HAWAII HOME + REMODELING
2023 MEDIA KIT
SINCE 1981
INSPIRING HOMEOWNERS ACROSS HAWAII FOR MORE THAN FOUR DECADES.

Whether in the print magazine, on the website or across any of Hawaii Home + Remodeling’s media platforms, this mission is the same.

The magazine and its digital platforms showcase residential renovations and new construction, interior design and décor, and landscape design and water features — providing endless inspiration for Hawaii homes — distributed at more than 150 locations throughout the Islands.

OUR PARTNERS

Partnering with Hawaii Home + Remodeling means your brand is front and center when we cover topics related to home improvement, remodeling, landscaping, financing and more. Our audience spends millions of dollars annually with the businesses below because they are seen, trusted and placed in context for our readers. Hawaii Home + Remodeling magazine inspires and informs Hawaii’s homeowners and so can you.

Amano Construction
American Floor & Home
Atlas Construction
ATN Construction
Better Business Bureau Great West + Pacific
Blueprint BOB
California Closets
Castle & Cooke Hawaii
City Mill
Cosco Air Conditioning and Refrigeration
Dial Electric
DTC Hawaii
Ferguson Bath, Kitchen & Lighting Gallery
First Hawaiian Bank
Fleetwood
Graham Builders
H-1 Construction
Hardware Hawaii
Hawaii Energy
Hawaii Gas
Hawaii Kitchen & Bath
Hawaii State FCU
Hawaiian Electric Companies
Hawaii USA FCU
Homeworks Construction
Homeowners Design Center
HomeWorld Furniture
Howard Hughes Corporation
HPM Building Supply
Inspiration Interiors
Island Shutters
Kapili Roofing & Painting
Kiso Store
List Sotheby’s International Realty
MDH Automation
Moorhead & Company
National Kitchen & Bath Association Aloha Chapter
Open Concept Designs

PROFESSIONAL ORGANIZATIONS:

- AIA Honolulu
- American Society of Interior Designers
- Better Business Bureau Northwest-Pacific
- NKBA Aloha Chapter

One Stop Windows & Doors
Pacific American Lumber
Pacific Pool & Spa
Pacific Source
Plus Interiors
Raynor Hawaii Overhead Doors
RevoluSun
Rinell Wood Systems
S. Tanaka Construction
Selective Stone
Simply Garden
Simply Organized
SlumberWorld
Steve’s Gardening Service
The Glass Guru
Wasco Builders
Wave Builders
## DISTRIBUTION LOCATIONS

Where you can find your next issue of the magazine. Listed below are some of the locations that you can find your copy of *Hawaii Home + Remodeling*. Any and all advertising clients may be added to this list as a distribution point. Speak with your account executive to be added on.

### HONOLULU (OAHU)
- Ace Hardware – Kaimuki
- American Floor & Home
- Ashley HomeStore – Ward Ave
- Ashley HomeStore – Malaai St
- Bella Pietra Design
- California Closets
- Cosco Air Conditioning & Refrigeration
- C.S. Wo & Sons
- City Mill
  - Hawaii Kai
  - Kaimuki
  - Nimitz
- Daltile
- Dial Electric Supply
- DTC Hawaii (Design Trends Construction)
- Ferguson
- Graham Builders
- Hardware Hawaii – Mapunapuna
- HawaiiUSA Federal Credit Union
  - Ala Moana
  - Kahala
  - Main
  - Paiea
- Homeworx Construction
- HomeWorld Furniture – South Beretania St
- INspiration Interiors-Honolulu Design Center
- List Sotheby’s International Realty
  - Kahala Mall
- Pacific American Lumber
- Pacific Source – Sand Island
- Pictures Plus – Kahala Mall
- Red Knot
- RevoluSun
- Rinell Wood Systems
- Sears – Ala Moana Center
- Selective Stone
- Simply Home
- SlumberWorld
  - South Beretania St
  - Malaai St
  - Ward Ave

