

GENERATIONS MAGAZINE

2026 PARTNER BENEFITS

As a Partner with *Generations Magazine* (GM) and GenMag Publication, LLC, you can reach readers from Hawai'i, the mainland, and other countries through our printed publication and online presence. GM also offers opportunities for increased visibility at no additional cost to you or at a special discounted rate.

+ 5 Minute Videos

Informative, inspirational and animated Partner company videos will be filmed, edited and produced (for Partners who purchase full- or half-page ads or articles) for use on GM's website and social media pages. Videos are one of the best ways to reach Generation X readers, who are at the peak of their income earning potential with established careers and prominent positions in the workforce, making them the generation with the highest median income in the US. The "sandwich generation" requires information, services and products to help them care for their aging parents, themselves and their own maturing children.

+ Website: Generations808.com

Partner logos can be linked to your home page on GM's website, which reaches thousands of seniors, their families and caregivers worldwide.

+ FB: @GenMag.808 + Instagram: GenMag.808

GM's Facebook page reaches the 45-plus age group with highlights and links to GM articles, events and other important information. "Like" our page and share our posts! GM's Instagram page reaches the 40-plus group with highlights and links to GM articles, upcoming events and other important information.

+ Calendar: Generations808.com/calendar

Post an event on GM's calendar by filling out an easy form at generations808.com/event-submission.

+ Articles

Partners may be asked to write a half-page article, which will provide additional exposure to GM readers.

+ Partner Networking Events

Partners will be invited to GM networking events throughout the year at no cost.

+ Public Events

GM invites its Partners to participate in annual events on O'ahu, with the goal of hosting events on all Hawaiian Islands in the coming years.

- **Aging in Place (AIP) Workshop:** AIP has been GM's premier annual event since its inception 18 years ago. Each year, over 1,800 attendees have enjoyed the free-admission event which features 20 speakers or more and 50-plus exhibitors at the Ala Moana Hotel. GM Partners are invited to participate as featured speakers and/or exhibitors at a discounted rate.
- **Senior Fairs:** GM invites its Partners to participate in its senior fairs at no charge. Three fairs will be held on O'ahu in 2026. Plans are also in the works to hold senior fairs and workshops on Kaua'i and Hilo on Hawai'i Island. More information on those soon.
- As a cosponsor of the **Honolulu Mayor's Annual Craft & Country Fair** held at the Blaisdell Exhibition Hall each November, GM provides additional exposure to its Partners. Only GM Partners are invited to participate at no charge. GM is a major sponsor of the **Honolulu City & County Senior Games** held every March. Since 2012, GM has provided all the medals for gold, silver and bronze team winners. GM is also a cosponsor of the **Honolulu City & County Annual Walk**, which is held in October in conjunction with the *Generations Magazine* Senior Fair at Pearlridge Shopping Center. Only GM Partners are invited to participate at no charge.
- **Senior Resource Workshops** in Ewa: GM Partners have an opportunity to present a 30-minute educational presentation about a topic of interest.
- **Kūpuna Power:** GM Partners also have an opportunity to appear as a guest on Kūpuna Power's five-minute segment with host Brickwood Galuteria during "Island Life Live" on KITV.

Contacts

- **Advertising, articles & partnership opportunities:**
Cynthia Arnold, Owner/Publisher
cynthia@generations808.com | 808-258-6618
- **Ad & article details, deadlines & scheduling:**
Leigh Dicks, Content Coordinator & Bookkeeper
leigh@generations808.com | 804-337-4601
(EST: 5-6 hours later than Hawai'i's PST zone)
- **Public & Networking Events:**
Sherry Goya, Community Relations Coordinator
sgoyallc@aol.com | 808-722-8487