

6 Ads for the Price of 1!

kauai

m a g a z i n e

The *Original* Magazines of the Garden Island • Since 1980

Your message reaches visitors & buyers wherever they are.	KM with KREM	101 Things To Do	Kauai Visitor	Kauai Romance	Homes & Land
• IN-ROOM @ major resorts and vacation rentals	YES	X	X	X	X
• IN-STORE @ select Kauai retailers island-wide	YES	✓	✓	✓	✓
• IN-AIRPORT "Visitor Edition" at Lihue Airport's two baggage claim areas.	YES	✓	✓	✓	X
• IN AIRLINES ARRIVAL / DEPARTURE GATE Kauai Magazine American Airlines Gift Edition is given to arriving passengers with on-board announcement.	YES	X	X	X	X
• IN-HOME by subscription, pre-arrival	YES	X	X	X	X
• ON-STREET free island-wide distribution	YES	✓	✓	✓	✓
• ONLINE pre-arrival @ amazon.com, magazines.com, kauaimagazine.com and kauairealestatemagazine.com	YES	X	X	X	X
• EXPOSURE ON BestPlacesHawaii.com Drives more traffic to you on the magazine sites	YES	X	X	X	X
• HIGH QUALITY FULL COLOR, GLOSSY	YES	X	X	✓	✓
• YOUR AD IN MULTIPLE EDITIONS no extra charge	YES	X	X	X	X
• CUSTOM OPTIONS	YES	X	X	X	X
• ANNUAL READERSHIP Certified @ Over 1 Million*	YES	X	X	X	X
• KAUAI MADE PROGRAM Kauai Magazine is the only Charter Member Magazine	YES	X	X	X	X
• GREEN PUBLISHING PRACTICES Our printer uses Elemental Chlorine-Free recycled paper & veg-based inks; Sustainable Forestry Initiative (SFI) Certified Printer who also uses WindSource, a renewable energy	YES	X	X	X	X
Add Up the YES's	14	3	3	4	3

6 Ads for the Price of 1!
Your ad appears in all 6 editions at no additional charge.

DISPLAY AD RATES

—Per Issue—Published Bi-Monthly

	1X	3X	6X		1X	3X	6X
1/6 page	\$510	\$450	\$390	Front cover	2,500	2,210	1,920
1/4 page	590	520	450	Back cover	2,340	2,070	1,800
1/3 page	630	560	480	Inside Front Cvr	2,190	1,940	1,680
1/2 page	890	790	690	Inside Back Cvr	2,030	1,800	1,560
2/3 page	1,150	990	880	Page 1	1,880	1,660	1,440
Full page	1,560	1,380	1,195	IFC & Pg 1 Combo	4,060	3,590	3,110



ISLAND EDITION
Visitor and Real Estate Content



KUKUI GROVE
Shopping Center & Shuttle
Visitor and Real Estate Content



VISITOR EDITION
Visitor Content Only



KUKUI'ULA VILLAGE
SHOP • DINE • ART
Visitor and Real Estate Content



AMERICAN AIRLINES
Gift Edition
Visitor and Real Estate Content



KAUAI REAL ESTATE
MAGAZINE
Real Estate and Visitor Content

Some of our Distribution Partners ...



“For Kauai’s Affluent Traveler”



American Airlines gives a Special Gift Edition of Kauai Magazine to their arriving Kauai passengers.

Ad-Max™ Program and Beyond the Street™ Distribution

With our Ad-Max™ Program and Beyond the Street™ Distribution, Kauai Magazine gives you more “eyeballs per page” than any other Kauai publication. With an annual readership of over 1 million (per PKF Hawaii, CPAs) and very competitive pricing, the cost for a Full-Page ad is only about a half a penny per reader.

Ad-Max™ Program

With our Ad-Max™ Program, you get 6 ads for the price of 1. We are the only channel (publication; source; magazine; etc.) that gives you multiple ads in multiple editions for multiple exposures for the price of 1 ad. Even if you were to buy an ad in every other Kauai publication possible, you still would not receive exposure as broad as you get by buying just 1 ad from Kauai Magazine and appearing in all our Editions.

Beyond the Street™ Distribution

More than just a street publication, our multiple, targeted editions give you multiple chances to catch the attention of Kauai’s residents and affluent travelers plus the broadest exposure to the market, both on and off island, on and offline. For example, our American Airlines Edition is the only publication of any kind at the Lihue Airport that is available at an arrival or departure gate inside Lihue Airport. You cannot buy this critical airport exposure anywhere else at any price -- and the State reports that 8,100 people come through the Lihue airport every day.

We are also the only Kauai magazine sent to Paid Subscribers in their homes & offices and to libraries (both in Hawaii & on the mainland). And, of course, we are available in street racks, too. Beyond the Street™ Distribution puts your ad in front of more eyeballs in more places.

BestPlacesHawaii.com Online Exposure Included @ No Charge !



You receive an online listing on 3 different pages plus a run-of-site Text Box Banner on BestPlacesHawaii.com -- all a \$595 value -- included with your magazine ad placement at no extra charge:

- Over 7.7 million Hits/month.
- Over 2 million Page Views/month.
- Over 265,000 User Sessions/month.
- High placement in Search Engines.

This online exposure drives traffic to your Web site and you will:

Never pay us for a click ...

Never pay us for a keyword ...

Never pay us a commission !!

Bottom Line? What are you missing?

If you are not in Kauai Magazine, then there are “eyeballs” that may never see your ad beyond the street. 80% of our distribution is Beyond the Street™ Distribution (online & offline), so if your print advertising is only in street magazines, you are missing exposure to up to 80% of your potential market – and over-paying for the 20% of the market you reach. Connect with us today, so we can tell your story to more of the world.

We tell your story to more of the world, since we are the only Kauai magazine sent to Paid Subscribers in their homes & offices and to libraries (both in Hawaii & on the mainland). And, of course, we are available in street racks, too. Beyond the Street™ Distribution puts your ad in front of more eyeballs in more places. Connect with us today to attract more attention to your business.

For Advertising Inquires: advertising@kauaimagazine.com • Phone: 808-652-4762
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KauaiMagazine.com • KauaiRealEstateMagazine.com

Reservation DEADLINES By Issue

Jan/Feb 2011
Nov 24, 2010

Mar/Apr 2011
Jan 14, 2011

May/June 2011
Mar 19, 2011

July/Aug 2011
May 27, 2011

Sep/Oct 2011
July 15, 2011

Nov/Dec 2011
Sept 16, 2011

Jan/Feb 2012
Nov 18, 2011