

Hana Hou!

2017 RATE CARD



Hawaiian Airlines Inflight Media Program:

Your direct connection to traveling visitors and local residents

Hana Hou!

THE MAGAZINE OF HAWAIIAN AIRLINES

- Bi-monthly Circulation: 135,000+ copies per issue
Annual Reach: 11.1 million passenger emplanements

Hana Hou!’s Systemwide edition occupies the seatpockets of over 200 U.S. Mainland and International flights a week to Hawai‘i and 160+ daily flights to the Neighbor Islands. It effectively reaches both the visitor and resident markets and is the largest consumer lifestyle magazine in Hawai‘i.

Hana Hou!

JAPAN • CHINA • KOREA

- Japanese Quarterly Circulation: 50,000 copies per issue
Annual Seat Capacity: 938,000 from Japan plus all interisland passengers
- Chinese Quarterly Circulation: 15,000 copies per issue
Annual Seat Capacity: 92,000 passengers
- Korean Quarterly Circulation: 15,000 copies per issue
Annual Seat Capacity: 152,000 passengers

Hana Hou!’s Asian editions offer an informative introduction to the culture and beauty of Hawai‘i for visitors from Japan, China and Korea. Hawaiian Airlines is a major provider of air service from Asia and our specialized language editions are carried in the seatpockets of these routes.

Hawaiian Airlines Inflight Entertainment System (IFE) and Landing Program (Multilingual)

Hawaiian Airlines IFE System is featured aboard all 23 Airbus A330 aircraft. Banner-to-Video advertising provides advertisers the opportunity for customized messaging to a captive inflight audience.

The Hawaiian Airlines Landing Program is shown on A330 and Boeing 767 aircraft just prior to touchdown in Hawai‘i. The slideshow highlights upcoming events along with tips for traveling in the Islands.

HAWAIIAN *Skies* Inflight Video

- Viewership: 179 weekly flights
Annual Reach: 4.7 million passenger emplanements

Hawaiian Skies, Hawaiian Airlines’ one-hour video magazine is shown on the overhead screens of all Boeing aircraft and as a complimentary option on all Airbus aircraft IFE systems. Video segments cover a mix of destinations, with each four-month program reaching over 783,000 passengers.

Hawaiian Airlines PocketMap Series

O‘AHU • MAUI • HAWAI‘I ISLAND • KAUA‘I

These useful, easy-to-read island maps are distributed on flights to O‘ahu, Maui, Hawai‘i Island and Kaua‘i. Each advertiser’s location is pinpointed on the detailed topography, bringing customers right to their door.



"We have been with your magazine since 1987 and we have received many great comments, inquiries and bookings from a lot of Hawai'i visitors. This is the best form of advertising we have ever used."

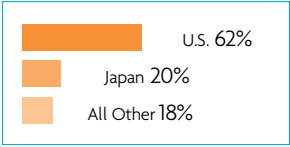
*– Grace Myers, Owner,
Safari Helicopters*

Greatest Reach:

Deepest Market Penetration

Hawaiian Airlines is the largest provider of air service from Hawai‘i’s prime visitor markets on the U.S. Mainland.

Visitor Arrivals

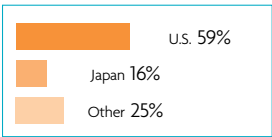


Last year 8.6 million people visited Hawai‘i, with over 5 million from the U.S. Mainland. Hawaiian Airlines flew 3.2 million of these passengers—64% of all Westbound passengers.

Source: DBEDT

Hawaiian Airlines’ 11.1 million passengers have tremendous spending power, and are enthusiastic shoppers!

Visitor Spending



In 2015, visitors from North America spent \$9.1 billion in Hawai‘i. Visitors from Asia spent more per day than any other region.

