

Hana Hou!

2018 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 170+ 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: 890,000 to/from Japan plus interisland passengers
- Chinese Quarterly Circulation: 15,000 copies per issue
Annual Seat Capacity: 87,000 passengers
- Korean Quarterly Circulation: 15,000 copies per issue
Annual Seat Capacity: 145,000 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 alongside Hana Hou!’s Systemwide edition in the seatpockets of these routes.

Hawaiian Airlines Inflight Entertainment System (IFE) and Inflight Wireless System

Hawaiian Airlines seatback IFE System is featured aboard all 24 Airbus A330 aircraft. An inflight wireless system is offered aboard all A321neo aircraft. Banner-to-Video and Pre-Roll Video advertising provides advertisers the opportunity for customized messaging to a captive inflight audience.

Landing Program (English/Japanese)

The Hawaiian Airlines Landing Program is shown on all Airbus 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.

Arrival Form Video

The Hawaiian Airlines Arrival Form Video is broadcast throughout the cabin on Airbus A330 and Boeing B767 aircrafts. Commercials are aired immediately following.

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. Advertisers’ locations are shown on each map, bringing customers right to their door.



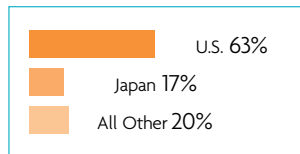
“We have been with your magazine since 1987 and we have received many great comments, inquiries and bookings from a lot of Hawai’i visitors. This is the best form of advertising we have ever used.”

*– 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.

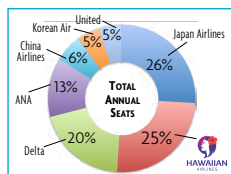
Visitor Arrivals



Last year 8.8 million people visited Hawai'i, with over 5.5 million from the U.S. Mainland. Hawaiian Airlines flew 3.6 million of these passengers—64% of all Westbound passengers.

Source: DBEDT

Hawaiian Airlines' 11.1 million passengers have tremendous spending power—especially visitors from Asia who spent more per day than any other region.



As Hawai'i's flagship carrier, Hawaiian has significantly increased its presence in Asia. It currently has 25% market share of arriving Japanese visitors.

Source: Hawai'i Tourism Authority 2017

	Per Person Per Day Spending	Length of Stay in Days	Per Person Per Trip Spending
U.S. West	\$171	9.2	\$1,545
U.S. East	\$204	10.2	\$2,072
Japan	\$247	5.9	\$2,252
Korea	\$296	7.1	\$2,102
China	\$364	6.8	\$2,475
Oceania (Australia/NZ)	\$268	9.4	\$2,518

Source: Hawai'i Tourism Authority 2017 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 (81%)
- Enjoy dining out (89%), sightseeing (74%), shopping (72%) and ocean sports (51%)

Hawaiian Airlines passengers who read Hana Hou!:

- 920,000 passengers read each issue of Hana Hou!
- Visitors spend an average of 31 minutes reading Hana Hou!
- 91% say Hana Hou! gives them ideas for things to do in Hawai'i
- 82% say they plan to visit the advertisers in Hana Hou!
- 61% have visited the Islands five or more times
- 31% plan to enjoy a lu'au
- 27% 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 24	December 1
April/May	January 26	February 2
June/July	March 23	March 30
August/September	May 25	June 1
October/November	July 27	August 3
December/January	September 28	October 5

Advertising Space Dimensions (w x h)

Advertising Space	Ad Size	Bleed Size
Double spread (bleed)	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

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

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.

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

Hana Hou! Japan

Circulation 50,000+ • Annual Reach: 1.35 Million Passengers

Quarterly Advertising Rates

	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: 131,000 Passenger Emplanements

Quarterly Advertising Rates

	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	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 27	November 3
April–June	January 26	February 2
July–September	April 27	May 4
October–December	July 27	August 3



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 Airlines IFE System and PocketMap Series

Hawaiian Airlines Inflight Entertainment System (IFE)

Hawaiian Airlines seatback entertainment system (IFE) is featured aboard Airbus A330 aircraft. An inflight wireless platform is offered aboard A321neo aircraft. **Bimonthly** advertising options include:



Inflight Entertainment Screens (IFE) – Aircraft: A330 (Fleet: 24 ; Seats: 260)

