



**This^B
Week**
Magazines

2011 Media Kit

Oahu • Maui • Big Island • Kauai



Founded in 1966, This Week Magazines is the single largest publisher of Hawaii's premier visitor publications. Targeting the westbound visitor market, This Week Magazines publishes custom editions for Oahu, Maui, Kauai and the Big Island of Hawaii with a total annual circulation of more than 4 million magazines.

This Week Magazines is locally operated, produced and printed. Our team is dedicated and committed to producing the most useful visitor publications that provide readers with up-to-date information on dining, entertainment, shopping, and activities here in Hawaii. In each issue, visitors will also find:

- Calendar of Events
- Easy-to-use Island Maps
- Helpful Guides
- Coupons...and more!

This Week Magazine's format is user-friendly and we are constantly improving and adapting to fit the changing needs of Hawaii's first-time and repeat visitors.

Let This Week Magazines help you reach millions of visitors each year!



This Week Magazines is the only AAA endorsed visitor magazine in the state!

Experience has proven that a powerful distribution program is key!

This Week Magazines has its own fleet of delivery vans and circulation team. This allows us to provide the best possible service to our clients. Quality distribution locations = results!

Exclusive & Extensive Distribution!

Find This Week Magazines exclusively at ABC Stores throughout Hawaii, at all major car rental locations, attractions, shopping centers, hotels, restaurants and hundreds of locations on all four islands!

Pre-Arrival Distribution!

This Week Magazines are available at select top-producing Hawaii travel agencies throughout Los Angeles, Orange County and San Diego via our partnership with The Long Group. Passengers of Continental Airlines can also pick up a a magazine as part of their "Spirit of Hawaii" program. Live on the airwaves, with the internationally known "Aloha Joe Radio Show!" and view online at thisweek.com!

#1 in Readership!

This Week Magazines holds the no. 1 spot for the "largest audience of readers" among visitors to Oahu, Maui, Kauai and the Big Island.

Source: OmniTrak Group, Inc.

Community & Special Events!

This Week Magazines partners with community organizations and businesses for special events, promotions, conventions, and magazine exposure. Ask how we can partner with your event!

This Week Publications

274 Puuhale Rd. # 200, Honolulu, Hawai'i 96819

Ph. (808) 843-6000 • Fax (808) 843-6090

www.thisweek.com • editor@thisweek.com • sales@thisweek.com

Member of: Hawaii Publishers Association, Hawaii Visitors & Convention Bureau, Hawaii Activities and Tours Association, Hawaii Hotel Association, Hawaii Restaurant Association, Honolulu Advertising Federation, Pacific Asia Travel Association, Sales & Marketing Executives of Honolulu, Travel & Tourism Research Association, Better Business Bureau, Chamber of Commerce, Oahu Visitors Bureau, Waikiki Community Center, Waikiki Improvement Association



This Week Oahu

Circulation
100,000-160,000 per month

Frequency
Monthly & Quarterly

Distribution
400 locations

This Week Oahu Ph. (808) 843-6000
274 Puuhale Rd. #200 Fax. (808) 843-6090
Honolulu, HI 96819



This Week Maui

Circulation
64,000-72,000 per month

Frequency
Bi-monthly & Tri-annual

Distribution
300 locations

This Week Maui Ph. (808) 873-2012
325 Hukilike St., #101 Fax. (808) 873-2016
Kahului, HI 96732



This Week Big Island

Circulation
62,000-68,000 per month

Frequency
Bi-monthly & Tri-annual

Distribution
450 locations

This Week Big Island Ph. (808) 329-5466
76-6241 Alii Dr. #1 Fax. (808) 326-6031
Kailua-Kona, HI 96740



This Week Kauai

Circulation
35,000-40,000 per month

Frequency
Bi-monthly & Tri-annual

Distribution
300 locations

This Week Kauai Ph. (808) 245-2340
4180 Rice St., #106 Fax. (808) 246-1036
Lihue, HI 96766

“We’ve been ready for your arrival since 1966!”

Over **7 million** visitors traveled to Hawaii last year. Over half are comprised of visitors from the US mainland market, staying an average of **9-10 days**.

Visitors from the US Mainland contribute the largest amount of combined spending among all major markets. These visitors contributed over **\$6 billion** of the total \$12 billion+ in annual visitor expenditures. *Source: HTA*

8 in 10 westbound visitors read at least one visitor publication. On average, visitors read about three Hawaii-based visitor publications during their stay. This Week Magazines placed **#1** in Readership! *Source: OmniTrak Group, Inc.*



Find us on Facebook and become a This Week fan today!

This Week Newsletter: Stay connected! Our our bi-monthly newsletter is delivered straight to your inbox! Inside...What’s new at This Week, industry updates, prize giveaways and more!



2011 Advertising Deadlines

Space & Materials

THIS WEEK OAHU

Frequency: Monthly & Quarterly

ISSUE DATE	DEADLINE
01/03/11*	11/29/10
02/07/11	01/06/11
03/07/11	02/04/11
04/04/11*	03/02/11
05/02/11	04/01/11
06/06/11	05/04/11
07/04/11*	06/02/11
08/01/11	07/01/11
09/05/11	08/05/11
10/03/11*	09/01/11
11/07/11	10/10/11
12/05/11	11/02/11
01/02/12*	12/01/11

* Quarterly issue / deadline

This Week Oahu Ph. (808) 843-6000
 274 Puuhale Rd. #200 Fax. (808) 843-6090
 Honolulu, HI 96819

THIS WEEK MAUI

Frequency: Bi-Monthly & Tri-Annual

ISSUE DATE	DEADLINE
01/01/11*	11/08/10
03/01/11	01/05/11
05/01/11*	03/09/11
07/01/11	05/05/11
09/01/11*	07/07/11
11/01/11	09/08/11
01/01/12*	11/09/11

* Tri-Annual issue / deadline

This Week Maui Ph. (808) 873-2012
 325 Hukilike St., #101 Fax. (808) 873-2016
 Kahului, HI 96732

THIS WEEK BIG ISLAND

Frequency: Bi-Monthly & Tri-Annual

ISSUE DATE	DEADLINE
01/01/11*	11/16/10
03/01/11	01/12/11
05/01/11*	03/16/11
07/01/11	05/12/11
09/01/11*	07/14/11
11/01/11	09/15/11
01/01/12*	11/15/11

* Tri-Annual issue / deadline

This Week Big Island Ph. (808) 329-5466
 76-6241 Alii Dr. #1 Fax. (808) 326-6031
 Kailua-Kona, HI 96740

THIS WEEK KAUAI

Frequency: Bi-Monthly & Tri-Annual

ISSUE DATE	DEADLINE
01/01/11*	11/23/10
03/01/11	01/20/11
05/01/11*	03/23/11
07/01/11	05/19/11
09/01/11*	07/21/11
11/01/11	09/22/11
01/01/12*	11/22/11

* Tri-Annual issue / deadline

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