Source: DBEDT

	Per Person Per Day Spending	Length of Stay in Days	Per Person Per Trip Spending
U.S. West	\$163	8.8	\$1,439
U.S. East	\$194	10.0	\$1,929
Japan	\$236	5.8	\$1,359
Korea	\$287	7.2	\$2,199
China	\$405	7.1	\$2,702
Oceania (Australia/NZ)	\$276	9.5	\$2,630

Source: Hawai‘i Tourism Authority 2016 Data

Visitors who fly on Hawaiian Airlines:

- Spend an average of 11 days in Hawai‘i
- Have an average annual household income of \$125,745
- Are traveling for pleasure (67%)
- Enjoy dining out (84%), sightseeing (61%), shopping (68%) and ocean sports (38%)

Hawaiian Airlines passengers who read Hana Hou!:

- 890,000 passengers read each issue of Hana Hou!
- Visitors spend an average of 31 minutes reading Hana Hou!
- 89% say Hana Hou! gives them ideas for things to do in Hawai‘i
- 82% say they plan to visit the advertisers in Hana Hou!
- 60% have visited the Islands five or more times
- 22% plan to enjoy a lu‘au
- 26% plan to purchase jewelry

Source: Hana Hou! readership survey conducted in April/May 2016, Results compiled by QMark Research (2,103 responses)



"Hana Hou! is a high-quality publication that gets major results. We have stores on all the Islands so it's a great way to reach everyone."

*— Becky Erickson, Owner,
Blue Ginger*

The Most Effective Consumer Magazine in Hawai'i

Hana Hou! systemwide Edition

Circulation 135,000+ • Annual Reach: 11.1 Million Passengers

Bi-monthly Advertising Rates

	1x	3x	6x
Full page	\$9,900	\$9,500	\$9,300
2/3 page	7,700	7,400	7,000
1/2 page	6,200	6,000	5,800
1/3 page	4,300	4,100	3,900
1/6 page	2,400	2,300	2,200

Premium Positions

Inside front cover	\$12,300	\$11,900	\$11,500
Inside back cover	11,900	11,500	11,100
Back cover	13,000	12,700	12,400
1/2-page spread	9,900	9,500	9,300
2-page spread	19,000	18,600	18,000

Rates subject to Hawai'i state sales tax

Print Deadlines

Issue	Space Closing	Materials Due
February/March	November 25	December 2
April/May	January 27	February 3
June/July	March 24	March 31
August/September	May 26	June 2
October/November	July 28	August 4
December/January	September 29	October 6

Advertising Space Dimensions (w x h)

Advertising Space	Ad Size	Bleed Size
Double spread (<i>bleed</i>)	432 x 276	438 x 282
1/2 page spread	432 x 138	438 x 141
Full page	216 x 276	222 x 282
2/3 page	121 x 252	
1/2 page vertical	121 x 188	
1/3 page horizontal	121 x 124	
1/3 page vertical	58 x 252	
1/6 page horizontal	121 x 60	
1/6 page vertical	58 x 124	

All sizes in millimeters

Bleed ads accepted at no additional charge.

Rates agency commissionable to recognized advertising agencies.

Rates subject to Hawai'i state sales tax.

All advertising subject to Publisher's approval.

Mechanical Requirements

Printing Process:

Three-column format, Web press, 50# glossy text, perfect bound, trim size 216 x 276 MM.

Production Specifications:

Materials provided on disc:

Minimum 300 dpi. Include all required fonts, art and image files, color proof or copy of printed ad.

Accepted Mac Platform Applications:

Acrobat PDF/X-1A (preferred), InDesign CS, Illustrator 9.0 or higher.

Graphic Formats:

EPS, TIFF
Photoshop TIFF or EPS files minimum 300 dpi at actual size used, images flattened and saved with no compression

Acceptable Storage Formats:

CD-ROM, DVD

Please note: Color accuracy cannot be guaranteed without a press proof.

FTP Instructions:

Host: hanahou.us
User ID: adftp2
Password: aDpassword2

Please email your sales manager or materials@hanahou.com with ad name after uploading any files.

IT IS UNDERSTOOD that the above rates are for advertising to appear in Hana Hou! magazine. Ads will be billed on publication date with payment due within 30 days. We require written notice of cancellation of any advertising contract 30 days prior to space closing date for the next scheduled issue. In the event of cancellation, advertiser must remit any frequency discount received on previously billed ads. Inserts and ads with clip-out coupons cannot be accepted for publication. All advertising subject to Publisher's approval.

For further information on Hawaiian Airlines' inflight marketing program, please contact:

Hana Hou!