### CENTRAL (OAHU)
- Ace Hardware – Wahiawa
- Ashley HomeStore – Aiea
- City Mill
  - Mililani
  - Pearl City
- Finance Factors – Pearl City
- HawaiiUSA Federal Credit Union
  - Aiea
  - Mililani
  - Pearl City
- HomeWorld Furniture – Aiea
- INspiration Interiors – Pearlridge
- Red Knot
- SlumberWorld – Aiea

### LEEWARD (OAHU)
- All Things New – Kapolei
- Ashley HomeStore – Kapolei
- Building Industry Association – Hawaii
- City Mill
  - Ewa Beach
  - Waianae
- Hardware Hawaii – Kapolei
- HawaiiUSA Federal Credit Union
  - Ewa Beach
  - Kapolei
  - Waipahu
- HomeWorld Furniture – Kapolei
- INspiration Interiors – Kapolei
- Kiso Store
- Red Knot
- SlumberWorld – Kapolei

### WINDWARD (OAHU)
- City Mill – Kaneohe
- Finance Factors – Kailua
- Hardware Hawaii – Kailua
- HawaiiUSA Federal Credit Union – Kaneohe
- Koolau Farmers – Kailua

### HAWAII ISLAND
- Cosco Air Conditioning & Refrigeration
- Ferguson – Hilo
- Finance Factors
  - Hilo
  - Kona
- HawaiiUSA Federal Credit Union – Hilo
- HomeWorld Furniture
  - Hilo
  - Kona
- HPM Building Supply
  - Hilo
  - Kona
  - Kamuela
- Pacific Source – Kona
- Plus Interiors – Kona
- SlumberWorld
  - Hilo
  - Kona

### KAUAI
- Cosco Air Conditioning & Refrigeration
  - Lihue
- Finance Factors – Lihue
- Hardware Hawaii – Koloa
- Pacific Source – Lihue

### MAUI
- Ace Hardware – Makawao
- Ashley HomeStore – Kahului
- Ferguson – Kahului
- Cosco Air Conditioning & Refrigeration
  - Kahului
- Finance Factors – Kahului
- HawaiiUSA Federal Credit Union – Kahului
- HomeWorld Furniture – Kahului
- HPM Building Supply – Kihei
- Pacific Source – Wailuku
- SlumberWorld – Kahului
HERE IS HAWAII HOME + REMODELING’S BRAND BY THE NUMBERS

Hawaii Home + Remodeling reaches its readers through print and digital offerings that can help advertisers find the folks they want to target. Let us help connect you to the readers interested in your products and services.

PRINT

28,000+
NET CIRCULATION PER ISSUE

105,000+
READERSHIP PER ISSUE

6 Issues
ANNUALLY

150+ Locations
DISTRIBUTION

DIGITAL EDITION

5,000
SUBSCRIBERS ANNUALLY

SOCIAL MEDIA

16,300+
INSTAGRAM FOLLOWERS

3,800+
FACEBOOK FOLLOWERS

246,000+
PINTEREST MONTHLY AUDIENCE

SOURCE: CVC AUDIT 2021, TWIXL DISTRIBUTION PLATFORM NOV 2021-OCT 2022, GOOGLE ANALYTICS NOV 2021-OCT 2022 , FACEBOOK/INSTAGRAM/PINTEREST INSIGHTS, ACOUSTIC SEPT 01, 2021-AUG 31, 2022
2023 EDITORIAL CALENDAR

FEBRUARY/MARCH
Start the year with fresh home inspiration and trending ideas. This issue highlights ways to transition your décor, outdoor living and cleaning routine from Hawaii’s winter into the springtime.

Editorial Topics: “Love Your Home” (Valentine’s Day), 2023 trends, spring cleaning, gardening
Special Section: Project Look Book
Space Closing: 12/15/22
On Stands: 2/01/23 - 2/08/23

AUGUST/SEPTEMBER
Square footage does not limit style and substance in your home. This issue showcases the possibilities of incorporating great aesthetics, innovative storage ideas and renewed appreciation for spaces of all sizes.

