

# Hawaiï Women's Journal

November 2010 - January 2011

Issue No. 4

## Tête-à-tête

Mindy Nettifee and Amber Tamblyn on Hollywood, Octomom, and the Ultimate Salvation That Is Poetry

## Editor on Editor

HWJ asks Frontier Psychiatrist the Hard Questions about Online Publishing... and If FP Wants to Go Steady.

## On the Holidays

ADVICE from von Hottie  
POOL from The Domestic Diva  
MOVIE REVIEW Christopher Nolan & Gruesome Tragedy by Rachel Ana Brown

## Journal

Film Femme  
The Lady Behind Spain's Prado Film Festival

There's No Glass Ceiling in Your Kitchen  
The Feminist Housewife Reclaims Homemaking

# Rate Card

**H**awaiï Women's Journal (HWJ) is the premiere online women's magazine of the Pacific with a readership which includes Europe, the Americas, the Pacific Triangle and Australia.

Women comprise about 46% of the workforce and are becoming a serious economic factor in national markets. HWJ's demographic reflects today's professional working woman or stay-at-home mom.

Each issue of HWJ, on average, receives over 60,000 unique online page views with another 6000 PDF issues downloaded to individual computers worldwide. And, these numbers are steadily growing.

The creators of this publication firmly believe in small businesses and have set incredibly competitive advertising rates with discounts available for the small business sector and nonprofit organizations.

## Rates & Sizes

|                 |              |        |
|-----------------|--------------|--------|
| Spread          | 11 x 17      | \$2000 |
| Full-Page       | 8.5 x 11     | \$1000 |
| 3/4-Page        | 8.5 x 8      | \$750  |
| Half-Page       | 5.5 x 8.5    | \$600  |
| Column 1        | 5.75 x 11    | \$525  |
| Column 3        | 4x7          | \$450  |
| Column 2        | 2.5 x 11     | \$350  |
| Quarter-Page    | 4.25 x 5.5   | \$250  |
| 1/8-Page "Mini" | 2.125 x 2.75 | \$100  |

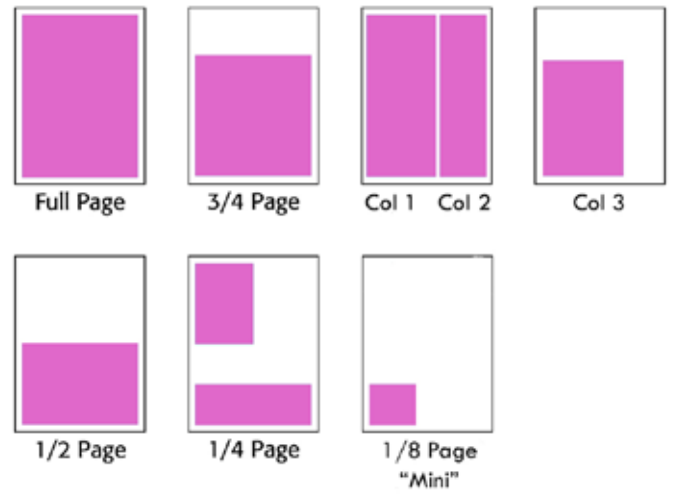
- Ads are priced per Issue.
- Initial mass public visibility lasts three months from date

### FOR MORE INFORMATION

ads@hawaiiwomensjournal.com

808.387.2968

www.hawaiiwomensjournal.com



## Deadlines

Deadlines for ads are 12 consecutive days after every submissions deadline. Visit: [www.hawaiiwomensjournal.com/submissions](http://www.hawaiiwomensjournal.com/submissions)

## Graphics & Artwork

Graphics and artwork services are available should you need us to build your ad. These services are generally \$35 USD per hour. Quotes and certain discounts are available.

Contact: [ads@hawaiiwomensjournal.com](mailto:ads@hawaiiwomensjournal.com)