

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



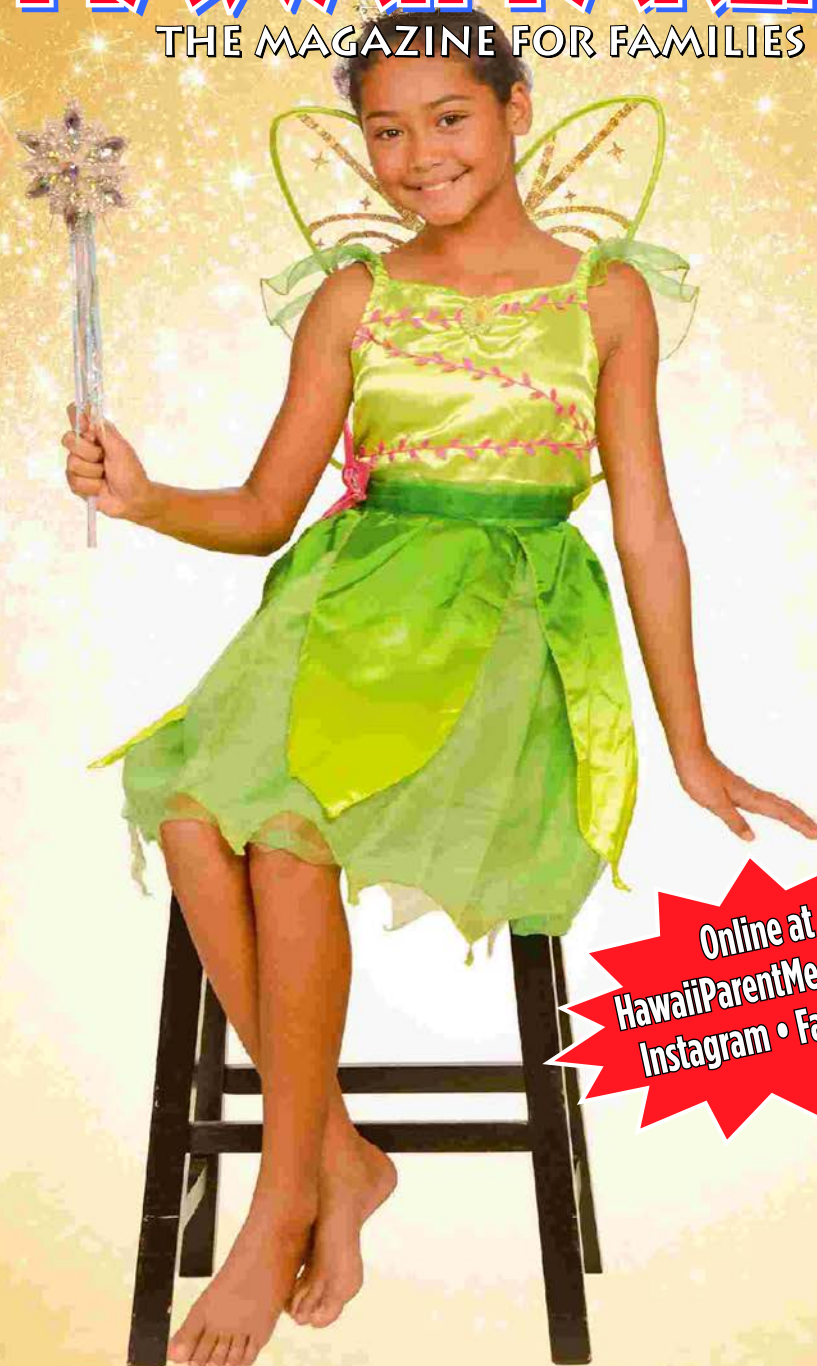
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2025 RATE CARD

HAWAII PARENT

THE MAGAZINE FOR FAMILIES



Online at
HawaiiParentMedia.com
Instagram • Facebook

PROVIDING AFFORDABLE EFFECTIVE ADVERTISING FOR 35 YEARS

For over 35 years, 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 engaging, relevant articles has helped us earn a loyal following who look forward to each new issue.

In addition to our distribution of 40,000 printed magazines, we have over 8,000 followers on social media, and we get 15,000 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

480 DISTRIBUTION LOCATIONS

- 180Schools
- 120Retail Locations
- 70.....Street Racks
- 30Parent Organizations
- 24Public Libraries
- 21Military Base Locations
- 10Medical Clinics/Hospitals
- 25Additional Key Locations

DISTRIBUTION GUARANTEE

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

