RATES & SIZES

Wide x Tall (in)

Full Page ..... **4.75 x 7.75** **$1,350**
1/2 Page ..... **4.7511 x 3.75** **800**
1/4 Page ..... **2.2511 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

OFFICE

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808-728-3341
publisher@hawaiiparent.media
Website: www.HawaiiParentMedia.com



PROVIDING AFFORDABLE EFFECTIVE ADVERTISING FOR 35 YEARS

For over 35 years, parents have been inspired by local stories about their keiki's health, safety, and education. Oahu's community looks to Hawaii Parent for information on what to do, where to go, and where to find 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 looks forward to each new issue.

In addition to our distribution of 35,000 printed magazines we have over 14,000 followers on social media, and we get 15,000 unique visitors to our website each month.



ADVERTISING BENEFITS

- Print Ad Placement in Hawaii Parent
- A featured spot on our website
- Instagram Posts & Social Media Support
- Event promotion in our online and print calendar

FAMILY STATICS ON OAHU

168,000.....Number of children under 14 years of age
105,000.....Households with children under the age of 14
1100.....births per month on Oahu

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

Readership: 50,000

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

GUARANTEED DISTRIBUTION

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

