

DISTRIBUTION: 45,000 COPIES

476 DISTRIBUTION LOCATIONS

- 200Schools
- 140Retail Locations
- 50.....Street Racks
- 30Parent Organizations
- 25.....Medical Clinics/Hospitals
- 24Public Libraries
- 7Military Bases

DISTRIBUTION GUARANTEE

Every copy of every issue is put into the hands of someone who wants it and will use it!

