

## LINKING YOU TO THE WORLD

Our website has become an essential online resource because we've created it with the reader's life in mind. Visitors find the most breaking local news updates, plus national and world news, jobs, island dining, recipes, movie listings, coupons, bus schedules, even a Hawaiian dictionary.

Put your message online, and they'll find YOU. And with eye-catching ads or links to your website, we deliver even more customers directly to you.

Make the connection with customers your business wants at HonoluluAdvertiser.com.

For packages and available rates, call your Honolulu Advertiser account executive or 525-SOLD.

## ONLINE ADVERTISING

[www.HonoluluAdvertiser.com](http://www.HonoluluAdvertiser.com)

HonoluluAdvertiser.com is the user-friendly, online resource for breaking news, entertainment, advertising and community information. **It attracts a younger, more educated and more affluent consumer.**

### Get results with these features:

- News with Premium Advertising Positions
- Targeted Banners
- Classifieds—CareerBuilder, Hawai'i's Homes, Hawai'i's Cars and Stuff
- Animated Advertising, customized by our online specialists
- Daily E-News Alerts
- Subscriber Services Online
- Contests, Promotions and Sponsorships
- Newspaper Ads Online
- Popular Discussion Boards
- Links to Websites
- Online Coupons
- Customized Campaigns

### Reach a valuable consumer:

- 18-34.....29%
- 35-54.....51%
- 55+.....20%
- Median age.....43.2
- Median HH income of \$75,000 or more.....60%
- Married.....55%
- Have kids age 17 years or younger.....44%
- Have attended some college or higher.....78%

*Projected Total: 115,253 O'ahu adults who visited HonoluluAdvertiser.com in the past week  
2007 Scarborough Research, Rel. 2*

## HonoluluAdvertiser.com USER STATS

	2006*	2007†
• Average Page Views per Month	16,285,884	18,569,484
• Average Visits per Month	2,511,616	2,982,584
• Average Unique Visitors per Month	1,351,976	1,519,311

\* Omniture SiteCatalyst (Jan.-Dec. 2006)

† Omniture SiteCatalyst (Jan.-Dec. 2007)