Editorial Topics: Small spaces, style and design
Special Section: Better Builders, Style Spotlights
Space Closing: 6/15/23
On Stands: 7/26/23 - 8/02/23

APRIL/MAY
Sustainability is spotlighted in time for Earth Day (April 22). This issue focuses on eco-friendly home builds, energy efficiency, renewable materials and sharing resources through local multigenerational living.

Editorial Topics: Environmentalism, conservation, ideas for aging-in-place
Special Section: Green Hawaii
Space Closing: 2/16/23
On Stands: 3/29/23 - 4/04/23

OCTOBER/NOVEMBER
In honor of National Kitchen & Bath Month (October), this issue puts everything on the table for the spaces that serve as the heart and soul of your home. Local kitchen and bath renovations are reader-favorite spreads, and maintenance tips from experts are valuable for year-end projects.

Editorial Topics: Kitchen and bath, fall holidays
Special Section: The Faces of Hawaii Home
Space Closing: 8/17/23
On Stands: 9/27/23 - 10/04/23

JUNE/JULY
The best businesses in our Islands’ home building and remodeling industries — as voted by our readers — take center stage. This edition also shines with key summertime topics for local homeowners: outdoor entertaining, HVAC, pool upgrades and more.

Editorial Topics: Indoor-outdoor living, cooling and ventilation
Special Section: Readers’ Choice Awards
Space Closing: 4/13/23
On Stands: 5/24/23 - 5/31/23

DECEMBER/JANUARY
Our most coveted issue is the annual Resource Guide. This edition features a comprehensive directory to help homeowners find the right services and businesses for all their needs. We close out our editorial year with a celebration of ohana, holiday entertaining and planning for the year ahead.

Editorial Topics: Resource Guide, local gifts, storage and organization
Special Section: 2024 Resource Guide
Space Closing: 10/12/23
On Stands: 11/22/23 - 11/30/23

EDITORIAL CONTENT IS SUBJECT TO CHANGE.
PRINT ADVERTISING RATES

FOUR COLOR DISPLAY ADS

<table>
<thead>
<tr>
<th>SIZE</th>
<th>6X</th>
<th>3X</th>
<th>OPEN</th>
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<tr>
<td>2-Page Spread</td>
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<td>1/2 Page</td>
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PREMIUM POSITIONS
PLACEMENT

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Front Cover</td>
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<td>Inside Front</td>
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</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,920</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,790</td>
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</table>

AD PRODUCTION RATES

<p>| | |</p>
<table>
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<tr>
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<tr>
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<td>2/3 and 1/2 Page</td>
<td>$300</td>
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<tr>
<td>1/3 Page and smaller</td>
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SPECIAL EDITORIAL FEATURES + COVER PLACEMENT

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<tr>
<th>Feature Package</th>
<th>$15,000</th>
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</thead>
<tbody>
<tr>
<td>Includes: 5 advertorial pages with professional writing assistance</td>
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Cover + Feature Package

<table>
<thead>
<tr>
<th>Back Cover + One Page Editorial Story Package</th>
<th>$7,000</th>
</tr>
</thead>
</table>

ALL LISTED RATES ARE PRE-TAX NET PER INSERTION. ADVERTISERS MAY NOT CANCEL ORDERS OR MAKE CHANGES IN ADVERTISING AFTER THE SPACE CLOSE DATE.

INSERTS

Rates for preprinted inserts, gatefolds, catalogs or business reply cards available upon request. Inserts count as one insertion toward frequency discount rate. Publisher must be consulted for mechanical, postal and/or other requirements. Sample of preprinted insert and paper stock must be submitted prior to prepress deadline.

