WAILEA

Dining • Art • Shopping Magazine

MAY 2020 - APRIL 2021 EDITION

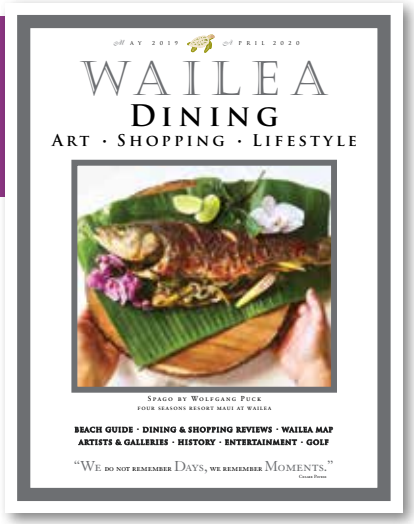
Media Kit

SERVING MAUI FOR 39 YEARS

THE ONLY VISITOR MAGAZINE DEVOTED TO SOUTH MAUI

VISITOR #1 MAGAZINE

WAILEA'S #1 VISITOR MAGAZINE



The ONLY Dining & Shopping Magazine devoted to Your Geographic Area.

IT WORKS!

The **ONLY** Visitor Magazine you need. The **ONLY** Visitor Magazine that saturates your market. THE visitor **magazine of choice** used by Concierge, Activity Desks, Resorts and Condos.

RESIDENTIAL MAILING TO SOUTH MAUI

The **ONLY Visitor Magazine mailed directly to Households & Vacation Rentals** in Wailea, Kihei and Makena. Reaches locals, part-timers, snowbirds and all the families staying in their homes & condos throughout the year. **"The one on the coffee table."**

AWARD-WINNING

Our elegant design and high quality has been honored with National Awards for Printing Excellence.

EXCLUSIVE DISTRIBUTION

Throughout the Islands, our magazines have been chosen by resorts and visitor condos to be distributed in-room, and on concierge and activity desks. No other magazine enjoys **VIP placement** like Wailea Dining • Art • Shopping • Magazine. In addition, many **Visitors read our magazines online before they arrive**.

ONLINE DIGITAL MAGAZINES

Visitors see your ad in our online digital magazine **before they arrive** at our high-ranking website: VisitorInfoHawaii.com. Flipping through our magazines page by page, **Visitors Link Directly to your website** for **Advance Reservations** & more info.

SOCIAL MEDIA

Our **Social Media** generates even more business exposure by connecting customers directly to you, which will help increase your business. Our social media also helps increase your SEO, which makes it easier for customers to find you on the web.

yelp® tripadvisor®

Serving Hawai'i for Over 39 Years!

FOR MORE INFORMATION PLEASE CONTACT MIKEL MESH, *Publisher*

Email: mikelmesh@gmail.com

FEATURES

INFORMATIVE EDITORIALS

Feature editorials focus on Maui lifestyle, history, and guides to unique places and things to enjoy while in Wailea.

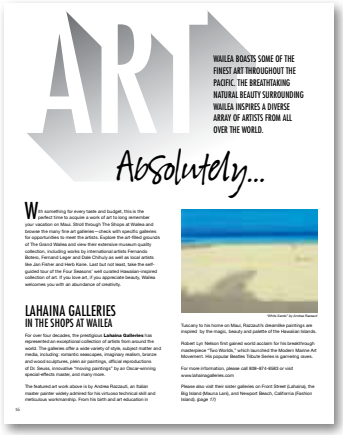
- Target-Market Your Customers
- Increase Your Sales
- The ONLY Visitor Magazine you need

ISLAND-WIDE MAPS

Detailed Island maps lead visitors directly to our advertisers.

DINING & SHOPPING DIRECTORIES

Alphabetical directory listings assist visitors in making their dining and shopping choices with informative reviews and at-a-glance information such as your hours of operation, location, reservation numbers, and website.



ART REVIEWS

Wailea has a unique art scene that attracts affluent visitors from around the world. We focus on spotlighting artists and galleries in our Art Review Section.

RATE SHEET

WAILEA DINING • ART • SHOPPING MAGAZINE

ANNUAL EDITION ***(May 2020 - April 2021)***

AD RATES	Monthly Billing
Full-Page	$800
Premium Page	$1,025
Half-Page	$450
Front Cover Package - (Front Cover Image, Upfront Cover Story/Ad (2 Page Spread), Quarter-page Dining Directory Review Ad)	$2,100
Quarter-Page Shopping or Dining Directory Ad	$250
Inside Front or Inside Back Cover	$1,400
Back Cover	$1,650

All Rates are based on advertiser providing a digital, press ready file. Graphic design available at an additional and preferred rate.

