

RATES & SIZES

Rates

Wide x Tall

Full Page.....4.75" x 7.75"\$1,350

1/2 Page4.75" x 3.75"800

1/4 Page2.25" x 3.75"500

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

GENERAL

Printed offset web, digest size

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



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2024 RATE CARD

HAWAII PARENT

THE MAGAZINE FOR FAMILIES



Online at
HawaiiParentMedia.com
Instagram • Facebook

PROVIDING AFFORDABLE EFFECTIVE ADVERTISING FOR 30 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.

In addition to our distribution of 40,000 printed magazines, we have over 7,500 followers on social media, and we get 10,000 unique visitors to our website each month.



PROFILE:

- Online Digital Issue, Instagram, Facebook, Website & E-Blast
- Bimonthly – Your ad lasts 2 months
- Convenient digest size

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

CHILD BEHAVIOR/FIRST BIRTHDAYS — January/February

HEALTH & SAFETY/SUMMER SCHOOL — March/April

SUMMER FUN/BACK TO SCHOOL — May/June

FAMILY LIFE/PARTY PLANNING — July/August

FOCUS ON LEARNING/ENRICHMENT — September/October

MATERNITY/EARLY EDUCATION — November/December

DISTRIBUTION: 40,000 COPIES

500 DISTRIBUTION LOCATIONS

- 180Schools
- 120Retail Locations
- 90.....Street Racks
- 30Parent Organizations
- 24Public Libraries
- 21Military Base Locations
- 20Medical Clinics/Hospitals
- 15Additional Key Locations

DISTRIBUTION GUARANTEE

Every copy of every issue is available to someone who wants it and will read it!