PRINT CLOSING DATES

<table>
<thead>
<tr>
<th>MONTHLY</th>
<th>ON STANDS</th>
<th>SPACE CLOSE</th>
<th>CAMERA READY</th>
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</thead>
<tbody>
<tr>
<td>February/March</td>
<td>FEB. 1-8</td>
<td>DEC. 15</td>
<td>DEC. 21</td>
</tr>
<tr>
<td>April/May</td>
<td>MAR. 29-APRIL 4</td>
<td>FEB. 16</td>
<td>FEB. 24</td>
</tr>
<tr>
<td>June/July</td>
<td>MAY 24-31</td>
<td>APRIL 13</td>
<td>APRIL 21</td>
</tr>
<tr>
<td>August/ September</td>
<td>JULY 26-AUG. 2</td>
<td>JUNE 15</td>
<td>JUNE 23</td>
</tr>
<tr>
<td>October/November</td>
<td>SEP. 27-NOV.4</td>
<td>AUG. 17</td>
<td>AUG. 25</td>
</tr>
<tr>
<td>December/January</td>
<td>NOV. 22-30</td>
<td>OCT. 12</td>
<td>OCT. 20</td>
</tr>
</tbody>
</table>
AD SPECS

DIGITAL SPECIFICATIONS
Hawaii Home + Remodeling accepts only digital ads on Macintosh-formatted media. The client or agency must provide a color proof of the ad, which will be used for color reference only. It is the responsibility of the client to color proof the ad prior to submittal.

AD FORMATS:
Macintosh Adobe Illustrator® CC or earlier, Adobe Photoshop® CC or Adobe InDesign® CC.
• Include all screen and printer fonts and all CMYK graphics files. For InDesign files, please include PDF X-1a with files, turn bleeds on, and turn crop marks off when exporting to PDF if submitting ad with bleeds.
• TIFF or EPS files must be submitted at 300 dpi, CMYK or grayscale at actual size with all fonts converted to outlines.
• Adobe Illustrator® CC EPS files are also acceptable, provided that all type is converted to outlines and support images are embedded and in CMYK format. PC: 300 dpi CMYK TIFF at actual size.
• Press Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi. All PDFs built incorrectly will be sent back to the client for revisions.

E-MAILED ADS:
E-mail attachments less than 10 MB may be sent to production@pacificbasin.net. It is the responsibility of the client and/or agency to confirm reception of e-mail as well as provide color proof.

SHAREFILE:
Transferring large files over the Internet is also an option. If interested, please ask your account executive for more information.

MECHANICAL SPECIFICATIONS:
Offset printing on coated stock. Double column 4.625 inches. Column width 2.25 inches. 3 columns per page. 133 to 150 line screen.

GENERAL ADVERTISING POLICY: Publisher reserves the right to reject any advertising. Advertisers assume liability for all content of advertising published, and for any claims arising from the advertising. Publisher reserves the right to place the word “advertisement” on ads which, in the publisher’s opinion, resemble editorial matter. Cancellations accepted only in writing prior to space close. Rates subject to change with 90 days written notice. All rates subject to state of Hawai’i general excise tax rate in effect at time of billing.
REACH YOUR TARGET AUDIENCE WITH HAWAII HOME + REMODELING

For more than 40 years, Hawaii Home + Remodeling has been helping Hawaii homeowners make their dream house a reality. The magazine reaches more than **134,000** readers per month with its website and print and digital editions.

**WHO ARE OUR PRINT READERS?**

**Gender:**
- 65% Female
- 35% Male

**Ages:**
- 10% 18-34
- 15% 35-44
- 30% 45-54
- 45% 55+

**WHO ARE OUR WEBSITE VISITORS?**

**Gender:**
- 61% Female
- 39% Male

**Ages:**
- 32% 18-34
- 18% 35-44
- 20% 45-54
- 30% 55+

**Top 10 Interests – In-Market Segment*:**
1. Home Décor
2. Home and Garden Services
3. Home Improvement
4. Real Estate/Residential Properties (For Sale)
5. Real Estate/Residential Properties
6. Landscape Design
7. Women’s Apparel
8. Financial Services/Investment Services
9. Home Furnishings
10. Interior Design and Decorating Services

