

Free Hawaii Community Lifestyle Magazine in Japanese

Lighthouse® Hawaii

MEDIA
KIT

2023

"Lighthouse Hawaii" launched in December 2009 with the hope of contributing and fostering the enhancement and prosperity of the Japanese community as well as enriching the lives of all local Hawaii residents.



SUPPORTING
BUSINESS SUCCESS



後援: 経済産業省/農林水産省/観光庁
日本観光振興協会

読者投票部門 第一位
海外媒体部門 最優秀賞

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Lighthouse Hawaii offers the one and only value. Community oriented, editorial themes close to its readers.

Lighthouse Hawaii's main audiences are the local Japanese and American residents. Its contents are useful and valuable especially tailored for Hawaii living. It covers practical and wide variety of information from education to immigration laws, business marketing tips and entertainment including events and dining to enjoy everyday living. We go beyond our means to deliver extensive and interesting contents.

Provide community oriented advice on issues and subjects specific to new immigrants from Japan.

Contents: Pot of Legal Laws, Bilingual Parenting, Guidance on American College Entrance, Healthy Life in Hawaii, Hawaii Business Mode, etc.

Original interview of successful figures living in Hawaii. Sharing their ways to success, overcoming hardships and dreams to encourage readers.

Contents: One's Turning Point in Life, Striving Wahine and Kane, Senior's Era, etc.

**ISSUES
SOLUTION**

**ENCOURAGE
HIGH SPIRIT**

**ENRICH
LIVES**

Full of entertainment, hoping to make living in Hawaii so much more fun and enjoyable.

Contents: Sean Morris's Cruising Local Eateries, Hawaii Gourmet Topics, Community Information and Event Calendar and much more



**Newly relaunched website! over
New feature, "Town Page" self posting ad section
and more!**

**Reach broad audience with
webzine, Instagram, Facebook**



REACH OVER 900+

**digital subscribers
Regular reader surveys for
your market research**

● Circulation: Approx. **30,000** copies

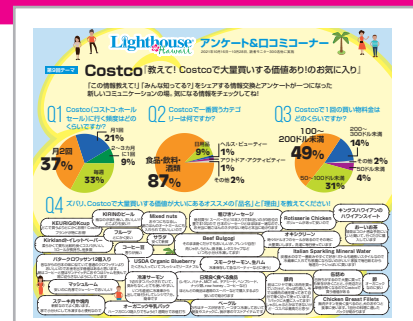
● Issuance: **1st** day of each month (Monthly)

● Format: Standard American size publication (10X12 inch)

