

real word. magazine

MEDIA • KIT

## every voice matters.

REAL WORD is the very FIRST magazine to feature original work penned from the people of Hawai'i. This magazine is focused on presenting positive pieces that reflect TRUE life in the islands. Each issue will celebrate first hand experiences, poetry, photography and artwork of local talent. We will showcase their craft- an intimate look into their lives- very raw and very REAL.

REAL WORD magazine provides an outlet for everyday people to see their passion come to fruition.

## the mission.

This magazine aims to spread that "feel-good" energy and print work that INSPIRES our readers to live their best life. It is a magazine about respect, honor, pride, philanthropy and gratitude. It is a collection of positive thoughts from the people of Hawaii.

## spread your word.

In addition to articles personally written by notable figures in our community, we will choose a select number of submissions from our readers to be published. [submit@realwordmagazine.com](mailto:submit@realwordmagazine.com)

## our readers.

Men and Women 18 - 55 years of age.

They are intelligent, influential and interested in Hawaii's lifestyle, culture and environment.

They are creative leaders looking for a fresh, new publication with a voice.

## 2010 editorial calendar.

issue	focus
january • february	"Everyday Heroes of Hawai'i"
march • april	"Above & Beyond" —Highlighting professionals in various industries.
may • june	"Makua" —Inspiring pieces about Parents, Grandparents and our Ancestors.
july • august	"Ocean Stories" —From Opihi-picking to Marine Life, everything we love about the ocean.
september • october	"Home Away from Home" —Places around the world that remind us of Hawai'i.
november • december	"The Year's Best" —The best pieces of the year will be compiled in this yearbook, voted by our readers.

## ad rates.

<b>frequency</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
2-page spread	\$2680.00	\$2100.00	\$1850.00
full page	\$1675.00	\$1100.00	\$875.00
half page	\$880.00	\$650.00	\$525.00
1/3 page	\$375.00	\$300.00	\$250.00
1/4 page	\$250.00	\$200.00	\$150.00

  

<b>covers</b>			
back cover	\$1925.00	\$1575.00	\$1350.00
inside front cover	\$1800.00	\$1450.00	\$1200.00
inside back cover	\$1750.00	\$1500.00	\$1125.00

## specs.

	<b>final size</b>	<b>full bleed</b>	<b>live area</b>
2-page spread	17" x 11"	17.5" x 11.5"	16.5" x 10.5"
*must be constructed as 2 separate pages according to full page specifications.			
full page	8.5" x 11"	9" x 11.5"	8" x 10.5"
half page, <i>horizontal</i>	8" x 5.125"		
half page, <i>vertical</i>	3.875" x 10.5"		
1/3 page, <i>horizontal</i>	8" x 3.33"		
1/3 page, <i>vertical</i>	2.5" x 11"		
1/4 page	3.875" x 5.125"		

All files must be: submitted as PDF/X-1a:2001, created to size, a resolution of 300 dpi, in CMYK color mode.

## ad submission deadlines.

<b>issue</b>	<b>deadline</b>
november • december	october 1 <sup>st</sup>
january • february	december 1 <sup>st</sup>
march • april	february 1 <sup>st</sup>
may • june	april 1 <sup>st</sup>
july • august	june 1 <sup>st</sup>
september • october	august 1 <sup>st</sup>

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