

# real estate

maui style

more than just a real estate magazine

## Our Market:

- Upscale visitors to Maui (70% of our readership) seeking useful and current information on buying land, houses, and condos on Maui, as well as home construction, renovation and design.
- Residents interested in buying, selling and renovating properties.
- Real estate industry professionals: contractors, architects, designers, craft & trades people, anyone who provides service to home, condominium owners, and investors.

## Our Content:

- Who's Who in Maui Real Estate Directory
- Ads including basic layout and production.
- Business Opportunities Section: for commercial advertisers, retail stores, contractors, etc.
- Design Focus Section: Standard format 1/2 page and full page color ads for the design service industry, art galleries, vendors, designers, and architects.
- Editorial Section:
  - Feature articles: Original monthly articles of current & historical interest.
  - Remodeling section: original home repair and remodeling features.
  - PROtalk: An original article by a Maui professional
  - REALtalk: A monthly column celebrating the lives of the members of the Real Estate community.
  - Real Estates Statistics: A valuable monthly summary of home, condo and land sales stats.
  - What's Goin' On: news regarding Maui's real estate community.

## Our Look:

Attractive covers by professional photographers each month displaying a new, beautiful Maui scene.

## Our Websites: [www.maui-style.com](http://www.maui-style.com) & [LivingMaui.com](http://LivingMaui.com)

- **Top position on Google, the #1 Internet search engine.**
- Free electronic business cards with advertiser's color ad and website information.
- Hyperlinks to color ads and our advertisers' websites.
- Interactive statistics
- Regularly updated Maui real estate information.
- Articles
- Real Estate Links
- Maui information "books" through Amazon.com

# Pre-Press

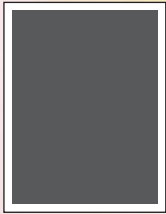
## real estate maui style

### Ad Layout Sizes:

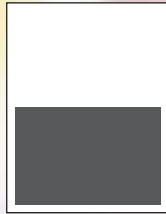
Trim Size:	8 1/8" x 10 7/8"
Live Area:	7 1/4" x 9 7/8"
Bleed Page:	8 3/8" x 11-1/8"

### Ad Sizes:

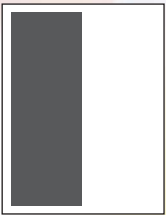
Full Page	7-1/4" x 9-7/8"
1/2 Pg. Vertical:	4-3/4" x 9-7/8"
1/2 Pg. Horizontal:	7-1/4" x 4-3/4"
1/4 Page:	3-1/2" x 4-3/4"



Full Page



1/2 Pg. Horizontal



1/2 Pg. Vertical



1/4 Page

### 2006 Ad Deadlines

Issue Date	Materials Deadline
MAR 06	1/25/06
APR 06	2/24/06
MAY 06	3/24/06
JUN 06	4/25/06
JUL 06	5/25/06
AUG 06	6/23/06
SEP 06	7/25/06
OCT 06	8/25/06
NOV 06	9/25/06
DEC 06	10/25/06
JAN 07	11/17/06
FEB 07	12/18/06

### Graphic Imaging:

Graphic design and page layout: Real Estate Maui Style utilizes state of the art pre-press computer and digital imaging equipment to assist you in promoting your message. Submit your ad copy and photos by the deadline and we'll help you design it.

Software supported:

- Quark Express (Version 4.0 to 6.5)
- Adobe Photoshop (Version 2.5 to CS)
- Adobe Illustrator (Version 5.0 to CS)
- Microsoft Word for text only.

(Graphics not supported, and layout must be re-formatted in Quark Xpress)

Media supported:

- DVD/CD ROM
- Digital ads to be coordinated in advance with your Sales Associate prior to submitting. Please include all placed graphic files and all screen & printer fonts.
- Clearly label media with company name, file name or number of each graphic(s) used, and the ad title.

### Specifications:

Digital Files:

- Quark XPress, Adobe Photoshop, Adobe Illustrator supported
- PDFs created only in Adobe Acrobat Distiller with fonts embedded are accepted
- Color: CMYK (not RGB) and grayscale (RGB files will be converted to CMYK & will affect the colors in the ad)
- Format: EPS or TIF images (JPEGs will have to be reformatted.)
- Size: 300 dpi at 100% final size (Placed photos should be the final dimensions intended in printed piece.)
- Clearly label media with company name, ad title, and identify file name or number of each graphic(s) selected.
- **Fax or submit a hard copy of your ad as a black-and-white laser proof at 100% size.**
- **If ad files are sent via the Internet, a printed proof also must be faxed or submitted.**

Fonts:

- All fonts must be PostScript, Type 1 fonts (not TrueType).
- Gather copies of all the fonts used and send them to us with your layout file and graphics.
- Must include both screen (suitcases) and printer fonts.