DISTRIBUTION:

ISLAND-WIDE DISTRIBUTION
TOTAL SATURATION OF THE SOUTH MAUI VISITOR MARKET & BEYOND

- Wailea Resorts - Concierge & Guest Services
- Kahului and West Maui Airports
- Kihei and Wailea Hotels & Condominiums
- Activity Desks and Shopping Centers
- **RESIDENTIAL MAILING of magazine to Households & Vacation Rentals in Wailea, Makena & Kihei** (Reaches Locals, Part-timers, Snowbirds, and all those families staying in their condos and homes throughout the year)
- Advertisers display the Magazine
- Destination Mgmt. Companies welcome packets to groups and conventions
- **ONLINE DIGITAL MAGAZINES** reach visitors before they arrive and Links Directly to Your Website for Advance Reservations & more info.

READERSHIP: Reaches over 400,000 Visitors per year

PRINT RUN: 125,000 copies (Does not include thousands who read the magazine Digitally Online before they arrive). 10,000 copies Residential Mailing to Households & Vacation Rentals.

CLOSING DATE: February 28, 2020

ART DEADLINE: **March 2, 2020**

ISSUE DATE: May 2020

TERMS: Billed Monthly, Quarterly or Annually • New Advertisers - 25% Space Confirmation Deposit at Closing

VISITOR #1 MAGAZINE

Serving Hawai'i for Over 39 Years!

FOR MORE INFORMATION PLEASE CONTACT MIKEL MESH, *Publisher*

Email: mikelmesh@gmail.com

ISLAND-WIDE DISTRIBUTION

with Total Saturation of South Maui

PLUS: Residential Mailing to households and vacation rentals throughout South Maui

Reaches Locals, Part-timers, Snowbirds and all those visitors staying in their condos and homes throughout the year

WAILEA • MAKENA

GRAND WAILEA RESORT	**IN ROOM**
• GRAND WAILEA RESORT	CONCIERGE
GRAND WAILEA RESORT	EXEC. TOWERS
FOUR SEASONS	CONCIERGE
FOUR SEASONS	POOL
SPAGO	HOSTESS
HILDGUND	JEWELRY
MAKENA SURF	CONDO
NAPUA ART	GALLERY
CRUISE	RETAIL
• **HO'OLEI VILLAS**	**IN ROOM**
• **WAILEA BEACH VILLAS**	**IN ROOM**
• **FAIRMONT KEA LANI**	**IN ROOM**
WAILEA MARRIOTT	LOBBY & POOL
• WAILEA MARRIOTT	MANDARA SPA
• MALA WAILEA	RESTAURANT
• **ANDAZ MAUI**	**IN ROOM**
GRAND CHAMPIONS	CONDO
• MANOLI'S PIZZA CO.	RESTAURANT
• WAILEA TENNIS CLUB	ACTIVITY
WAILEA GOLF CLUB	PRO SHOP
WATERLILY	BOUTIQUE
• WAILEA ELUA	CONDO
WAILEA EKOLU	CONDO
• PALMS AT WAILEA	CONDO
• **HOTEL WAILEA**	**IN-ROOM**
POLO BEACH CLUB	CONDO
MULLIGANS	RESTAURANT
MATTEO'S OSTERIA	RESTAURANT
CHRISTIE'S	REAL ESTATE
HANSEN GROUP	REAL ESTATE
HARRIS REALTY	REAL ESTATE
MAUI RENTAL GROUP	**IN ROOM**
WAILEA GOLD GOLF	LOBBY
• WAILEA WINE	RETAIL
• **TROPICAL VILLAS**	**IN ROOM**
SARENTO'S	RESTAURANT

WAILEA GATEWAY CENER	
PITA PARADISE	BISTRO
MONKEYPOD KITCHEN	RESTAURANT
SWEET PARADISE	CHOCOLATE
KAI KANANI CHARTERS	ACTIVITY
FABIANI'S PIZZA	RESTAURANT
WAILEA COMMUNITY ASSOC.	SERVICES
WAILEA MEDICAL GROUP	OFFICE
DESTINATION RESORTS	CONDO RENTAL
OLD REPUBLIC	MORTGAGE
COLDWELL BANKER	REAL ESTATE
PANTIES IN PARADISE	BOUTIQUE
THE MARKET	GOURMET DELI

THE SHOPS AT WAILEA	
A. FEINBERG GALLERIES	ART
COS BAR	RETAIL
• LONGHI'S	RESTAURANT
• WAILEA REALTY	REAL ESTATE
CENTURY 21	REAL ESTATE
GREENLEAF DIAMOND	JEWELRY
• TOMMY BAHAMA	CAFE
LOUIS VUITTON	RETAIL
• MAUI WATER WEAR	RETAIL
ENCHANTRESS GALLERY	ART
• MARTIN & MACARTHUR	GIFT
WAILEA GROUP	REAL ESTATE
• HONOLULU COFFEE CO.	CAFE
LAHAINA GALLERIES	ART
THE COFEE BEAN	CAFE
MAKENA BAY PROP	REAL ESTATE
ISLAND SOTHEBY'S	REAL ESTATE
MELE UKULELE	RETAIL
TASINI TIKI GALLERY	ART
GOTTLING HOME STORE	ART