**IN THE NEXT YEAR, OUR READERS WILL SPEND:**

- **$10.6M** on a major appliance
- **$12.1M** on carpet/flooring
- **$27.3M** on real estate
- **$13.7M** on lawn care services
- **25.5M** on cleaning services

**SOURCE: CVC AUDIT 2021 AND READER STUDY, GOOGLE ANALYTICS NOV 2021-OCT 2022**
WEBSITE

Beyond the pages of the magazine, hawaiihomemag.com is a digital extension of the popular content our readers seek. The website is continuously updated with digital-exclusive content that keeps our readers coming back for more home inspiration.

Annual Page Views

345,000+

Annual Unique Visitors

126,000+

55% Mobile
42% Desktop
3% Tablet

2023 RATE

- $25 per thousand impressions
- Minimum 10,000 impressions
- Banner ads will be run of site
- Provide the following ad sizes: 970x250, 970x90, 728x90, 320x50, 300x600 and 300x250
- Provide ad url link

ALL LISTED RATES ARE MONTHLY PRE-TAX NET.

GUIDELINES: Online create should be submitted as JPEG, PNG or animated GIF (no larger than 2 MB). Please provide url.

DIGITAL SPECIFICATIONS AND MECHANICALS

Banner Ad Sizes:

- 300 x 250 px
- 320 x 50 px
- 728 x 90 px
- 970 x 250 px
- 970 x 90 px
- 160 x 600 px
- 300 x 600 px
- URL link for all ad units

Banner Ad Sizes:

- 728 x 90 px
- 300 x 250 px

Dedicated E-Newsletter:

- 200-300 words of copy with a call to action
- Subject line and headline
- One 72dpi jpeg/gif 600x400 pixels as hero image, logo, and up to 3 additional images with photo credit and captions 600x400 pixels
- 300 x 250 px banner ad (bottom center position in newsletter) or 728x90 px banner ad, bottom center.
- URL links (for content as well as for ad unit and photos)

Social Media:

- 1080 x 1080 px IG
- 1200 x 628 px FB
- Actual horizontal images/photos, no logos, banner ads, or copy overlays.
- Bullet points or up to 30 words of copy that Hawaii Home + Remodeling Magazine may edit for voice, grammar and style.
- Provide up to three

Digital mechanicals for ROS banner ads:

- File saved as .jpg or .gif
- Max file size no larger than 100KB
- URL link
2023 DIGITAL PACKAGES

**Grow Your Instagram Following**
- 4 social media posts on HHR
- 1 Reel on HHR (video to be provided by advertiser)

Investment ............................... $1,500 Net + GET

**A la Carte Banner Ads**

Investment ............................... $25/CPM

**Awareness Campaign**
- 20,000 Banner Ad impressions on HHR
- 1 sponsored post on HHR
- 1 dedicated HHR eNewsletter
- 4 social media posts

Investment ............................... $2,000 Net + GET

**Market Presence**
- 30,000 banner ad impressions on HHR
- 1 sponsored post on HHR
- 2 dedicated HHR eNewsletter
- 6 social media posts

Investment ............................... $3,000 Net + GET

**Market Dominance**
- 40,000 banner ad impressions
- 2 sponsored posts
- 2 dedicated eNewsletters
- 6 social media posts
- 1 Reel on HHR (video to be provided by advertiser)

Investment ............................... $4,000 Net + GET
ENewsletters

Weekly Editorial EnewsLetter (Every Saturday)

Hawaii Home + Remodeling’s weekly enewsletter is delivered to 4,700+ opt-in subscribers wanting to know more about home remodeling tips, ideas and events.

