



## HAWAII 2013

### 7X7 READER PROFILE

- 62% female
- Average HHI: \$175,000
- 45% have visited Hawaii in the past 3 years
- 90% travel 1-4 times per month
- 2012 Rate Base: 50,000



**MARCH** Hawaii advertorial section

Ad close: 1/16/13 Materials Due: 1/25/13

**MAY** Hawaii advertorial Section

Ad Close: 3/13/13 Materials Due: 3/20/13

**SEPTEMBER** Hawaii advertorial section

Ad Close: 7/10/13 Materials Due: 7/17/13

**NOVEMBER** Hawaii advertorial section

Ad Close: 9/11/13 Materials Due: 9/18/13



### SPECIAL HAWAII PRINT RATES

AD SIZE	GROSS	NET
Full Page	\$6,205	\$5,325
1/2 Page	\$4,540	\$3,860
1/3 Page	\$3,470	\$2,950
1/4 Page	\$2,670	\$2,270
1/6 Page	\$1,235	\$1,050



For advertising inquiries,  
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