1144 10th Avenue, Suite 401
Honolulu, HI 96816
Telephone: 808-733-3343
Fax: 808-733-3340
Email: adsales@hanahou.com

Asian Market: Capture visitors arriving from Japan, Korea and China with our custom language editions

Hana Hou! Japan

Circulation 50,000+ • Annual Reach: 1.28 Million Passengers

Quarterly Advertising Rates	1x		
	1x	2x	4x
Full page	\$6,200	\$6,000	\$5,800
2/3 page	4,750	4,600	4,440
1/2 page	3,150	3,000	2,900
1/3 page	2,600	2,500	2,400
1/6 page	1,700	1,600	1,500

Premium Positions			
Inside front cover	\$7,950	\$7,200	\$6,950
Inside back cover	7,000	6,750	6,500
Back cover	8,100	7,800	7,500
2-page spread	11,600	11,200	10,800

Hana Hou! Korea

Circulation 15,000+ • Annual Reach: 135,000 Passenger Emplanements

Quarterly Advertising Rates	1x		
	1x	2x	4x
Full page	\$2,200	\$2,050	\$1,950
2/3 page	1,600	1,500	1,400
1/2 page	1,300	1,200	1,100
1/3 page	1,000	900	800
1/6 page	600	550	500

Premium Positions			
Inside front cover	\$2,700	\$2,600	\$2,450
2-page spread	3,900	3,750	3,600

Hana Hou! China

Circulation 15,000+ • Annual Reach: 53,000 Passenger Emplanements

Quarterly Advertising Rates	1x		
	1x	2x	4x
Full page	\$2,200	\$2,050	\$1,950
2/3 page	1,600	1,500	1,400
1/2 page	1,300	1,200	1,100
1/3 page	1,000	900	800
1/6 page	600	550	500

Premium Positions			
Inside front cover	\$2,700	\$2,600	\$2,450
2-page spread	3,900	3,750	3,600

Print Deadlines	Space Closing	Materials Due
January–March	October 21	October 28
April–June	January 27	February 3
July–September	April 28	May 5
October–December	July 28	August 4



Hana Hou!'s Japanese edition is carried on Hawaiian Airlines' roundtrip flights to and from Haneda, Narita, Osaka and Sapporo, and also on all interisland flights. Stories appeal to a Japanese audience and provide the in-depth coverage and stunning photography readers expect from Hana Hou!.



Hana Hou!'s Korean/Chinese edition is stocked in the seatpockets of Hawaiian Airlines' flights to and from Incheon and Beijing. As most Korean and Chinese passengers are first-time visitors to the Islands, the magazine offers an informative introduction to the culture and natural beauty of Hawai'i.



Cross Promotions:

Hawaiian Skies, IFE System and PocketMap Series

Hawaiian Skies, our one-hour video program, is shown on all Boeing 767 aircraft and as a complimentary program on Airbus IFE screens. Each one-way Hawaiian Skies program reaches about 783,000 passengers.

Hawaiian Skies Inflight Travel Video

Triannual (4 months) advertising rates

Accepted video format: Quicktime movie file, Apple ProRes 422HQ



	One Way	Roundtrip
00:30	\$3,600	\$5,700
00:60	\$4,700	\$8,200

Video Deadlines	Space Closing	Materials Due
December, 2016–March, 2017	September 23	September 30
April, 2017–July, 2017	January 20	January 27
August, 2017–November, 2017	May 19	May 26
December, 2017–March, 2018	September 22	September 29

Hawaiian Airlines **Inflight Entertainment System (IFE)** is featured aboard all Airbus A330 aircraft and delivers a captive audience, customized viewership and measurable response—a triple combo that produces optimal results for advertisers.



IFE Bi-monthly Advertising Options (A330)

Banner ad with link to video (:30 video)

\$3,000/500,000 impressions (\$6CPM)

Size: First/Business Class 468 x 60 pixels

Economy Class 234 x 60 pixels

Landing Program (A330 & Boeing 767)

\$2,400/425,000 impressions

12 second static image within slideshow

Size: 1280 x 720 pixels (JPEG, TIFF, EPS)

Program Schedule	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Space Closing	Dec 2	Jan 27	Mar 31	Jun 2	Jul 28	Sep 29
Materials Due	Dec 9	Feb 3	Apr 7	Jun 9	Aug 4	Oct 6

Hawaiian Airlines **PocketMaps** are a great way to get your message to visitors traveling to O‘ahu, Maui, Hawai‘i Island and Kaua‘i. These useful, easy-to-read maps are passed out to passengers during their flights.