● Readership: Japanese residents, affluent long-stay travelers

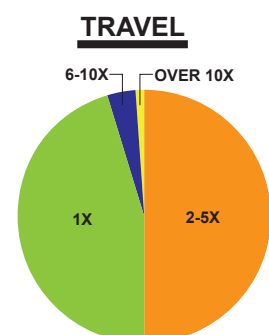
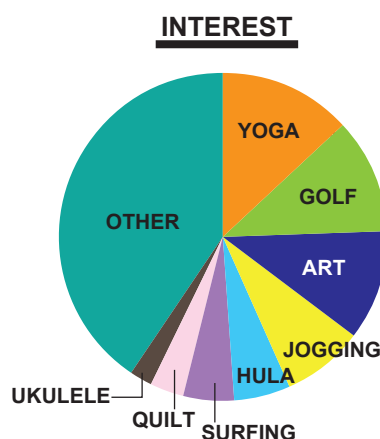
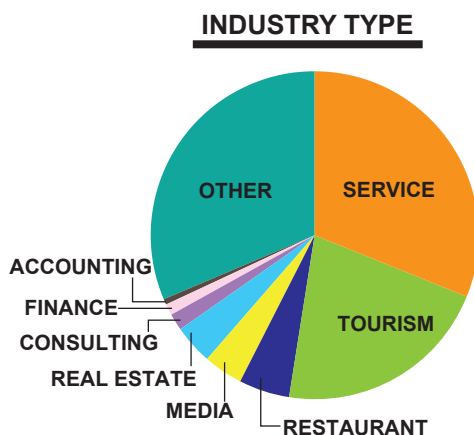
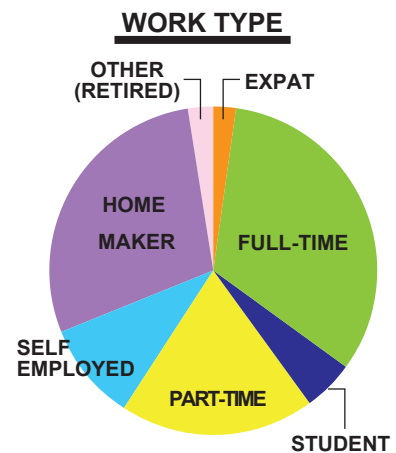
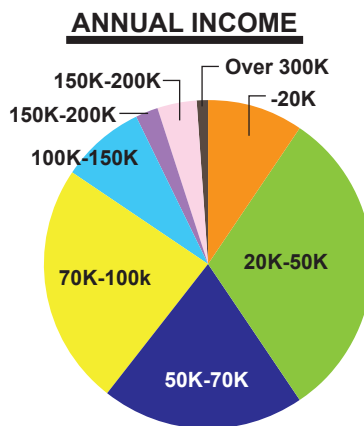
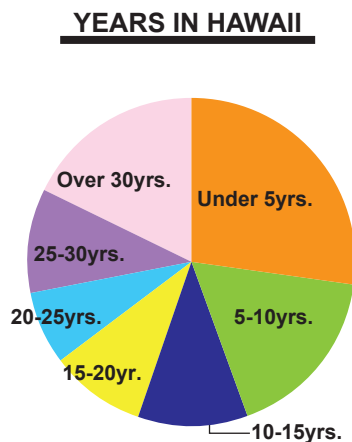
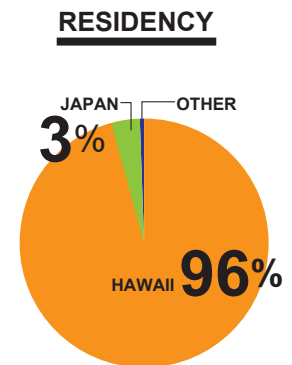
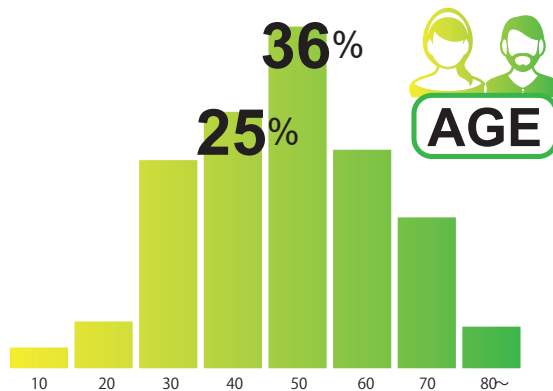
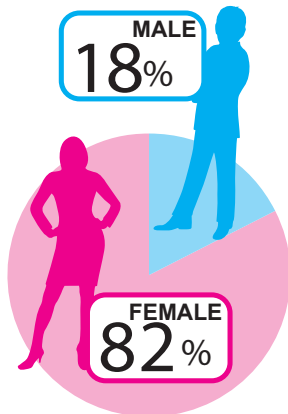
● Distribution: Approx. **150** locations

Supermarkets, Drug Stores, Retails, Restaurants, Professional Offices, Shopping Centers, Travel Lounges, Waikiki Hotels and Street Racks, Advertisers' Business Locations, Golf Course



Lighthouse Hawaii readers earn high income, full of curiosity, and enjoy the advertisements!

