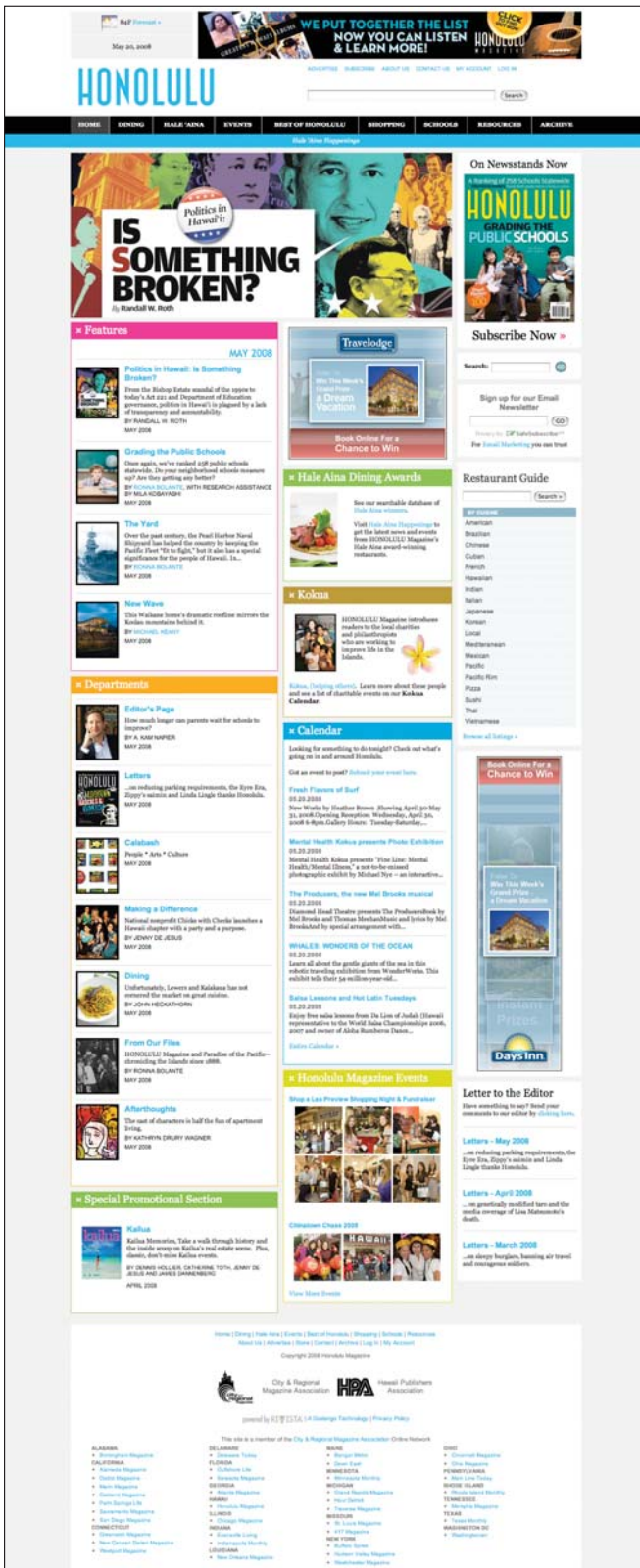




HONOLULU

M A G A Z I N E . C O M

ONLINE MEDIA KIT



File Size & Limits

File sizes (pixels)	File Size Limits (jpg / gif / flash)
Leaderboard (728x90)	30K Max
Wide Skyscraper (160x600)	30K Max
Island Unit (300x250)	20K Max
Banner ad (468x60)	15K Max

Images must be in jpg or gif format

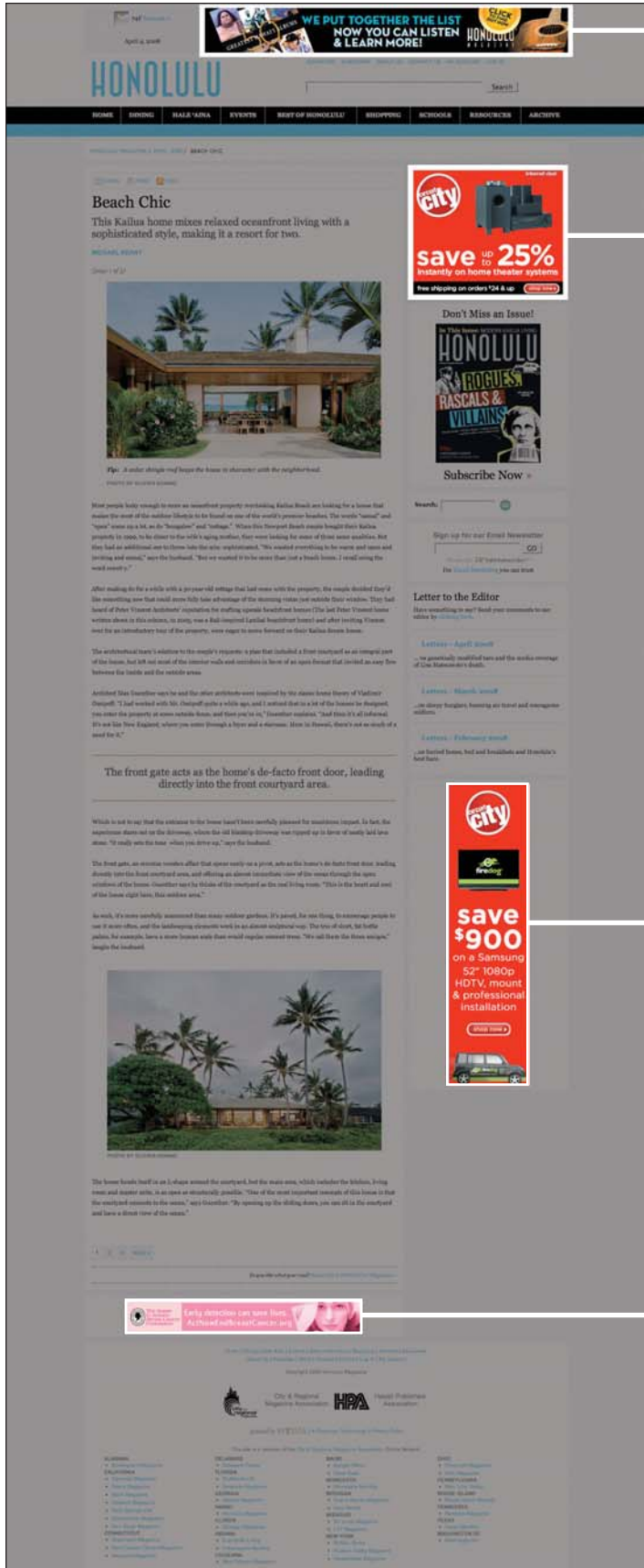
Flash Files:

- Must be a Macromedia Flash 7 Compatible SWF file
- Maximum 15 seconds animation
- Maximum 18 frames per second or lower, ideally 12 fps.

The SWF file must be prepared to receive click-through parameters:

1. Associate the on(release) event with the clickable flash object.
2. Place the 'getURL(clickTAG);' actionscript as instructions. Please note: the actionscript is case-sensitive.
3. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

A backup gif or jpg must be provided for non-flash users

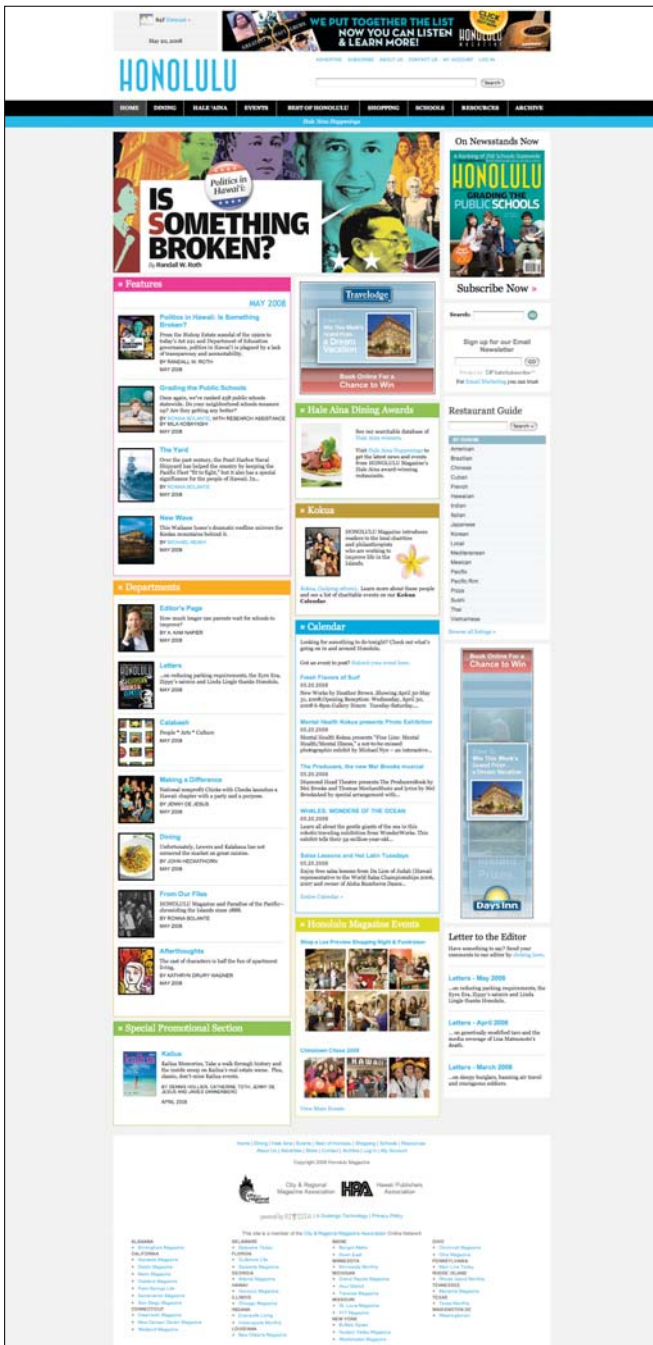


Leaderboard
720 x 90 pixels

Island Unit
300 x 250 pixels

Skyscraper
160 x 600 pixels

Banner Ad
468 x 60 pixels



Web Reader Profile

Age

Male	38.9
Female	61.1

Occupation

Professional/Technical	9.0%
Proprietors/Managers	28.1%
Business Owners/Partner/Corporate Officer	7.7%

Income

\$50,000-\$74,999	18.5%
\$75,000-\$99,999	8.4%
\$100,000-\$149,999	7.3%
\$150,000+	17.2%

Education

College Degree and/or Advanced Degree	23.1% / 16.9%
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Home Ownership

81%

Investors

Have CD's/IRA/401K	88.3%
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Monthly Average

PAGE VIEWS	80,516
AVERAGE VIEWS PER DAY	2,600
UNIQUE VISITORS	18,000

Most are at-work users
Average age ranges 35-55
About half of visitors are subscribers

Based on our top 50 visited pages:

- 27% visit Dining content
- 8% visit Events content
- 4% visit Education content
- 4% visit Shopping content

**Web statistics reported via Insight XE by 24-7 Real Media