• *THESE LOCATIONS EXCLUSIVELY DISPLAY THE BEST DINING & SHOPPING MAGAZINES*

ISLAND-WIDE DISTRIBUTION

with Total Saturation of South Maui

PLUS: Residential Mailing to households and vacation rentals throughout South Maui

KIHEI • MA‘ALAEA

HALE HUI KAI	CONDO
MAUI OCEANFRONT	HOTEL
MANA KAI HOTEL	ACTIVITY
KIHEI SURFSIDE	CONDO
• MAUI HILL	CONDO
MAUI KAMAOLE	CONDO
HALE KAMAOLE	POOL + LOBBY, CONDO
MAUI PARKSHORE	CONDO
KIHEI AKAHI	CONDO
KAMAOLE SANDS	EXPEDIA
• KIHEI CAFFE	CAFE
KAI NANI PLAZA	**MALL RACK**
KIHEI KAI NANI	CONDO
KAMAOLE SHOPPING CTR	**MALL RACK**
MAUI WATER WEAR	RETAIL
KAMAOLE BEACH CENTER	**MALL RACK**
BOSS FROG’S DIVE & SURF	RENTAL
WORLDMARK TIMESHARE	EXPEDIA
SANSEI	RESTAURANT
ACTIVITY 4 LESS	2 KIHEI VILLAGE
FOODLAND	SUPERMARKET
LAVA JAVA	COFFEE SHOP
KUKUI MALL	**MALL RACK**
SAFEWAY MARKET	SUPERMARKET
• KIHEI MEDICAL CENTER	OFFICE
• EYE GALLERY	OFFICE
GET UP & GO TRAVEL	AGENCY
BLACKIES SHELL	GAS STATION
TIMES MARKET	SUPERMARKET
AZEKA SHOP CENTER I	**MALL RACK**
AZEKA SHOP CENTER II	**2 MALL RACK**
LONGS SHOPPING CENTER	**MALL RACK**
PUNAHOA APT	ACTIVITY
MAUI COAST HOTEL	EXPEDIA
KIHEI BEACH RESORT	CONDO
MAALAEA SURF	CONDO
SUGAR BEACH	CONDO
KIHEI RENT A CAR	SERVICE
MAUI VISTA	EXPEDIA
MAUI OCEAN CENTER	**AQUARIUM**
VILLAGE BY THE SEA	CONDO
SUNSEEKER	RESORT
KOA LAGOON	CONDO
MENEHUNE SHORES	CONDO
NANI KAI HALE	CONDO
WAILANA SANDS	CONDO
MAUI SCHOONER	CONDO
MA’ALAEA HARBOR SHOPS	**2 MALL RACKS**
• MAUI SUNSET	POOLSIDE
PA‘IA INN	HOTEL
SHERRI REEVE	ART GALLERY

KAPALUA • NAPILI

LAHAINA CANNERY	**MALL**
LAHAINA CENTER	WYNDHAM
ULALENA KIOSK	ACTIVITY
DICKENSON SQUARE	MALL
• MAUI MARRIOTT	CONCIERGE
NAPILI POINT	LOBBY
HYATT	EXPEDIA
THE MAUIAN	CONDO
NAPILI BAY	CONDO
KAHANA REEF	IN ROOM
HONOKEANA COVE	CONDO
POLYNESIAN SHORES	CONDO
MAUI KAI	CONDO
KA‘ANAPALI ALI‘I	CONCIERGE
• KA‘ANAPALI BEACH CLUB	CONCIERGE
MAUI JIM	SHOWROOM RETAIL
HARRIS REALTY	FAIRWAY SHOPS

KAHULUI

SUNSHINE HELICOPTER	ACTIVITY
MAUI MEETING BUILDERS	GROUPS
KAHULUI AIRPORT	
QUEEN KAAHUMANU SHOPPING CENTER	

SPECIFICATIONS

WAILEA DINING • ART • SHOPPING MAGAZINE Art Deadline: MARCH 2, 2020

GENERAL AD SPECS

Ads submitted after the materials deadline are accepted at Best Publishing's discretion and may incur late charges.

PRINTING SPECIFICATIONS

- Lines per inch: 175
- Maximum density: 300%
- Printing process: Heat-set/Web offset
- Trim size: 8.375" W x 10.75" H

ACCEPTED FILE TYPE *(In order of preference):*

- **PDF/X-1a** (or high-resolution PDF with fonts embedded).
- Photoshop EPS, TIFF or Illustrator EPS with no extra channels.
- Adobe InDesign.

