



Hawaii Retail Grocer 2021 Planning Calendar

*SUBJECT TO CHANGE

SPRING

New products review – What's new for 2021

FEATURE COVERAGE:
Hawaii Farm Report
Local CBD and Hemp Ramping Up

SPACE DEADLINE: **FEBRUARY 8**
MATERIALS DEADLINE: **FEBRUARY 12**

2021 HFIA MEMBERSHIP DIRECTORY

An industry resource used throughout the year.

FEATURE COVERAGE:
Board of Directors
Committees
Directory of Members
2021 Events Calendar

SPACE DEADLINE: **FEBRUARY 22**
MATERIALS DEADLINE: **MARCH 1**

SUMMER / CONVENTION

Who is HFIA's New Chair

FEATURE COVERAGE:
Convention
HFIA New Board Chair
HFIA's Legislator of the Year Award
Chairman's Award

SPACE DEADLINE: **MAY 5**
MATERIALS DEADLINE: **MAY 12**

FALL

Preplanning Holiday Foods

FEATURE COVERAGE:
Made in Hawaii Festival

SPACE DEADLINE: **AUGUST 9**
MATERIALS DUE: **AUGUST 16**

WINTER / HOLIDAY

HFIA – Giving back to our community

FEATURE COVERAGE:
Holiday
How HFIA Members are Giving Back

SPACE CLOSE: **NOVEMBER 8**
MATERIALS DUE: **NOVEMBER 12**

Magazines are #1 in advertising engagement.*

Magazines are trusted, influential and inspiring.*

Magazine ads improves advertising ROI.*

Magazine ads motivate reader action.*

*MPA Research. Visit magazine.org.

CONTACT US

HAWAII RETAIL GROCER:

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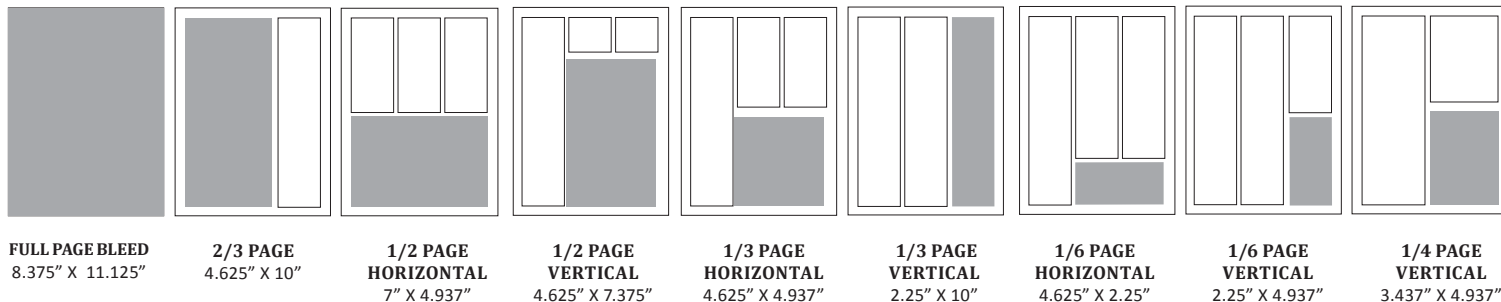
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FULL PAGE BLEED
8.375" X 11.125"

2/3 PAGE
4.625" X 10"

1/2 PAGE HORIZONTAL
7" X 4.937"

1/2 PAGE VERTICAL
4.625" X 7.375"

1/3 PAGE HORIZONTAL
4.625" X 4.937"

1/3 PAGE VERTICAL
2.25" X 10"

1/6 PAGE HORIZONTAL
4.625" X 2.25"

1/6 PAGE VERTICAL
2.25" X 4.937"

1/4 PAGE VERTICAL
3.437" X 4.937"

ABOUT HAWAII RETAIL GROCER

Published four times a year, the *Hawaii Retail Grocer* magazine is the official publication of the Hawaii Food Industry Association (HFIA). It is distributed to more than 2,000 industry leaders, including:

- Retail buyers, store executives and managers, liquor store owners and independent retailer grocery stores
- Suppliers of food & beverage products, including brokers, wholesalers, producers and farmers
- Suppliers of media, transportation, equipment sales and service
- HFIA members and Retail Liquor Dealers Association members.

