

# MyHawaii Online Asian Language Portal-Digital Marketing Program

## MyHawaii.jp (Hawaii-Arukikata.com) is The Largest & Most Popular Commercial Website About Hawaii in Japanese

MyHawaii.jp (powered by Hawaii-Arukikata.com) is consistently ranked at the top of the largest Japanese search engines, including Google and Yahoo! Japan. MyHawaii.jp is updated every weekday and focuses on the latest news from Hawaii, with informative features on hotels, shopping, cuisine, culture, fashion, events, and entertainment. The site is built on ongoing reports and information compiled from Hawaii based sources.

MyHawaii.jp targets first-time, repeat tourists (infrequent and frequent), and Japanese men and women ages 18-50 who are interested in Hawaii.

**Language:** Japanese  
**Page Views per Month:** 948,000  
**Unique Visits per Month:** 357,000  
**E-mail Subscribers:** 28,000  
**Facebook:** 36,000  
**Twitter:** 32,000  
**Instagram:** 43,200

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Social Media:**    



## High Placement in Major Korean Search Engines

MyHawaii.kr is an interactive, commercial Korean language web portal site about Hawaii featuring daily news, events and video content. Clients who purchase the advertorial will also receive exposure through Naver blog, the biggest search engine and Social Network Service (SNS) in Korea. MyHawaii.kr also consistently ranks high on the popular Korea search engines, such as Naver.com and Google.co.kr.

**Language:** Korean  
**Page Views per Month:** 71,300  
**Unique Visits per Month:** 32,000  
**Naver Blog Page Views per Month:** 300,000  
**Naver Blog Unique Visits per Month:** 120,000  
**Facebook:** 5,853  
**Instagram:** 5,050

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Social Media:**     



## Commercial Website About Hawaii in Simplified Chinese

HAISHA (MyHawaii.cn) is an interactive, commercial Chinese language web portal site about Hawaii featuring daily news, events and video content viewed through Youku, (the Chinese version of YouTube). Clients who purchase the advertorial will also receive exposure through Weibo. Weibo.com is the biggest Social Network Service (SNS) in China which started in 2009 and has 140 million users. Approximately 30% of internet users in China have accounts with Weibo.com – a powerful tool to reach out to many potential travelers.

**Language:** Simplified Chinese  
**Page Views per Month:** 43,808  
**Unique Visits per Month:** 24,926  
**SNS and UGC Platforms per Month:** 115,108

**Designated by:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Users:** Over 250 Different Cities across Mainland China, Taiwan, Singapore, and Malaysia, reaching a diverse base of Chinese Visitors

**Social Media:**     
   




New Responsive Web Design - Designed with optimized viewing for PC, Tablet and Mobile devices.

**For more information please contact:**

Advertising Department  
 PacRim Marketing Group, Inc., 1585 Kapiolani Boulevard, Suite 888, Honolulu, Hawaii 96814  
**Tel:** (808) 469-4828 **Email:** advertising@pacrimmarketing.com

# Premium Advertorial-Digital Marketing + Content Distribution

**Initial Set-up Fee:** \$4,900 (Includes 3 languages - Japanese / Korean / Chinese)

**Monthly Fee:** \$850 (3 languages - Japanese / Korean / Chinese)

**Features:**

- 1 full dedicated advertorial page per language (Japanese, Korean, Chinese)
  - Photo / video shooting to be utilized in Advertorial and SNS campaigns
  - Unique Advertorial design tailored to your brand
  - Content development developed specifically for your brand
- 1 online coupon
- On-going editorial coverage on MyHawaii and MyHawaii SNS accounts
- Preferred coverage as a digital PR resource
- On-going consideration in weekly email newsletter to email subscribers

## MyHawaii.jp



Japanese Premium Advertorial - Koko Marina Center

## MyHawaii.kr



Korean Premium Advertorial - Embassy Suites - Waikiki Beach Walk

## HAISHA (MyHawaii.cn)



Chinese Premium Advertorial - Hyatt Regency Waikiki Beach Resort & Spa

	Placement	Price (Per Month)
1	Top Only	\$2,200
2	All pages	\$5,500
3	All pages	\$5,500
4	All pages	\$5,500
5	Sub Only	\$5,100
6	All pages	\$5,500
7	Top Only	\$500
8	Top Only	\$500
9	Top Only	\$500

Mobile



Top Page



Sub Page



	Placement	Price (Per Month)
1	Top Only	\$500
2	All pages	\$800
3	All pages	\$800
4	All pages	\$800
5	Sub Only	\$800
6	All pages	\$800
7	Top Only	\$100
8	Top Only	\$100
9	Top Only	\$100

Mobile



Top Page



Sub Page

