

2024 MEDIA KIT

HAWAI'I FOOD INDUSTRY MAGAZINE

THE MAGAZINE OF THE HAWAI'I
FOOD INDUSTRY ASSOCIATION



HAWAI'I FOOD INDUSTRY MAGAZINE

Published four times a year, the **Hawai'i Food Industry** 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, **Hawai'i Food Industry** magazine features reports from the HFIA chairperson, executive director, government relations lobbyists, as well as guest writers in each issue.



2024 ISSUES:

SPRING

- Interview with Rep. Nishimoto
- AI in food retail
- HFIA Social & Membership Meeting

SUMMER/CONVENTION

- New Chair
- Chairman's award
- Legislator of the Year

FALL

- Only in Hawaii: Made In Hawaii Festival, produce grown semi-exclusively in Hawaii

WINTER/HOLIDAY

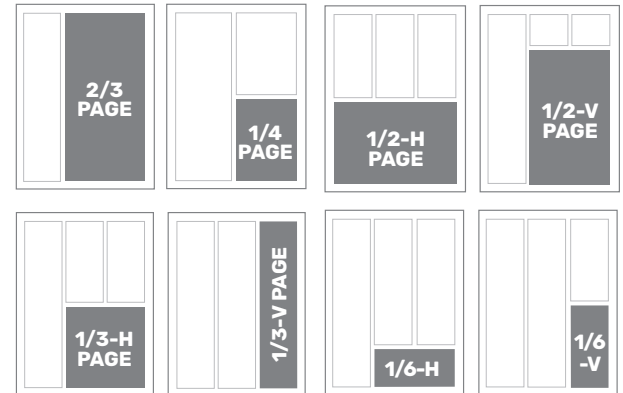
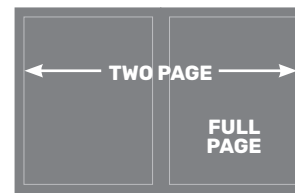
- Celebrating success
- Member stories & news
- The Spirit of Celebration: drink recommendations from HFIA's beverage members

2024 ADVERTISING RATES

PRICING BASED PER ISSUE†

Hawaii Tax of 4.712% not included

PREMIUM POSITIONS			
	1x	2x	4x
Back	\$3,275	\$2,750	\$2,300
Cover IFC (Inside Front)	\$2,850	\$2,450	\$2,050
Cover IBC (Inside Back)	\$2,575	\$2,150	\$1,850



*GUARANTEED PLACEMENT

An additional 25% fee will be added to any request for guaranteed placement within the magazine. This fee does not apply to premium positions.

PRODUCTION SPECS

Hawai'i Food Industry 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 \$150 per hour.

AD SPECIFICATIONS

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

Need a professional designer to create your ad? Hire our award-winning design team at \$150/hour.

FULL COLOR ADVERTISING*

	1x	2x	4x
Full Page	\$2,350	\$1,975	\$1,625
2/3 Page	\$2,050	\$1,750	\$1,425
1/2 Page	\$1,800	\$1,500	\$1,325
1/3 Page	\$1,550	\$1,325	\$1,125
1/4 Page	\$1,275	\$1,100	\$925
1/6 Page	\$1,200	\$1,025	\$900

† 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 2024

Recognition in Hawai'i'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 *2024 HFIA Membership Directory* for businesses to receive year-long branding.

ADVERTISING RATES

	1x	2x*	4x*
Back Cover	\$2,950	\$2,625	\$2,300
Cover IFC (Inside Front)	\$2,625	\$2,400	\$2,050
Cover IBC (Inside Back)	\$2,350	\$2,100	\$1,825
Full Page Bleed	\$2,125	\$1,950	\$1,675
1/2 Page Horizontal	\$1,650	\$1,500	\$1,325

Hawaii Tax of 4.712% not included

*Based on frequency run in HFIM

GUARANTEED PLACEMENT

An additional 25% fee will be added to any request for guaranteed placement within the magazine. This fee does not apply to premium positions.

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
- 2024 Events Calendar



FULL
PAGE

1/2 H
PAGE

Need a professional designer to create your ad? Hire our award-winning design team at \$150/hour.

MECHANICAL SPECIFICATIONS

SIZE

WIDTH X DEPTH

Trim

8.125 x 10.875

Full Page Bleed

8.375 x 11.125

Full Page

7 x 10

1/2 Page (H)

7 x 4.937

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

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JENNIFER DORMAN
jennifer@trademediahui.com
(808) 738-8497

STAN EMOTO
stan@trademediahui.com
(808) 738-4938



DAVID KANYUCK
davidk@trademediahui.com
(808) 738-4939

AMANDA CANADA
amanda@trademediahui.com
(808) 738-4932