47% average unique open rate  10% average unique click thru rate

Source: Acoustic Nov 2021-Oct 2022

2023 Rates Per EnewsLetter

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<tr>
<th>Placement</th>
<th>Size (Pixels)</th>
<th>Rates</th>
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<tbody>
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<tr>
<td>#2 Medium Rectangle</td>
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</tr>
<tr>
<td>#3 Medium Rectangle</td>
<td>300x250</td>
<td>$250</td>
</tr>
</tbody>
</table>

Rates are Pre-Tax Net Per Insertion.

Weekly Editorial Guidelines:
• JPEG or PNG file no more than 600 pixels wide.
  No copy or logos on the image. Url link.

Dedicated EnewsLetter

Hawaii Home + Remodeling will deliver your customized message to our 4,700+ opt-in subscribers in an exclusive, dedicated email newsletter.

2023 Rates

<p>| | |</p>
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<tbody>
<tr>
<td>1X</td>
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<tr>
<td>2X</td>
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<tr>
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Rates are Pre-Tax Net Per Insertion.
SPONSORED CONTENT

Hawaii Home + Remodeling marketing representatives can guide you with topic selection based on trending content on hawaiihomemag.com. Sponsored content is one of the most popular methods that advertisers can use to engage with audiences digitally. Unlike display or banner ads, sponsored ads don’t really look like ads, but flow like editorial.

Sponsored Content receives the following benefits:

• Content posted on hawaiihomemag.com
• Content appears in our social media feeds
• Increase advertiser’s SEO strength through links to their website from our website
• Content included in editorial enewsletter
• Your presence in online search will improve

SPONSORED CONTENT GUIDELINES:

• Articles should be informative and entertaining, not promotional
• Limit the article word count to 500 words
• Provide five (5) photographs with minimum dimensions of 2048 x 1080 pixels
• Full transparency with Sponsored Content
• Embedded videos should be hosted on advertiser’s platform (YouTube, Vimeo)
• Provide URLs and links from your website to articles

2023 RATES

$1,600 PER SPONSORED CONTENT

ALL LISTED RATES ARE MONTHLY PRE-TAX NET

70% of consumers said they would rather learn about a product or service through content rather than traditional advertising.*

More than 50% of consumers who click on sponsored advertising do so with the intention of purchasing, compared to 34% of those who click on banner ads.**

*SOURCE: CONTENT MARKETING INSTITUTE, "IS NATIVE ADVERTISING THE NEW BLACK?"
**SOURCE: INC., "MARKETING TREND: SHIFT TO NATIVE ADVERTISING EXPLAINED"
PROGRAMMATIC DISPLAY TARGETING

Reach your ideal audience with programmatic display ads. Based on the target audience you want to reach, we can help get your message in front of the right audience and get results for your business.

- Ideal for generating traffic to your website, creating awareness for events, sales and new products and services.
- Have your ads delivered when a customer is near your business or shopping at a competitor.
- Utilize up to 200 keywords and search terms and send relevant ads based on their behavior to potential customers.
- Reporting with every campaign provided to show the results.

2023 RATES

$20 per thousand impressions

- Minimum 30,000 impressions
- Include url, key target words, geographic target area, ideal audience profile.
- Provide images in jpg format, 160x600, 300x600, 300x250, 320x50, 300x50, 468x60, 728x90

Delivers 2-3X the national average click-thru rate of .08 ctr

PROGRAMMATIC EMAIL TARGETING

Reach your ideal customers through email. Dedicated emails will be sent to your specific audience based on geography, income, buying habits and more with the message to the audience you want to reach.

- Target a specific audience with a tailored message right to their inbox.
- Choose targeted areas, household income levels, interests to send an offer they will be interested in.
- Top selections (but not limited to): Age, Gender, Marital Status, Education, Zip Code, City, Household Income, Homeowner/Renter, Home Value and Interest in Home Improvement.

2023 RATES

$50 per thousand impressions

- $1,000 minimum spend
- Client to provide copy, images, url for email build
- Client to work with account executive to determine audience criteria for email send
Contact us today, and find out how your business can tap into our targeted readership.