Hawaiian Airlines’ Inflight PocketMaps

Semi-Annual Advertising Rates

	Size (w x h)	O‘ahu/Maui/Hawai‘i	Kaua‘i
Back cover	3.625" x 8.25"	\$8,500	\$7,250
Full panel	3.625" x 8.25"	7,500	6,400
Half panel	3.625" x 4"	4,500	3,850
Double small display	3.625" x 1.5"	1,950	1,300
Small display	1.75" x 1.5"	975	650



PocketMap Deadlines	Space Closing	Materials Due
November, 2016 - April, 2017	September 2	September 9
May, 2017 - October, 2017	March 3	March 10
November, 2017 - April, 2018	September 1	September 8

“With a marketing strategy that targets both residents and visitors, Hana Hou! provides a complete solution to our advertising needs. The response to our advertising campaigns in Hana Hou! is like no other, customers continue to reference our advertising in Hana Hou! time and time again.”

*~ Buddy Moore, Vice President
Marketing Communications / E-Commerce
Maui Divers Jewelry*

Our Circulation:

Massive Reach, Tremendous Exposure

For giant reach and market penetration, nothing beats Hana Hou! Hawaiian Airlines flies more passengers to and within Hawai‘i than any other carrier. Add over 160 interisland flights per day and the result is tremendous exposure for advertisers seeking to reach the largest possible audience.

Our Circulation

Each issue of *Hana Hou!* is carried systemwide for two months—giving advertisers unparalleled reach and impact.

2015 Trans-Pacific/South Pacific Passengers

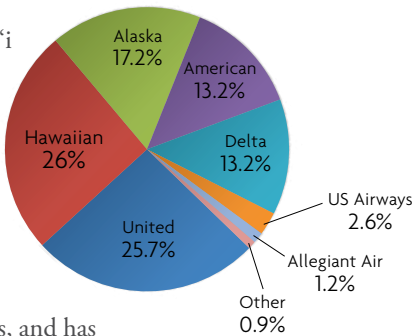
Gateway City	Flights per Week	Number of Passengers	Gateway City	Flights per Week	Number of Passengers
LOS ANGELES	29	838,770	TOKYO	7	199,573
LAS VEGAS	17	484,067	OSAKA	7	185,210
OAKLAND	15	397,769	SYDNEY	7	166,649
SEATTLE	14	381,779	SEOUL	5	135,098
SAN JOSE	14	329,485	BRISBANE	4	81,039
SAN FRANCISCO	14	323,630	AUCKLAND	3	66,902
SAN DIEGO	7	201,942	SENDAI/SAPPORO	3	63,722
PORTLAND	7	199,710	AMERICAN SAMOA	2	52,057
PHOENIX	7	175,207	BEIJING	3	52,670
SACRAMENTO	7	169,692	TAHITI	1	26,582
NEW YORK	6	169,115			
CHARTER/OTHER		6,165			
		Total			4,706,833
		<i>Island Destinations</i>			<i>Number of Passengers</i>
		O‘AHU			2,866,471
		MAUI			1,247,372
		KONA			804,541
		KAUA‘I			798,874
		HILO			634,223
		MOLOKA‘I			42,872
		LANA‘I			22,682
		CHARTER			1,203
		Total			6,418,238

Figures are for 2015 one-way passenger enplanements.
2016 routes no longer include Sendai

Total passengers in 2015:
11,125,071

Hawai‘i’s Biggest and Longest-Serving Airline

Hawaiian Airlines offers non-stop service to Hawai‘i from more U. S. gateway cities than any other airline. Hawaiian also provides over 160 flights daily between the Hawaiian Islands, and has 91% interisland market share.



Source: U.S. Mainland-Hawai‘i Market Share by Carrier
U.S.D.O.T. 2015

Passenger Enplanements

Annual Passengers:

2001	5,844,924
2002	5,882,833
2003	5,685,183
2004	5,613,885
2005	5,839,817
2006	6,212,805
2007	7,089,988
2008	7,856,711
2009	8,344,608
2010	8,524,939
2011	8,666,319
2012	9,484,204
2013	9,935,743
2014	10,180,554
2015	11,125,071