

Rates & Sizes

SINGLE INSERTION

Wide x Tall

Full page.....	4.625" x 7.75".....	\$3,500
1/2 Page Horizontal.....	4.625" x 3.625".....	2,000
1/4 Page Vertical.....	2.25" x 3.625".....	1,100

*Print Ad includes a digital edition profile on the Hawaii Military Guide portal website and monthly Instagram posts.

TERMS

10% discount for two time insertion
50% deposit; 50% upon publication

Specifications

Production.....	Apple Macintosh Network
Trim Size.....	5.25" x 8.25"
Bleed Size.....	5.5" x 8.5"
Live area.....	4.625" x 7.75"
Line Screen.....	175 lpi
Color Ads.....	QuarkXPress, Adobe InDesign, Illustrator, Photoshop, or exported in PDF format.

Headquarters

Hawaii Military Guide

Charles H. Harrington - Publisher
350 Ward Avenue, Suite 106-304
Honolulu, Hawaii 96814
Phone: (808) 728-3341

E-mail: Publisher@HawaiiMilitaryGuide.com

For more information visit: HawaiiMilitaryGuide.com



HAWAII MILITARY GUIDE

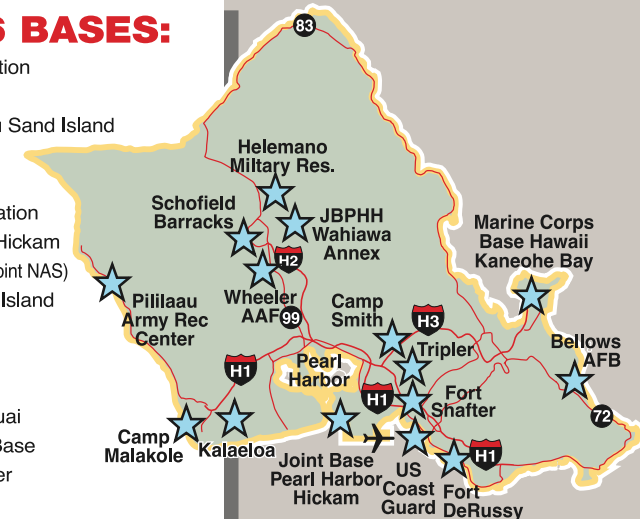


2025 RATE CARD

A complete guide to military privileges and benefits in Hawaii — Exchange Info, Maps, Shopping, Dining, MWR, Orientation, Recreation, Coupons.

PROFILES 16 BASES:

- 1 Aliamanu Military Reservation
- 2 Bellows Air Force Station
- 3 Coast Guard ISC Honolulu Sand Island
- 4 Fort DeRussy
- 5 Fort Shafter Army Post
- 6 Helemano Military Reservation
- 7 Joint Base Pearl Harbor / Hickam
- 8 Kalaeloa (formerly Barbers Point NAS)
- 9 Kilauea Military Camp—Big Island
- 10 MCBH—Camp Smith
- 11 MCBH—Kaneohe Bay
- 12 JBPHH - Wahiawa Annex
- 13 PMRF Barking Sands—Kauai
- 14 Schofield Barracks Army Base
- 15 Tripler Army Medical Center
- 16 Wheeler Army Air Field



The Mission

THIS MILITARY DRIVING GUIDE ORIENTS HAWAII'S MILITARY COMMUNITY TO THE PRIVILEGES AND BENEFITS AVAILABLE.

In an area like Hawaii, which has a vast military population and many bases, there is a need to orient the military community to their home not only at their assigned duty stations, but also at the surrounding areas.

