

A couple is walking away from the camera on a sandy beach. The woman is on the left, wearing a colorful floral bikini and carrying a surfboard under her arm. The man is on the right, shirtless and wearing blue shorts, also carrying a surfboard. They are walking through shallow water. The background shows a tropical beach with palm trees and mountains under a clear blue sky.

THE MAGAZINE OF PLEASANT HOLIDAYS

# PleasantHawaii

*Oahu, Maui, Hawaii, Kauai*

**2011**  
media kit

## Pleasant Hawaii Magazine

The official magazine of Pleasant Holidays



Pleasant Holidays encourages vendor partners in Hawaii to advertise in Pleasant Hawaii, the official magazine of Pleasant Holidays.

This publication features the actual activities and excursions highlighted at Pleasant Holidays orientations on Oahu, Maui, the Big Island of Hawaii and Kauai.

Pleasant Hawaii is available to visitors at airports on each of the major islands, tour desks, hotel lobby stands, at Pleasant Holidays' Aloha Orientation Breakfasts, and in street kiosks throughout Waikiki and neighbor island locations.

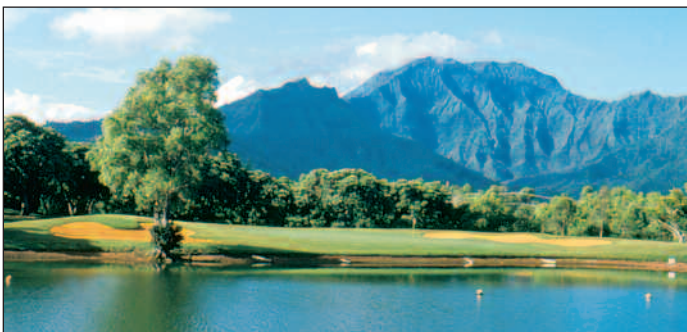
Pleasant Hawaii Magazine includes:

- Complete editorial coverage on Hawaii news and events
- Island introductions and user friendly island and detailed area maps of Oahu, Maui, Kauai and Hawaii's Big Island
- Pleasant Activities Centers locations and phone numbers
- Special coverage of local festivals, parades and events
- Daily planner for customized vacation planning
- Aloha Orientation Breakfast invitation

## Pleasant Holidays

Founded in 1959, Pleasant Holidays began with a vision of making dream vacations affordable to the Hawaiian Islands. Today, Pleasant Holidays brings more westbound visitors to Hawaii than any other travel company, with more than 400,000 visitors to Hawaii each year.

Pleasant Holidays will send tens of thousands of travelers to Hawaii from the U.S. mainland this year on a variety of major airlines including Alaska Airlines, American, Continental, Delta, Hawaiian, United and US Airways. Engaging visitors in Hawaii's attractions is a top priority. Pleasant Holidays travelers enjoy shopping, dining and tours of every kind throughout Hawaii. This magazine provides readers with everything they need in order to enjoy and explore the Islands to the fullest.



There are more than 25 Pleasant Activities Centers throughout Hawaii that distribute Pleasant Hawaii, which is one of only two magazines exclusively endorsed by AAA in Hawaii (the other being This Week Magazines.)

Pleasant Hawaii Magazine serves as the booking menu for all Aloha Orientation Breakfasts held by Pleasant Holidays on the four major islands.

## Reader Statistics

Visitors make numerous decisions about their vacation while reading Pleasant Hawaii Magazine. Reach this audience while they are making decisions, not after.

Pleasant Holidays visitors will spend millions of dollars while staying in Hawaii, which includes money spent on tours, excursions, dining, shopping and more.

The average Pleasant Holidays traveler will stay in Hawaii six days. Through our extensive selection of activities and tours, visitors are encouraged to utilize Pleasant Hawaii Magazine to “build” their ultimate vacation!

The extended distribution of the magazine, which includes select Hawaii-themed events in the U.S. Mainland, allows us to reach thousands of Pleasant Holidays customers and other travelers to Hawaii.

## 2011 Advertising Deadlines

<b>Issue Dates:</b>	<b>Space/Materials Deadlines:</b>
January - April	November 1, 2010
May - August	March 1, 2011
September - December	June 28, 2011
January - April 2012	October 31, 2011

Deadlines are subject to changes.

## Monthly Advertising Rates

Ad Size:	12x Rate:	8x Rate:	4x Rate:
Full Page	\$2,519	\$2,621	\$2,746
1/2 Page	1,994	2,096	2,221
1/4 Page	1,124	1,192	1,255
1/8 Page	671	699	729

Minimum 4-month (one issue) commitment.