Features include food and beverage promotions, employee relations, legislative issues, new products and services, industry trends, finance, industry leader profiles and more. As a joint venture with the HFIA, *Hawaii Retail Grocer* magazine features reports from the HFIA chairperson, executive director, government relations lobbyists, as well as guest writers in each issue.

The June issue is the HFIA Convention Annual.

AD SIZES

Full Page Bleed:	8.375" x 11.125"	Trim Size:	8.125" x 10.875"
2/3 Page:	4.625" x 10"	Full Page (Image Area):	7" x 10"
1/2 Page Horizontal:	7" x 4.937"	Single Column Width:	2.25" (3 col. format)
1/2 Page Vertical:	4.625" x 7.375"	Column Gutters:	.1875"
1/3 Page Horizontal:	4.625" x 4.937"		
1/3 Page Vertical:	2.25" x 10"		
1/6 Page Horizontal:	4.625" x 2.25"		
1/6 Page Vertical:	2.25" x 4.937"		
1/4 Page:	3.437" x 4.937"		

Black and white advertising subject to discounts.

ADVERTISING RATES

Rates are based on total frequency of space units used within a one-year contract period.

AD SIZES:	1x	2x	4x
Full page:	\$1,928	\$1,734	\$1,495
2/3 page:	\$1,694	\$1,525	\$1,311
1/2 page:	\$1,459	\$1,316	\$1,189
1/3 page:	\$1,275	\$1,148	\$990
1/4 page:	\$1,041	\$939	\$811
1/6 page:	\$954	\$883	\$791

PREMIUM POSITIONS:	1x	2x	4x
Back Cover:	\$2,652	\$2,382	\$2,055
Inside Front Cover:	\$2,382	\$2,148	\$1,847
Inside Back Cover:	\$2,112	\$1,898	\$1,632

PRODUCTION:

Web Offset

Hawaii Retail Grocer accepts press-quality PDF files in CMYK format, with minimum resolution of 300 pixels per inch. A printed proof of the art must be furnished. No additional charge for bleeds but text must not appear outside of image area. *Hawaii Retail Grocer* will produce advertising prototypes upon request.

Files must be Macintosh compatible. **WE DO NOT ACCEPT negatives, Microsoft Publisher or PowerPoint files.**

For more information on specifications or how to upload to our FTP site, please e-mail ursula@trademediahui.com.

CHANGES & CANCELLATIONS:

Hawaii Retail Grocer will not be responsible for changes made to advertising after deadline. Cancellations are not accepted without charges after closing dates. Prior to deadline, cancellations must be in writing. **PUBLISHER'S POLICIES:** The Publisher reserves the right to reject advertising. **RATE PROTECTION:** Rates are guaranteed for the duration of a contract period. Advertising may be short-rated (based on volume or frequency x applicable rates) when rate agreements are not honored. **TERMS:** Rates are not subject to commissions or cash discounts. Payments are due within 30 days of invoice. Accounts more than 30 days past due agree to pay interest on balances of 1-1/2 percent per month, or 18 percent per annum. Rates are net cash with order unless credit is pre-approved by Publisher. **CONDITIONS:** Published by Trade Media Hui, *Hawaii Retail Grocer* will not accept responsibility for unsolicited materials, nor submitted materials that are lost or stolen. *Hawaii Retail Grocer* will not be bound by clauses or statements appearing on client or agency insertion orders that conflict with terms or conditions of *Hawaii Retail Grocer* contracts or rate cards. Advertisers and agents assume liability for submitted materials and indemnify *Hawaii Retail Grocer* from losses or expenses and claims arising from such ads, including legal action for libel, plagiarism, copyright infringement or invasion of privacy. *Hawaii Retail Grocer* must be notified of billing and advertising errors within 15 days of invoice date.