



THE 2020
HAWAII BAR JOURNAL
MEDIA KIT

Published By:

Grass Shack Productions

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OVERVIEW

For over 30 years, the *HAWAII BAR JOURNAL* has been bringing Hawaii's legal professionals news, views, and thought-provoking articles. Advertisers looking to reach affluent, well-educated business professionals will find an advertising campaign in the *HAWAII BAR JOURNAL* an excellent investment. The practice of law involves a constantly changing body of laws, court rules and legal precedents. This is what makes the *BAR JOURNAL* such essential reading (25.5 min. ave.) for every attorney. As the official publication of the *HAWAII STATE BAR ASSOCIATION*, the *BAR JOURNAL* serves as the major link between the association and its 7,800 + members. The magazine is sent directly to every attorney licensed to practice law in the state of Hawaii. When comparing apples with apples, the *Bar Journal's* cost per thousand rate is nearly $\frac{1}{3}$ of other Hawaii business magazines or journals. Simply put, it is the most cost effective way to reach the affluent business professional with print media.

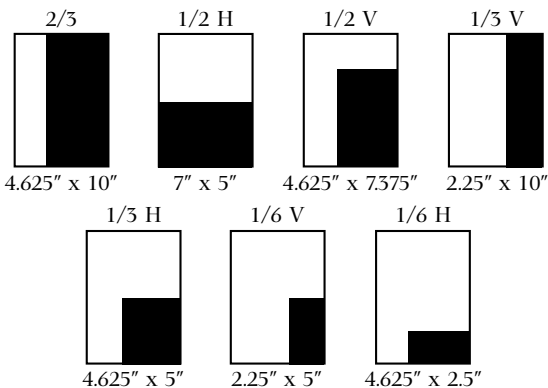


RATES

Black and White Space Rates (per insertion):

	Full	2/3 pg	1/2 pg	1/3 pg	1/6 pg
12 times	\$750	\$625	\$520	\$395	\$295
6 times	\$965	\$760	\$675	\$465	\$385
1 time	\$985	\$845	\$725	\$555	\$435

4 Color (process): Add \$585 to Space Rate



Mechanical Requirements

Trim size: 8¹/₈" x 10⁷/₈" • Full page: 8³/₈" x 11¹/₈" (Bleed)
Full Page: 7" x 10" (Non-Bleed)

Insert mechanical requirements and rates on request. No charge for bleed.

Production Specifications

Digital materials

Please submit all ads in the supported software, Quark Xpress version 8.0 or higher only. Mac files preferred, Press ready .pdf files. All ad submissions must include layout files, all graphic files and all font files. All color files must be in the CMYK color model, no RGB files will be accepted.

Issuance and Closing Dates

THE HAWAII BAR JOURNAL is published monthly and issued at the beginning of each month. Space reservations are due the first day of the preceding month. Deadline for camera ready materials is the tenth day of the preceding month.



DEMOGRAPHICS

The HSBA membership is largely comprised of established attorneys who have been in practice for more than 12 years.

12.7% practicing law less than 3 years
 22% practicing between 4–7 years
 25.2% practicing between 8–12 years
 40.1% practicing law more than 12 years

Out of a sample group of active HSBA members

86% residents of Oahu
 14% residents of neighbor islands
 58.7% men
 41.3% women
 48% born in Hawaii
 77% have not practiced law outside Hawaii

Ethnic Distribution

41.8% Caucasians
 20.2% Japanese
 18.6% Other ethnicity
 10.4% Hawaiians or Part-Hawaiians
 9% Chinese

Age Groups

23.2% between 20–39 years of age
 42.9% between 40–59 years of age
 33.9% Older then 60 years of age

http://hsba.org/images/hsba/HSBA/Annual%20Statistics%20Results/2018_Bar_Statistics_and_Summaries.pdf



HSBA DIRECTORY

The HAWAII STATE BAR ASSOCIATION'S Annual Directory is a unique vehicle that gives you an opportunity to showcase your message all year long to every attorney in the state of Hawaii. The Annual Directory is the reference source within the legal community. According to a survey of the members, 96.8% of the respondents used the directory each day, and 24% use it more than 3 times a day. Advertising rates start at \$495 for this 350 + page book. Simply stated, there is no better way to reach this lucrative market with a single ad. If your budget allows for only one advertisement to the legal community, the Annual Directory is your most cost effective option.

Advertising Rates

Full Page	\$1095.00
2/3 Page	\$895.00
1/2 Page	\$765.00
1/3 Page	\$595.00
1/6 Page	\$495.00

See page 3 for mechanical requirements

Color Rates

Four color process	\$585.00
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Press run 5,500 copies

Space Reservation: August 31, 2020
 Art Deadline: September 15, 2020

Issuance Date: Fall, 2020



THE FINE PRINT

Advertising Rates and Policy

Publisher reserves right to reject any advertising. Advertisers assume liability for all content of advertising published, and for any claims arising therefrom made against the publisher.

Rates effective December 1, 2019. Rates based on total frequency of space units used within one year contract period. Short rates and rebates will be made at the conclusion of contract period, or at time of cancellation.

State excise tax 4.712% will be charged on all billing.

Contracts may be cancelled by written notice to the publisher 45 days before space deadline.

Commissions and Credit Terms

Recognized agencies will receive a 15% commission on gross advertising billings exclusive of production charges. All accounts are due and payable within 30 days of the invoice date. A service fee of 1.5% per month will be levied on all accounts 30 days past due. There will be a forfeiture of agency commission on all accounts 60 days past due. Payment in advance is required for first-time advertisers.

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