



GENERATIONS MAGAZINE is the only resource magazine devoted to Hawai'i's mature market. Baby boomers are the most powerful, vibrant and underserved consumers in the marketplace. A large number of them started to retire in 2010 when *Generations Magazine* was revived. They're setting an unprecedented demand for information, products and services such as yours.

Advertise your business in a meaningful format — *Generations Magazine*. It is the only magazine serving Hawai'i's 50-plus community. Each issue is packed with valuable articles and resources to *live life* to its fullest. Our targeted editorial content attracts qualified consumers who retain back issues, and share them with family and friends.

Baby boomers and their families are educated readers looking for credible information. The valued content, matched with the commitment to the mature community of *Generations Magazine*, benefit both consumers and advertisers. Published bimonthly, more than 35,000 copies are distributed free at O'ahu's drugstores, supermarkets, restaurants, libraries, book stores, medical facilities, senior clubs and hui, retirement and activity centers, and living assisted facilities. Recently, we've added select Neighbor Island distribution points on Maui, Moloka'i, Lāna'i, Kaua'i and Hawai'i Island. We also mail directly to 1,900 subscribers and with our partners, host educational events for seniors throughout the year.

Readers are also invited to visit us online to read previous issues, download our resource guide compilations, check on events centering on the topic of aging and access many more resources. For a complete list of distribution locations, please visit www.generations808.com.

GENERATIONS MAGAZINE 2018 ADVERTISING RATES & SPECS

Revised July, 2017

Bi-monthly Rates Per Insertion* (Full color or B/W)

Size	1x	3x	6x
Full-Page	\$2550	\$2095	\$1850
1/2 (H)	\$1670	\$1295	\$995
1/3 (V)	\$1170	\$950	\$750
Strip (H)	\$1170	\$950	\$750
1/4 (V)	\$1025	\$850	\$595
Coupon (H)	\$750	\$495	\$295

Covers (Include 4-color, bleed and premium position charges.)

Back Cover	\$3050	\$2795	\$2550
Inside Front Cover	\$2695	\$2495	\$2250
Inside Back Cover	\$2595	\$2250	\$2050

*Plus State of Hawai'i General Excise Tax.

Special Advertising Requests

Special advertising sizes and promotions are available upon requests. Contact the publisher/editor, Percy Ihara for details. A lead time of one issue is required.

2018-2019 SCHEDULE

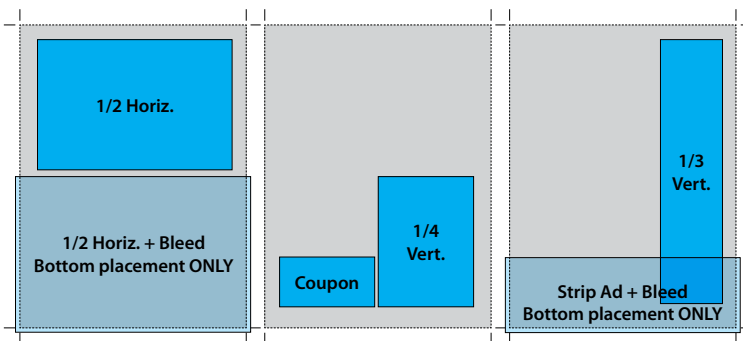
Issue	Closing Date	Ads Due	Distribution
Dec./Jan. 2018	Sept. 22, F	Oct. 16, M	Dec.-Wk. 2
Feb./Mar.	Nov. 24, F	Dec. 27, M	Feb.-Wk. 2
Apr./May	Jan. 26, F	Feb. 19, M	Apr.-Wk. 2
Jun./Jul.	Mar. 23, F	Apr. 16, M	Jun.-Wk. 2
Aug./Sept.	May 18, F	Jun. 11, M	Aug.-Wk. 2
Oct./Nov.	Jul. 20, F	Aug. 13, M	Oct.-Wk. 2
Dec./Jan. 2019	Sept. 21, F	Oct. 15, M	Dec.-Wk. 2

NOTE: To stay on distribution schedule, dates are absolute with no extensions.

Advertisement Sizes

Note: 1/8" bleeds are added to the dimension of the ads that bleed off page.

Description	Width x Depth	Decimal
Trim	8-1/8" x 10-7/8"	8.125" x 10.875"
<i>*Live area is 1/4" in from the trim</i>		
Full-Pg + 1/8" Bleed	8-3/8 x 11-1/8	8.375 x 11.125
Full-Page	7-1/4 x 10	7.25 x 10
1/2 (H) + 1/8" Bleed*	8-3/8 x 5-3/4	8.375 x 5.75
<i>*1/2-pg Ad trim = 8.125 x 5.5</i>		
1/2 (H)	7 x 4-11/16	7 x 4.6875
1/3 (V)	2-1/4 x 9-1/2	2.25 x 9.5
Strip + 1/8" Bleed*	8-3/8 x 2-13/16	8.375 x 2.8125
<i>*Strip Ad trim = 8.125 x 2.5625</i>		
1/4 (V)	3-7/16 x 4-11/16	3.4375 x 4.6875
Coupon (H)	3-7/16 x 1-13/16	3.4375 x 1.8125



ACCEPTABLE FILE FORMATS & PREPARATION OF "PRINT-READY" ART:

- Macintosh compatible files ONLY: PDF, JPG, EPS
- PREFERRED: PDF_x-1a (300 dpi)
- Adobe CS: InDesign, Illustrator, Photoshop
- Proper ad size(s) (*see Advertisement Sizes*)
- NO CROP MARKS
- CONVERT ALL COLORS TO 4-COLOR PROCESS
- *NO SPOT COLORS
- Files MUST be at least 1 mb in file-size at 100% usage
- Please contact our art director with *any* questions

NEW AD SUBMISSIONS & RE-INSERTION REQUESTS:

- Email OR Upload via WeTransfer.com
- **send to Wilson Angel and Sherry Goya*

NOTE: Reinsertion of any ad published in previous issues other than the just published current issue, requires **RESUBMISSION of the file(s).**

PRODUCTION CHARGES = \$65/hr at 1 HOUR MIN.

Production charges may be assessed for corrections or modifications of original art submitted to meet spec requirements or special requests. An estimate will be given prior to proceeding.

PROMOTIONS & ADDED VALUE

Inquire with the publisher for advertising rates on Generations Magazine Radio Show, sponsoring of community workshops and other partnerships.

PUBLISHED BIMONTHLY

Generations Magazine is published bimonthly, released during the second week of the issue's first month.

SHORT RATES

Advertisers will be short-rated if, within six issues, they do not use the number of insertions upon which their billing has been based.

CONTRACT PERIOD

Frequency rates apply over six issues. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period.

PUBLISHER'S COPY PROTECTIVE CLAUSE

All typographic and photographic rights are reserved. The publisher/editor reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Generations Magazine, LLC from any claims or expenses resulting from unauthorized use of any name, photograph, art, design or words protected by copyright, reg. trademark, label, etc. with advertising appearing in Generations Magazine.

PERSONNEL

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