*In Hawaii, the need has been filled by the **Hawaii Military Guide**, which is arranged in a useful, easy-to-understand format. It provides essential information to military newcomers, resident active-duty personnel, reserves, retirees, DOD employees and their families.*

Information in the Guide includes:

- *General Orientation* section with essentials like housing and TLA, transportation, health care, MWR, education, and pets.
- *Detailed maps* of Oahu, Downtown Honolulu, Waikiki, Airport, Aiea/Pearl City, Waipahu, Kailua/Kaneohe, Mililani/Wahiawa, East Oahu and North Shore. Individual *military base maps* are included geographically.
- *Valuable base information* including checking in, property shipping, vehicles, medical, dining, recreation, exchange facilities (includes locations, phone numbers and websites).
- *Profile of off-base dining, recreation, entertainment, and shopping.*
- *Special discount coupons* for retail, services, dining and activities.
- *Website that hyperlinks readers to our advertisers' website & social media platforms.*

Hawaii Military Guide

CHECK OUT OUR

ACCOMPLISHMENTS

- 44-year track record
- Coupon redemption exceeding 20,000 for some accounts.

DISTRIBUTION STRATEGY

- Reaches all the military – new arrivals, spouses, reserve, guard, and retirees – with a guaranteed 40,000 circulation through 94 distribution points at all military areas in Hawaii.

- Online and downloadable.
- Social Media.

EDITORIAL STRATEGY

- Convenient format with easy-to-use maps and listings.
- Comprehensive guide to military privileges and benefits.
- Updated twice a year.

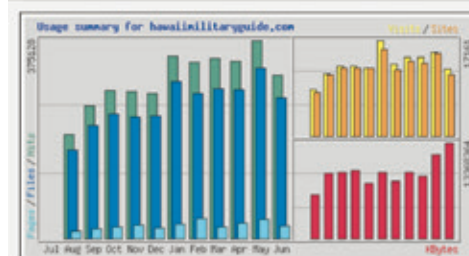
CLIENT SATISFACTION STRATEGY—VALUE

- Our 96% ad-renewal rate signifies advertiser satisfaction.



Usage Statistics for hawaimilitaryguide.com

Summary by Month
Generated 23-Jun-2024 06:16 MDT



Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Hits	Files	Pages	Visits	Hits	
Jan 2024	12755	10577	979	521	39964	13368364	11991	22531	243289	333382
Feb 2024	12390	10426	1150	483	34873	11683923	14999	35669	323217	375128
Mar 2024	11205	9411	959	472	33084	8791009	14166	28774	282338	336162
Apr 2024	10996	9148	698	452	33369	9211324	14041	21657	283601	340879
May 2024	11493	9445	1307	442	31780	8023006	12837	37903	279628	333312
Jun 2024	11111	9545	839	553	35489	9207483	17161	28033	289966	344471
Jul 2023	8870	7476	627	390	12138	773232	12138	19442	231761	274990
Aug 2023	9255	7689	848	416	12127	9438070	12490	25430	230679	273664
Sep 2023	9051	7589	686	406	12305	9184725	12607	21294	235272	280602
Oct 2023	8369	7085	607	368	10923	9071265	11053	18216	232553	259377
Nov 2023	8907	7562	621	377	7769	6042420	8304	13671	166374	193964
Totals					181666821	148767	270648	2778928	3343634	

Over 3.3 Million Hits per Year

Military Advertising Comparison Checklist



HAWAII MILITARY GUIDE

OTHER MEDIA



Reaches entire military market:
new arrivals, resident active duty, spouses, reserve, guard, & retirees.

Guaranteed Circulation:
40,000 per edition through racks at 47 orientation points (including newcomer briefings) and 47 retail outlets (including commissaries).

Online (HawaiiMilitaryGuide.com):
Digital Edition & Portal.

Meticulously Updated Content.

3,500 Followers on Social Media.

MILITARY CONTRACTS:

- Army & Air Force Exchange
- Navy Exchange
- Marine MCCS MWR
- JBPHH MWR

44 years of producing results for advertisers from a **Hawaii based** publishing company.

User Friendly Format:
convenient portable digest size



The Market

Total active duty military presence in the area is approximately 50,000. By adding 23,060 adult family members, 13,268 retired military, 9,108 reserves and 5,334 Army & Air National Guard, the number of adults directly associated with our armed forces is over 100,000. Source: Hawaii Data Book 2020

DEFENSE SPENDING IS THE SECOND LARGEST SOURCE OF INCOME FOR HAWAII.