Inflight Entertainment Screen (IFE) viewed on individual seat backs

Routes: US Mainland & International | Language: English, Japanese, Chinese & Korean

Home Page Display Ad	300x250 / 240x200 pixels	\$25CPM
With link to Interstitial (static ad)	1280x768 / 1024x600 pixels	
With link to Video	:30 spot	
Content Page Display Ad:	192x314 / 155x251 pixels	\$15CPM
With link to Interstitial (static ad)	1280x768 / 1024x600 pixels	
With link to Video	:30 spot	
Pre-Roll Video	:30 spot	\$30CPM

Inflight Wireless Entertainment (IWE) – Aircraft: A321neo (Fleet: 9 (by Dec 2018) ; Seats: 173)

Inflight Wireless Entertainment (IWE) viewed on personal device

Routes: US Mainland & International | Language: English, Japanese, Chinese & Korean

Home Page Carousel Banner:	607x372 pixels	\$25CPM
Includes Footer Banner	970x90 pixels	
Content Page Leader Board:	970x90 pixels	\$15CPM
Includes Footer Banner	970x90 pixels	

All banners and leaderboards (IWE) click to microsite (static)

Landing Program & Arrival Form Video – Aircraft: A330 & Boeing B767

Shown on Airbus A330 IFE screens & Boeing B767 overhead screens

Routes: US Mainland, Japan, Oceania & South Pacific | Language: English & Japanese

Landing Program display ad (:12 static)	1280x720 pixels	\$2,400
Arrival Form Video (PA System)	:30 spot	\$10,000

Program Schedule	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Space Closing	Dec 1	Jan 26	Mar 30	Jun 1	Jul 27	Sep 28
Materials Due	Dec 8	Feb 2	Apr 6	Jun 8	Aug 3	Oct 5

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, 2017 - April, 2018	September 1	September 8
May, 2018 - October, 2018	March 2	March 9
November, 2018 - April, 2019	August 31	September 7

“Hana Hou! has been our most important form of marketing communication to customers since we started advertising in the magazine in 2000. To achieve the greatest impact, our new ‘Collections’ are introduced first in Hana Hou! and there is no doubt that our advertising in Hana Hou! has contributed greatly to our success.”

*~ Bob Taylor
President & CEO
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 170 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.*

2016 Trans-Pacific/South Pacific Passengers

Gateway City	Flights per Week	Number of Passengers	Gateway City	Flights per Week	Number of Passengers
LOS ANGELES	34	854,724	TOKYO	21	282,073
LAS VEGAS	17	477,943	OSAKA	7	194,709
OAKLAND	17	437,186	SYDNEY	7	160,591
SEATTLE	14	388,340	SEOUL	5	131,068
SAN FRANCISCO	14	366,428	BRISBANE	4	75,450
SAN JOSE	14	331,947	AUCKLAND	3	59,049
SAN DIEGO	7	201,926	SAPPORO	3	54,676
PORTLAND	7	199,859	BEIJING	3	52,508
NEW YORK	7	177,384	AMERICAN SAMOA	2	48,112
SACRAMENTO	7	166,511	TAHITI	1	22,124
PHOENIX	7	165,105	CHARTER/OTHER		1,382

Figures are for 2016 one-way passenger emplanements.

Total 4,849,095

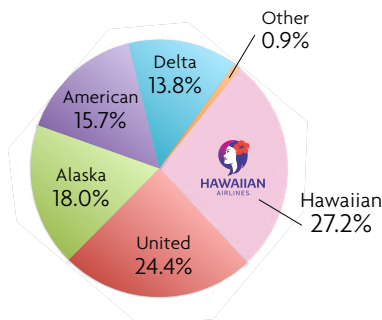
Island Destinations	Number of Passengers
O'AHU	2,768,986
MAUI	1,204,430
KONA	777,708
KAUAI	767,970
HILO	608,123
MOLOKA'I	35,339
LANA'I	39,548

Total 6,202,104

Total passengers in 2016:
11,051,199

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 170 flights daily between the Hawaiian Islands, and has 90% interisland market share.



Source: U.S. Mainland-Hawai'i Market Share by Carrier U.S.D.O.T. 2016

Passenger Emplanements

Annual Passengers:

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
2016	11,051,199