### Advertising Sales

Oahu: (808) 843-6000    Maui: (808) 873-2012  
 Kauai: (808) 245-2340    Big Island: (808) 329-5466

### Pleasant Hawaii Magazine

c/o This Week Publications  
 274 Puuhale Road, Suite 200  
 Honolulu, Hawaii 96819  
 Phone: (808) 843-6000 • Fax: (808) 843-6090  
[www.thisweek.com](http://www.thisweek.com)



### Circulation per issue

**120,000 - 145,000 Magazines**

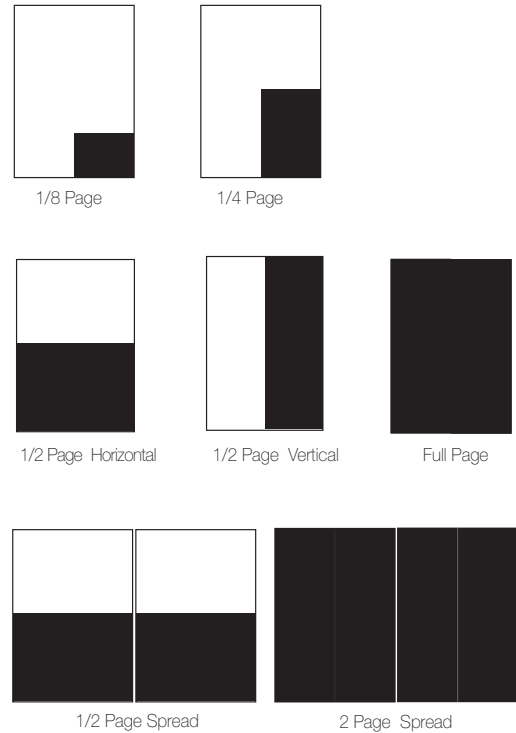


This Week Magazines is responsible for the statewide distribution of Pleasant Hawaii Magazine. This Week, founded in 1966, has its own fleet of vans and uniformed drivers. No other visitor publishing company can equal the expertise, penetration and professionalism of This Week Magazines.

# Pleasant Hawaii Magazine

## Ad Sizes & Specifications

Size		Width	Depth
Full Page	Image	7.5	10.187
	Trim	8.125	10.875
	Bleed	8.375	11.125
1/2 Page Horizontal	Image	7.5	4.875
1/2 Page Vertical	Image	3.625	10.187
	Trim	3.843	10.875
	Bleed	4.0625	11.125
1/4 Page		3.625	4.875
1/8 Page		3.625	2.312
2-Page Spread	Image	15.55	10.187
	Trim	16.25	10.875
	Bleed	16.5	11.125
Half Page Spread	Image	15.55	4.875
	Trim	16.25	5.225
	Bleed	16.5	5.35



## Production Charges

Description	Cost
<b>1) Scan Charges (If work requested or required for revisions)</b>	
Ad Scans	\$45.00
Edit Listing Scans	.45.00
Edit Client Feature Scans	.45.00
Inside Cover Scans	.125.00
Black & White Scans	.25.00
<b>2) Production Time (If work requested or required for revisions)</b>	
Production Time (Agencies only)	\$.100.00
per hour (\$25 minimum)	
Extensive Chrome Work/Color Correction	\$.100.00
per hour (\$25 minimum)	
<b>3) Revision Charges (If work requested)</b>	
Revision Charges (up to 8.13" x 10.88")	\$.80.00
- 4 color	
Revision Charges (up to 8.13" x 10.88")	\$.20.00
- 1 color	
• Includes: Rev Copy, Rev Color, Rev Position and/or Size Downgrade	
• Revision Charges are: Imaging, Pre-Press and Production	

### Handling Charges:

If materials are not submitted within 24 hours of the printed deadlines a \$25 handling fee will be assessed. This fee applies to revisions made to existing ads.

### Proofs:

New or revised advertisements that are not camera ready:

- For 2-proof service, turn in materials to the Oahu office 48 hours prior to deadline
- For 1-proof service, turn in materials to the Oahu office 24 hours prior to deadline

## Material Specifications

### Specifications for Digital Files Macintosh Format

#### In House Services:

Professional Design Layout and Creative Solutions  
High Resolution Flatbed Scanning and Color Modification  
High Quality Color Proofs

#### Software Supported:

Quark Xpress 7, Adobe Illustrator CS, Adobe Photoshop CS2  
If submitting a PDF, it must be a PDF/X-1a:2001 file (350 dpi)  
We currently do not accept InDesign files.

#### Media Supported:

USB, CD ROM and DVD

#### Online Submission (24 hours):

Email digital files to: [imaging@thisweek.com](mailto:imaging@thisweek.com)  
Contact your Account Executive for FTP instructions

#### Formatting Elements:

- All fonts, printer and screen, used in ad must be sent with ad
- All graphics and digital scans, b/w and 4 color, used in ad must be sent with ad
- Please save all graphics as TIFF or EPS files
- All fonts & graphics imbedded within graphic files also must be included
- All 4 color scans must be in CMYK mode
- All 4 color scans must be placed in ad at 100% and scanned at 350 dpi or better
- All separated 4 color scans must have high resolution files sent with ad
- All custom colors must be specified as process CMYK
- All custom colors must be given a specific name (ie: "fire red" or "100m49y" not just "red")
- Do not use type attributes in the Quark measurement box (ie: bold, italic, etc.)
- Do not colorize grey scale tiff files in quark
- Do not use bitmap files
- Use the actual font from the font family (ie: times bold, times italic, etc.)
- All exported Illustrator files must have original (editable) Illustrator file with it and all fonts must be converted to outline
- A hard copy/laser print out of ad is required for proofing (color recommended)
- There should be a .25 area between the copy and trim to ensure that copy does not get cut off
- Must be Macintosh compatible