MILITARY INSTALLATIONS IN HAWAII



ARMY

Military Personnel

Schofield.....	12,689
Fort Shafter	4,263
Wheeler	2,541
Tripler.....	1,566
Helemano	421
Aliamanu.....	65
Fort DeRussy.....	58



NAVY

Pearl Harbor.....	11,281
NCTAMS PAC JBPH Wahiawa Annex	400
PMRF Barking Sands.....	253
Lualualei	104



AIR FORCE

Hickam	7,011
Bellows	28



MARINES

Kaneohe.....	6,575
Camp Smith.....	1,250



COAST GUARD

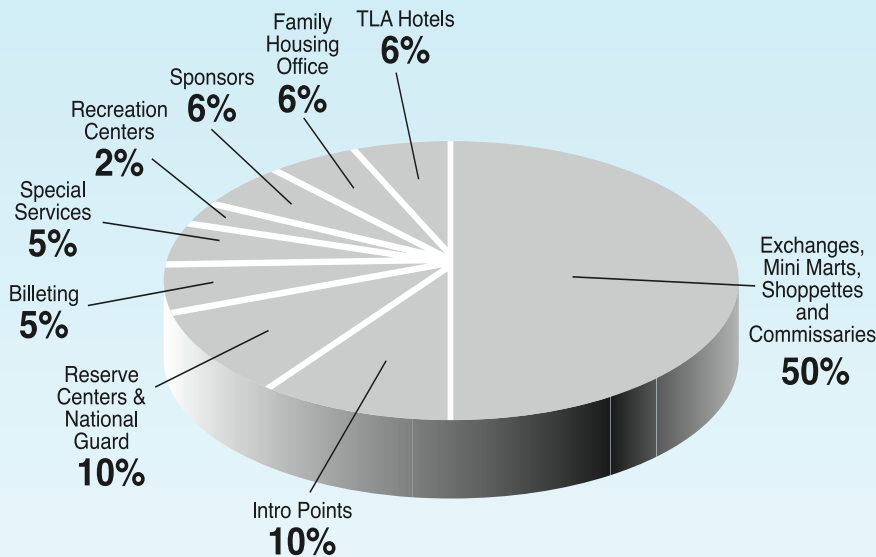
Sand Island	1,267
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Total Military Personnel **49,772**

Annual Distribution **80,000**

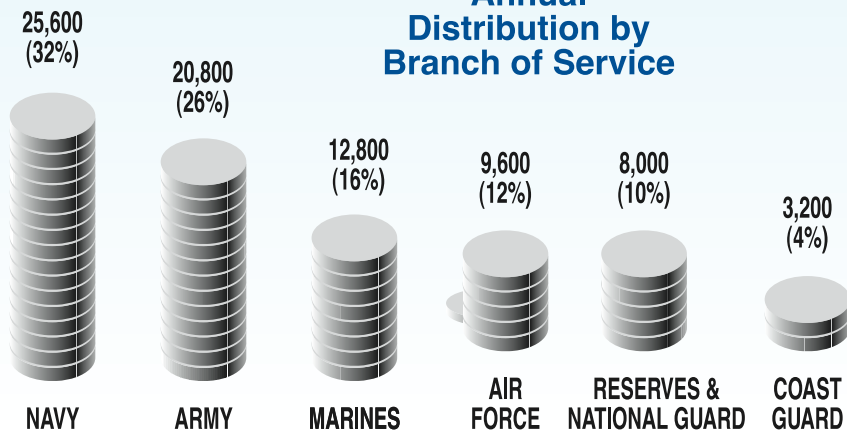
80,000 CIRCULATION IS GUARANTEED

DISTRIBUTION ANALYSIS



SERVICE MEMBERS: 49,772

Annual Distribution by Branch of Service



94 DISTRIBUTION LOCATIONS

Intro-Points

- New Arrival Briefing
- Billeting & Temporary Lodging
- Housing Offices & TLA Hotels
- Family Services
- Newcomer Orientation
- Pass and ID Offices
- Single Soldier Quarters
- Most Tickets & Tours
- Fitness & Medical Facilities
- Credit Unions
- Child Development Centers

Retail Outlets

- Main Exchanges
- Mini Marts & Shoppettes
- Commissaries
- Food Court

Also...

- Army & Air National Guard
- Reserve Centers