FONTS

- With Illustrator or Photoshop files, embed all fonts or convert to outlines or paths.
- Type must not have styles (bold, italic etc.) applied in the layout program. The actual (bold or italic) font must be selected.

COLORS

No RGB or Pantone color spaces. Please check your color pallets in Quark, Illustrator, InDesign, etc., to make sure there are no RGB or Pantone defined color spaces.

4-Color (Rich Black) Build as C=80%, M=70%, Y=50%, K=100%

Black text = Should be 100% black.
(NO 4-Color black text).

IMAGES

Photographic:

- Should be saved in TIFF or JPG format, and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB.
- The maximum ink coverage (C+Y+M+K) should be no more than 300%.
- The effective resolution of images should be between 300 and 400 dpi at full-size.

Directory Images/Logos:

- May be saved in TIFF, EPS or JPG format, and must not contain extra channels.
- Resolution of images should be between 300 and 400 dpi at full-size. *(Approx. Final Size 3" x 3")*
- Logos Should be 4-color, vector format or bitmap TIFF files at 1200 dpi.

Linework:

- Should be saved as a bitmap TIFF.
- Effective resolution of 1200-2400 dpi.

PROOFS

- Best Publishing will not guarantee quality without a proof of your digital ad that reflects the latest file version at 100%.
- Proofs must be SWOP-certified with registration marks and a color bar should be included for guidance on press. A list of SWOP-certified systems is available at http://swop.org/ certification/
- Best Publishing is not responsible for proofing advertiser-supplied materials, the reproduction quality of advertiser-supplied materials, or any ads produced at Best Publishing after they have been approved by the advertiser.

AD SUBMISSION

All ad submissions should be uploaded through The Best Publishing Ad Portal:

www.visitorinfohawaii.com/file-submissions

Fill out the ad submission form, select file to upload and click "Submit My Files."

NOTE: Once you have clicked **"Submit My Files"** Do Not leave the page, Do Not refresh the page, or quit your browser until your file has been completely uploaded.

CONTACT INFORMATION

ART DEPARTMENT:
Michael Youngsma, MY Design Group
Ph.: 714-841-5959
Email: best@mydgroup.net

MY Design Group
7372 Prince Drive, Ste. 205
Huntington Beach, CA 92647

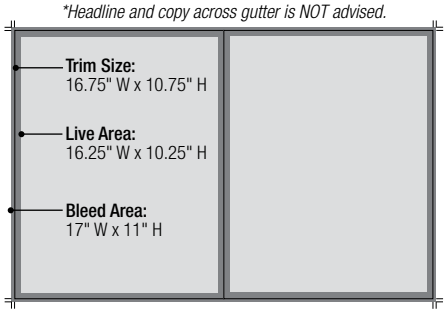
PRODUCTION ASSISTANT:
Amy Corbitt
Ph.: 808-280-3835
Email: bestdining@mac.com

AD SIZES

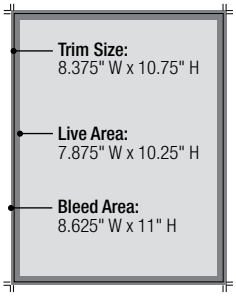
AD	Trim Size	Live Area	Bleed Size
1 Page	8.375" W x 10.75" H	7.875" W x 10.25" H	8.625" W x 11" H
2 Page Spread	16.75" W x 10.75" H	16.25" W x 10.25" H	17" W x 11" H
1/2 Page Horiz.	8.375" W x 5.25" H	7.875" W x 4.75" H	8.625" W x 5.5" H
1/2 Page Horiz. (Island)	7.875" W x 5" H	–	–
1/2 Page Vert.	4.0625" W x 10.75" H	3.5625" W x 10.25" H	4.3125" W x 11" H

Please See Below for Page Layout Diagrams.

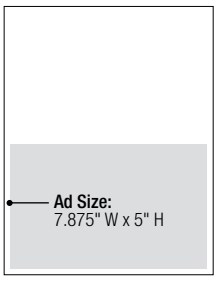
**Headline and copy across gutter is NOT advised.*



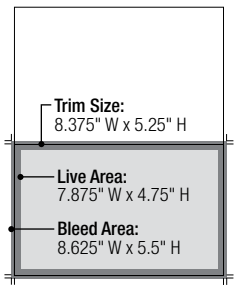
2 Page Spread



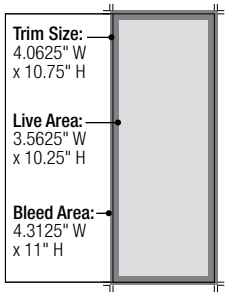
1 Page Ad



1/2 Page Horiz. (Island)



1/2 Page Horiz.



1/2 Page Vert.