Film:

- Negative Emulsion Down
- Separation Type: GCR with Black generation of medium
- Total Ink Coverage: 275%
- Dot Gain Compensation: 22% at 50% (midtone) dot
- Trapping Compensation: .25 pt
- Bleed Allowance: 1/8"

# Testimonials

## real estate maui style

"As a professional person, I appreciate the cost of providing the REMS editorials that inform, educate and entertain the public. I recognize that the pages devoted to editorial content may be considered 'hollow' non-\$\$\$\$ pages. The 'Bottom Line' is a driving factor in all business and I know that it is sometimes difficult to see the value in the altruistic pages REMS 'gives' to the 'common good' of readers. As a believer in more than what can be 'measured in ordinary terms', I know REMS goes above and beyond what is 'required' of a real estate advertising publication. It sets a higher standard. Thank you for the contribution that you and your organization make to those who live and hope make Maui there home. I appreciate that REMS strives to be all that it can BE!"

*With Aaaa-loha!  
Tess Cartwright, Whalers Realty*

"We have had some great responses and one of my favorites is a call that we had on a listing at The Ironwoods. It seemed to be a long shot, but as it turned out the caller purchased The Ironwood, listed a unit at The Ridge at Kapalua, which we sold to a friend of his who was staying in The Ridge and within a year the friend sold The Ridge and The Ironwood owner sold his property. If that is too complicated, it is safe to say that we made a lot of money off of one telephone call on an ad. Plus others too numerous to mention!"

*Aloha,  
Betty Sakamoto, Sakamoto Properties*

"As you know, I have been a consistent advertiser in your magazine for almost 6 years. I also read your magazine and find it to be informative with interesting articles and statistics. I believe your magazine enables potential buyers to make more informed decisions and that helps everyone in our industry. I look forward to many more years of being aligned with such a quality magazine."

*Aloha,  
Rebecca Ross, Elite Mortgage*

"Real Estate Maui Style is packed full of information Realtors® and prospective buyers can use everyday. From current sales statistics to news and information clients want when making the decision to move to Maui, or to be better informed on issues that will affect their purchase choice. "I saw it in Real Estate Maui Style" is the byword among successful agents and outstanding brokers."

*Joan E. Martin  
Director of Business Development  
First Hawaii Title*

"Myrna, I wanted to tell you how much I enjoyed speaking with you last week about your monthly magazine Real Estate Maui Style. As I told you I've been taking it for the past year and look forward to reading it from front to back every month. It makes me feel connected to a place that I call home.

"As you know from your monthly magazine I became interested in buying a condo in Kaanapali. This would enable me to move over there and start a new life buy putting myself in real estate school and becoming an agent. I started my quest by on the market last fall as interest rates began to fall. This past February I purchased a condo up at the Masters at Kaanapali Hillside and will be moving over to it full time after the first of the year. Excited...you bet ya! It has been interesting to me to following the monthly sales of both the housing market and the condo market in Maui for prices have certainly increased since I purchased in February. As they say "timing is everything in life". Keep up the good work and I look forward to hopefully meeting you some day when I'm living there. "

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## THREE MONTH INSERTIONS

	<u>12 ISSUE CONTRACT</u> 4 Ad Changes	<u>6 ISSUE CONTRACT</u> 2 Ad Changes	<u>3 ISSUE CONTRACT</u> 1 Ad Three Months
Full Page	\$700	\$725	\$750
1/2 Page	\$430	\$450	\$465
1/4 Page	\$235	\$255	\$275
Design Focus	\$350	\$370	\$390
Living Maui Section	\$350	\$370	\$390
Who's Who	\$165	\$175	\$190
Premium Pages:			
Back Cover	\$1,700	\$1,775	\$1,850
Inside Back Cover	\$1,600	\$1,675	\$1,775
Inside Front Cover	\$1,850	\$1,925	\$2,000
Page Opposite Ifc	\$1,600	\$1,675	\$1,775

## ONE MONTH INSERTION - CHANGE AD MONTHLY

	<u>12 ISSUE CONTRACT</u>	<u>6 ISSUE CONTRACT</u>	<u>SINGLE ISSUE</u>
Full Page	\$840	\$870	\$900
1/2 Page	\$516	\$540	\$558
1/4 Page	\$282	\$306	\$330
Design Focus	\$420	\$444	\$468
Living Maui Section	\$420	\$444	\$468
Who's Who	\$198	\$210	\$228
Premium Pages:			
Back Cover	\$2,040	\$2,130	\$2,220
Inside Back Cover	\$1,920	\$2,010	\$2,130
Inside Front Cover	\$2,220	\$2,310	\$2,400
Page Opposite Ifc	\$1,920	\$2,010	\$2,130

Please contact: Myrna Stone, Marketing Director

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