



*Opulence meets refinement within the pages of Kahala Life.*

This signature publication embraces the new casual, affluent lifestyle of Hawaii, focusing on understated luxury and relaxed living. *Kahala Life* highlights the “Kahala experience,” from epicurean encounters to culture and arts.

*Kahala Life* reflects the many facets of the Kahala lifestyle.

**PRINTED TWICE ANNUALLY  
IN ENGLISH AND JAPANESE**

**DESIGNATED MEDIA FOR ALA MOANA CENTER  
& ROYAL HAWAIIAN CENTER**

**PUBLICATION / CLOSING DATES**

SPRING/SUMMER ISSUE - MARCH, 2024

SPACE: February 5, 2024

CAMERA-READY: February 12, 2024

FALL/WINTER ISSUE - SEPTEMBER, 2024

SPACE: AUGUST 1, 2024

CAMERA-READY: AUGUST 8, 2024

**DISTRIBUTION:  
5,000 COPIES PER ISSUE**

- A copy of Kahala Life is placed in every room and suite at the Kahala Resort and Hotel
- Distribution to members of the Resorttrust Group in Japan with memberships starting at \$85,000 a year. Resorttrust has over 5,000 active members.
- 1,500 copies are direct mailed to residents in the affluent Kahala neighborhood.



## SEMI-ANNUAL AD RATES

<b>Full Page</b>	\$5,852
<b>2-Page Spread</b>	\$10,822

## PREMIUM POSITIONS

Minimum 2x insertion for all premium positions

### COVERS

<b>4th (back)</b>	\$7,352
<b>3rd (inside back)</b>	\$7,033
<b>2nd (inside front) &amp; Page 1</b>	\$14,068
<b>First Right Hand Page</b> (opposite edit)	\$6,278
<b>Pages 2 &amp; 3</b>	\$12,986
<b>Pages 4 &amp; 5</b>	\$12,444

Prices listed are per issue. All rates are net plus tax

Positions other than premium positions listed above are not guaranteed. A premium rate is required for guaranteed positions. Ask your Account Executive for quotes. All rates are net and do not include the 4.712% Hawai'i State tax.

DESIGNATED MEDIA FOR  
ROYAL HAWAIIAN CENTER

## ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

## CIRCULATION

5,000 copies distributed in-room at  
The Kahala Resort and Hotel.

## FILE DELIVERY

Go to <http://ftp7.staradvertiser.com>  
Login ID: **Sales** Password: **leg42branch**  
Click "upload" and drag file into dialog box.  
Notify your Account Executive via email.

## PRODUCTION SPECS

**TRIM SIZE:** 9" X 10.875"

**SAFETY:** All live matter must be at least 0.25" from trim on all sides.

**BINDING:** Perfect bound, 10.875" side  
*Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.*

**Trim Size:** 9"w x 10.875"h

**Full Page with bleed:** 9.25"w x 11.125"h  
Build to trim size (9"w x 10.875"h)  
and extend the bleed .125" beyond trim on all sides.

**Full Page no bleed:** 7.876"w x 9.625"h

**2-Page Spread trim size:** 18"w x 10.875"h

**2-Page Spread with bleed:** 18.25"w x 11.125"h  
Build to trim size (18"w x 10.875"h)  
and extend the bleed .125" beyond trim on all sides.

## DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files  
The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

*Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.*  
**ONLY CAMERA-READY ADS ARE ACCEPTED.**

**To advertise: Jennifer Sojot**  
jsojot@staradvertiser.com | 808-291-0132