LIGHTHOUSE HAWAII READER DEMOGRAPHICS

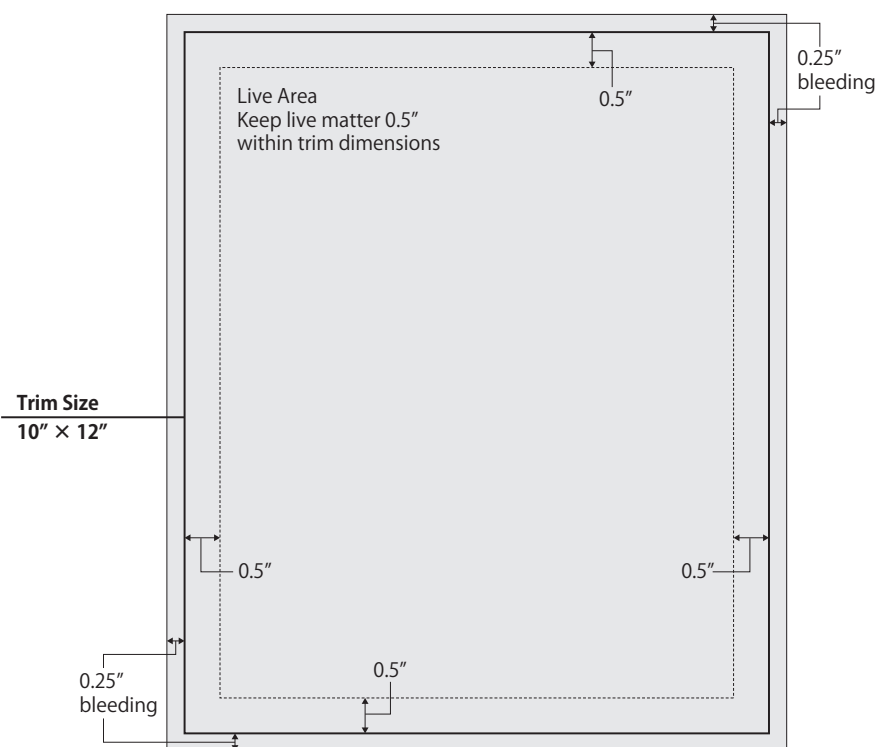
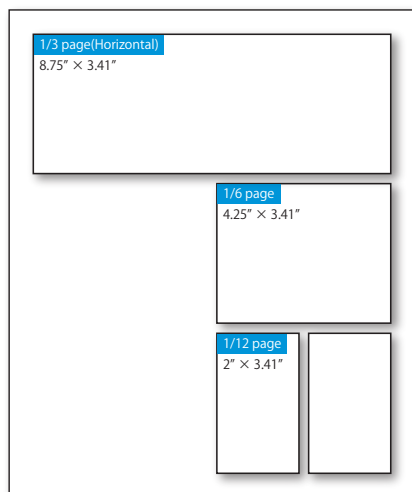
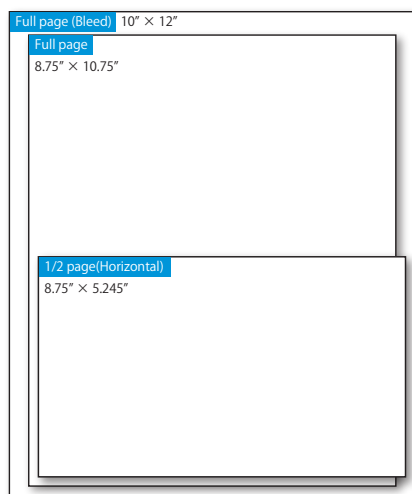


ADVERTISING RATES (per month)

Size	Spot contract	6 mo. contract	12 mo. contract
Full page	\$3,200	\$2,200	\$1,600
1/2 page	\$2,000	\$1,500	\$1,000
1/3 page	\$1,600	\$1,000	\$800
1/6 page	\$1,000	\$700	\$500
1/12 page	\$700	\$500	\$350
Inside Front Cover	\$4,000	\$3,000	\$2,000
Inside Back Cover	\$4,000	\$3,000	\$2,000
Back Cover	\$4,800	\$3,600	\$2,400
Spread / 2 pages	\$6,000	\$4,500	\$3,000

✂ **Additional 20% for designated page placement.**

AD SIZE



ADOBE ILLUSTRATOR or INDESIGN~CS6

- Page set up must be set for the actual ad space size
- GRAPHICS: Must be in CMYK. RGB not accepted.
- FONTS: All fonts must be **OUTLINED**
- RESOLUTION: **200 dpi**.
Please set "Color Model" to "CMYK" and "Resolution" to "200 ppi" in the "Document Raster Effects Settings"
- Please embed all images in the Illustrator or InDesign file
- Please set for Knock out and Overprint
- Please save in illustrator Native (.ai) for Illustrator, (.indd) for InDesign