

# HAWAII RETAIL GROCER

THE MAGAZINE OF THE HAWAII FOOD INDUSTRY ASSOCIATION

Market your Message to one of Hawaii's Most  
Important and Impactful Industries.



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# HAWAII RETAIL GROCER

THE MAGAZINE OF THE HAWAII FOOD INDUSTRY ASSOCIATION

Published four times a year, the **Hawaii Retail Grocer** magazine is the official publication of the Hawaii Food Industry Association (HFIA). It is mailed 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
- 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.



## 2022 ISSUES:

### SPRING

- Fresh Flavors! Local Agriculture, Fruits & Vegetables
- New Industry Trends

### SUMMER

- Local Favorites:  
Local Businesses, Local Foods

### FALL

- Future of Food
- Industry Innovations, New Ideas

### WINTER/CONVENTION

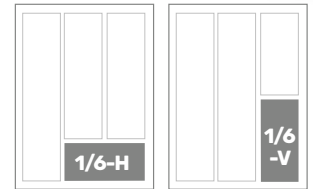
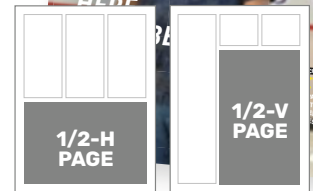
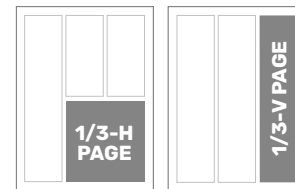
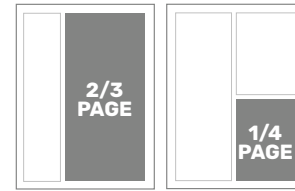
- HFIA Annual Convention
- Celebration Season!
- Spirits & Mixers, Holiday Foods

# 2022 ADVERTISING RATES

PRICING BASED PER ISSUE†

Hawaii Tax of 4.712% not included

PREMIUM POSITIONS*			
	1x	2x	4x
<b>Back</b>	\$2,915	\$2,450	\$2,055
<b>Cover IFC</b> (Inside Front)	\$2,620	\$2,210	\$1,850
<b>Cover IBC</b> (Inside Back)	\$2,320	\$1,955	\$1,630



## PRODUCTION SPECS

Hawaii Retail Grocer magazine utilizes the latest in digital publishing technology.

**The preferred file type is a 300-dpi PDF\_x-1a, with all fonts and images embedded. Always include document bleed (.125") on full page files.**

**Files must be Macintosh compatible. We do not accept negatives, Microsoft Publisher or PowerPoint files.**

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

## AD SPECS

AD SIZE	WIDTH	HEIGHT	BLEED
<b>Truck</b>	16.25"	10.875"	16.5"x11.125"
<b>Full Page</b>	8.125"	10.875"	8.375"x11.125"
<b>2/3 Page</b>	4.625"	10"	
<b>1/2 (H) Page</b>	7"	4.937"	
<b>1/2 (V) Page</b>	4.625"	7.375"	
<b>1/3 (H) Page</b>	4.625"	4.937"	
<b>1/3 (V) Page</b>	2.25"	10"	
<b>1/4 Page</b>	3.437"	4.937"	
<b>1/6 (H) Page</b>	4.625"	2.25"	
<b>1/6 (V) Page</b>	2.25"	4.937"	

**Need a professional designer to create your ad? Hire our award-winning design team-just \$65/hour.**

## FULL COLOR ADVERTISING

	1x	2x	4x
<b>Full Page</b>	\$2,120	\$1,785	\$1,495
<b>2/3 Page</b>	\$1,860	\$1,570	\$1,315
<b>1/2 Page</b>	\$1,605	\$1,355	\$1,190
<b>1/3 Page</b>	\$1,400	\$1,180	\$990
<b>1/4 Page</b>	\$1,145	\$965	\$815
<b>1/6 Page</b>	\$1,050	\$910	\$795

† Pricing based on client provided ads. Ad design available. Production charges not included.

## SPECIAL INSERTS

**Ask about our rates for special inserts!**







## Setting You on Course for Success in 2022

Recognition in Hawaii's food and beverage industry has never been more important to rebuild your business.

As the industry's most relied on resource directory, the *HFIA Membership Directory* provides your business the opportunity to be where it matters.

HFIA is offering limited advertising in selected premium positions in the *2022 HFIA Membership Directory* for businesses to receive year-long branding.

### ADVERTISING RATES

	1x	2x*	4x*
<b>Back Cover</b>	\$2,655	\$2,385	\$2,055
<b>Cover IFC</b> (Inside Front)	\$2,385	\$2,150	\$1,850
<b>Cover IBC</b> (Inside Back)	\$2,115	\$1,900	\$1,630
<b>Full-Page Bleed</b>	\$1,930	\$1,735	\$1,495
<b>1/2-Page Horizontal</b>	\$1,460	\$1,320	\$1,190

Hawaii Tax of 4.712% not included

\*Based on frequency run in HRG

**Your branding message will reach leaders and members in all industry divisions. Included in this year's directory will be in-depth details of the following:**

- Board of Directors
- Committees
- Directory of Members
- 2022 Events Calendar



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### MECHANICAL SPECIFICATIONS

SIZE	WIDTH X DEPTH
<b>Trim</b>	8.125 x 10.875
<b>Full Page Bleed</b>	8.375 x 11.125
<b>Full Page</b>	7 x 10
<b>1/2 Page (H)</b>	7 x 4.937

No live matter less than 1/2" from the trim

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