

the oahu concierge

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What is The Oahu Concierge?

The Oahu Concierge is a monthly newsletter that goes by name and title to members of the hospitality industry that interact with Hawaii's visitor. It is the ONLY vehicle that directly reaches this valuable audience every single month.

Since its inception in 1998, The Oahu Concierge has become one of the most trusted and valued resources for Oahu's hospitality industry. We have worked hard with members of the hospitality industry to gain and maintain their trust with informative, timely articles. Our job is to provide the information that helps them do their job to the best of their ability. We're proud to say we continue to do just that.

The hospitality industry is one of the most important audiences for a local attraction. Front-of-the-house employees direct dozens of people each hour virtually everywhere. They need to be prepared to answer questions from which restaurant to book, to the best place to snorkel, where to shop or find souvenirs to booking tee times and more. The more informed and confident a hospitality industry employee is about you and your business, the more likely they will be to recommend your company to their guest.

Our circulation numbered around 2,850+ pre-COVID. We relaunched with around 1,400 but our circulation has been steadily rising between 50 – 150 each month as more and more hotels bring back furloughed employees, and we are up to around 2,000 now and growing each month. It's sent to all front of the house employees that interacts with visitors. Titles include Concierge, Guest Service Agents, Japanese GSA's, Front Desk, Bell Desk, Dining Reservations, PBX and Activity Agents. In short, anyone who will be on the receiving end of the questions: *Where should I...?*

Our mission is to educate and inform the hospitality industry. Each month we compile as much information as we can about what is happening when and where around O'ahu as well as regular sections about the arts, dining industry, live music venues, special events and a monthly detailed calendar.

Concierge Comments *See what our readers have to say about us!*

"Knowledge is Power! Your magazine has a wealth of information that would be an asset for me to assist my guests and help them have a memorable stay here on Oahu." *"I always read cover-to-cover to inform myself about the latest entertainment."* ~ *Hilton Hawaiian Village*

"Thank you for your continually interesting and informative articles in The Oahu Concierge – there is nothing out there that matches it!" *"Thank you – and I wanted to add that your publication is one of the best – if the not THE best – in the islands. Please continue the great work!"* ~ *Allied T-Pro*

"I find this monthly periodical the most reliable, informative tool that a concierge can have on hand." *"I want to reinforce the fact that we really love The Oahu Concierge. It's a complete informative tool that helps in our daily work."* ~ *Hyatt Regency Waikiki*

"Your publication is, in my opinion, one of the most important periodicals for a concierge to read and use." *"I read this front to back multiple times a month - it's so useful"* ~ *The Kahala Hotel*

"I look forward to receiving The Oahu Concierge so I can continue to be a successful guest service professional" *"Thank you so much for always remembering us with informative articles and putting together special events that equip us to better show the aloha spirit to our visitors."* *"We love your magazine and find it very informative."* ~ *Waikiki Beach Marriott*

"The Oahu Concierge has been an essential tool for our front-line employees who come in contact with our guests on a daily basis." ~ *Waikiki Gateway Hotel*

"Thank you! You have not only updated us on current restaurants and activities for years but given us camaraderie with my fellow employee through your events." ~ *Hale Koa Hotel*

"A very useful source for what's going on around town." *"I read the whole thing back to front at least three to four times!"* ~ *Sheraton Princess Kaiulani*

"Our sincerest and heartfelt gratitude for the tremendous effort that you provided the past several months. You were a lifesaver and a pipeline for us in what was happening in Waikiki and Oahu as far as eating places and events. You truly are the 'Go To Concierge' in Waikiki." ~ *Aston Waikiki Beach Tower*





2024 RATE CARD Printed monthly with direct mailed distribution on Oahu to the hospitality industry

4/C	1/9 pg	1/6 pg	1/3 pg	1/2 pg	2/3 pg	1 pg	Banner	Cover	Spread
1x	\$385	\$515	\$785	\$1245	\$1445	\$1970	\$720	\$2315	\$3115
6x	\$300	\$455	\$730	\$1165	\$1315	\$1865	\$615	\$2185	\$2985
12x	\$265	\$385	\$635	\$1050	\$1195	\$1800	\$525	\$2075	\$2765

Premium Positions

Listed rates are gross. A 15% agency discount will be applied when appropriate. Rates effective as of December 18, 2023

Mechanical Specifications

	WIDTH		HEIGHT
1/9 pg	2.425	x	3.395
1/6 pg vert	2.425	x	5.10
1/6 pg horiz	5.25	x	2.50
1/3 pg vert	2.425	x	10.375
1/3 pg horiz	5.0	x	5.10
1/2 pg vert	5.0	x	7.65
1/2 pg horiz	7.65	x	5.10
2/3 pg vert	5.25	x	10.50
2/3 pg horiz	5.0	x	10.375
Full pg	7.6	x	10.375
Full pg bleed	8.375	x	11.125
FP Banner	8.125	x	0.80
Back Cover	7.65	x	7.00
Spread	15.75	x	10.375

Deadlines (subject to change - please see monthly reminder)

ISSUE	SPACE DEADLINE	MATERIALS DUE
January	Dec. 11, 2023	Dec. 15, 2023
February	Jan. 12, 2024	Jan. 17, 2024
March	Feb. 12, 2024	Feb. 16, 2024
April	Mar. 12, 2024	Mar. 18, 2024
May	April 12, 2024	April 17, 2024
June	May 10, 2024	May 16, 2024
July	June 10, 2024	June 17, 2024
August	July 12, 2024	July 17, 2024
September	August 12, 2024	August 16, 2024
October	Sept. 11, 2024	Sept. 16, 2024
November	Oct. 11, 2024	Oct. 17, 2024
December	Nov. 8, 2024	Nov. 15, 2024
January 2024	Dec. 9, 2024	Dec. 16, 2024

The Oahu Concierge is a monthly publication on a tight production schedule. **NO EXTENSIONS** will be allowed on material due dates. These dates are estimations. Please check monthly email reminder for exact dates, as they may be slightly different each month than noted.

Inserts / Events

- Rates begin at \$450 on up based on weight & size.
- Inserts MUST be supplied no later than the 20th.
- Event fees are \$500.

Publication Specifications

- Trim size:** 8.125 x 10.875
- Line Screen:** Stochastic screening
- Resolution** 300 dpi
- Ink:** 4-color process, Rich black graphics: 50C/40M/30Y/100K, NO 4-color black, Rich Black text:oc/om/oy/100k only
- Binding:** 2 or 3 saddle stitch

Digital Production only. We do not accept coupons. Any ads indicating a cut-out will be rejected.

Transfer Media Accepted

Digital Mac files (Mac). Fonts & images required for all Quark, Photoshop, InDesign and Illustrator files. We accept JPGs, TIFFs, PSD, EPS and press optimized PDF files. We do NOT accept Publisher or Word files.

Editorial Submissions

All items for editorial consideration must be submitted no later than the 10th of the month prior to publication. Please e-mail submissions to publisher@oahuconciierge.com

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