

**G**ENERATIONS MAGAZINE is the only resource publication devoted to Hawai'i's mature readership. In each issue since 2010, GM offers informative articles and resources, and valuable advertisement. Since the first baby boomers reached 65 years old in 2011, there's been a rapid increase in the size of the senior population, which has grown by over a third. No other age group has seen such a fast increase. Baby boomers and their extended families have created an unprecedented demand for information, products and services. Take the opportunity to advertise your business in the only magazine serving this expanding demographic.

## DISTRIBUTION

- More than 35,000 copies are distributed every two months statewide.
- Distribution points include pharmacies, supermarkets, restaurants, libraries, bookstores, medical facilities, senior clubs and hui, retirement and activity centers, and assisted living facilities. A complete list of distribution points is available at **Generations808.com**.
- 5,000 complimentary copies are delivered to professionals in service to seniors, including doctors, physical therapists, dentists, pharmacists, clinics, attorneys, CPAs and more.
- Nearly 1,000 subscribers in Hawai'i and on the continent enjoy GM's six bimonthly issues.
- The magazine is also distributed at educational and senior events.

## ONLINE

-- **Generations808.com** --

- All magazine issues published since 2010.
- Streamed radio programs, as well as recorded radio segments and podcasts featuring GM partners and other experts.
- An archive of Zoom webinars and TV episodes featuring GM partners and other experts.
- Calendar of partner and GM events.
- Facebook: **facebook.com/genmag808**

# GENERATIONS MAGAZINE 2024 ADVERTISING RATES & SPECS

## Bimonthly Rates Per Insertion\* (Full color or B/W)

Size	1x	3x	6x
Full-Page	\$3000	\$2500	\$2200
1/2 (H)	\$1900	\$1500	\$1200
1/4 (V)	\$1250	\$1050	\$750
Coupon (H)	\$900	\$600	\$400

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

Back Cover	\$3400	\$3100	\$2900
Inside Front Cover	\$3200	\$2800	\$2500
Inside Back Cover	\$3100	\$2600	\$2400

\*Plus State of Hawai'i General Excise Tax (4.712%).

## 2024 SCHEDULE

Issue	Closing Date (Fri)	Ads Due (Mon)	Distribution
Jan/Feb 2024	Oct 27 '23	Nov 20 '23	Jan-Wk 2
Mar/Apr	Dec 22 '23	Jan 15 '24	Mar-Wk 2
May/June	Feb 16	Mar 11	May-Wk 2
Jul/Aug	Apr 19	May 13	Jul-Wk 2
Sep/Oct	Jun 21	Jul 15	Sep-Wk 2
Nov/Dec	Aug 23	Sep 16	Nov-Wk 2
Jan/Feb 2025	Oct 18	Nov 11	Jan-Wk 2

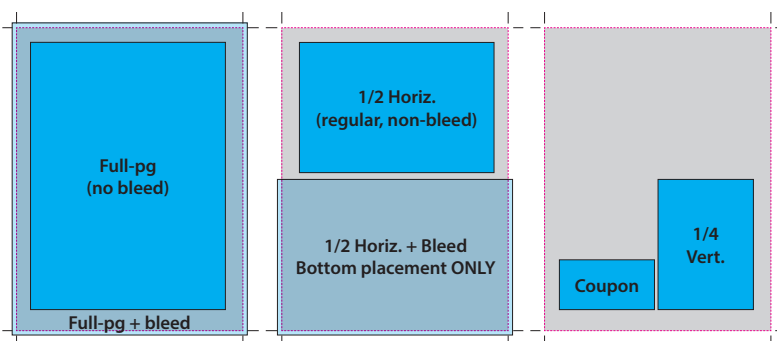
NOTE: To stay on distribution schedule, dates are absolute with no extensions.

**IMPORTANT: Changes to an existing advertising contract (ad size or to add an ad), a request MUST be emailed to [Leigh@generations808.com](mailto:Leigh@generations808.com) PRIOR to the closing date. The request will be assessed based on space availability.**

Revised Sept 2023

## Advertisement Sizes

Description	Width x Height	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 w/Bleed	8-3/8 x 11-1/8	8.375 x 11.125
Full-Page (NO bleed)	7-1/4 x 10	7.25 x 10
1/2 (H) w/Bleed	8-3/8 x 5-3/4	8.375 x 5.75
1/2 (H) (NO bleed)	7 x 4-11/16	7 x 4.6875
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



*\*For FULL- and HALF-page ads:*

PLEASE tell your account representative which of the two types you are submitting: **"bleed"** or regular **"non-bleed."**

See the specs above for details.

## PREPARATION FOR "PRINT-READY" ART & ACCEPTABLE FILE FORMATS

- \* **Apple compatible** files ONLY: PDF, JPG, EPS  
Please, NO PUBLISHER (.pub) FORMATTED FILES
- \* **Proper ad size(s)** (see *Advertisement Sizes* above)  
NOTE: Please state BLEED or NO BLEED (if relevant)
- \* **Convert all colors to 4/c process** NO SPOT COLORS
- \* **Set images to 300 dpi / CMYK**
- \* **Files MUST be at least 1 MB** in size at 100% usage
- \* Please contact our art director with *any* questions

## NEW AD SUBMISSIONS & REINSERTION REQUESTS

Email to Leigh Dicks ([Leigh@Generations808.com](mailto:Leigh@Generations808.com)) or send via WeTransfer.com, if too large to email.

NOTE: RESUBMISSION of the file(s) are required for re-insertion of any ads published in older issues other than the current issue just published.

## ADVERTISING & SPECIAL REQUESTS

For advertising and special requests, including radio podcasts, webinars, public events and/or community workshop partnerships and/or sponsorships, email Cynthia Arnold at **[Cynthia@Generations808.com](mailto:Cynthia@Generations808.com)**.

The required lead is one issue (see 2024 schedule on previous page).

## PUBLISHED BIMONTHLY

Bimonthly issues of *Generations Magazine* are distributed during the second week of the issue's initial publication month.

## SHORT RATES

Advertisers will be short-rated if they do not use the number of insertions upon which their Advertising Agreement 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. *Generations Magazine* reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect GenMag Publication, LLC, from any claims or expenses resulting from unauthorized use of any name, photograph, art, design or words protected by copyright, registered trademark, label, etc., with advertising appearing in *Generations Magazine*.

## Personnel

**CYNTHIA ARNOLD**  
Owner-Publisher & Marketing  
808-258-6618  
[Cynthia@Generations808.com](mailto:Cynthia@Generations808.com)

**SHERRY GOYA**  
Community Affairs  
808-722-8487  
[sgoyallc@aol.com](mailto:sgoyallc@aol.com)

**DEBRA LORDAN**  
Senior Editor  
[Debra@Generations808.com](mailto:Debra@Generations808.com)

**MAHLON MOORE**  
Webmaster & Social Media  
[Mahlon@Generations808.com](mailto:Mahlon@Generations808.com)

**WILSON ANGEL**  
Art Director  
[Wilson@Generations808.com](mailto:Wilson@Generations808.com)

**LEIGH DICKS**  
Content Coordinator & Subscriptions  
[Leigh@Generations808.com](mailto:Leigh@Generations808.com)