



# chinatown

NEWSPAPER

The Newspaper for Downtown Honolulu

2011 MEDIA KIT

## Chinatown's News Source

Chinatown Newspaper's mission is to link and connect Downtowns/ Chinatowns at a national and international level through our publication. We envision Chinatown Newspaper entering multiple markets while connecting them with each other. In January 2011 Chinatown Newspaper will launch its first multi-market newspaper in Portland, Oregon.

The publication is hip, edgy, comical, professional and raw. Our demo ranges from young musicians/ artists to established business leaders. We are a community newspaper and we aim to be its VOICE. Our editorial includes but is not limited to relevant community concerns, music, fashion, films, arts, theatre, events, nightlife, politics, sex and the everyday hustle. Chinatown Newspaper provides quality, monthly content specific to the Downtown/Chinatown area (including other select areas in town). It connects residents, visitors and businesses with each other while communicating with the rest of O'ahu

## Distribution

Every "First Friday" of every month the Nella Media Group crew blitz the streets and personally distribute the newspaper to visitors, locals, shops, restaurants and bars/clubs in over 150 locations within the Downtown/Chinatown walls. Our distribution also covers over 40 select locations in Waikiki including major hotels, hostels, student housing, restaurants & cafes in the area. In addition, we distribute to select shops in Kalihi, Kaimuki, UH Manoa & HPU area, and NorthShore.

Seen our artistic newsstands? We encourage local artists to flip our newsstands with their art in order to support local talent.

## Circulation

With over 15,000 printed. Half the distribution in Downtown/Chinatown and the other half distributed throughout the island. We have a potential readership of about 72,000 plus.

## Advertising

You get more value for your dollar with the Chinatown Newspaper. Our advertising is 1/10th the cost of other newspapers, yet the advertising is targeted to your niche market. Chinatown Newspaper's demographic is incredibly culture diverse, edgy, creative, and professional. In addition, NMG creates relationships with the readers by using the personal delivery approach and increasing the advertising value. Feel free to contact us with any questions; we want to talk to you!

## Target Market

People who live, work, and play in Downtown/Chinatown. Individuals who appreciate Chinatown for what it is and want to learn more about it. Tourists who want to experience the history, culture and shopping experience of Chinatown on any given day. We target young professionals interested in community concerns, arts, music, films, fashion, theatre, and pau hana.

Ad Size	Measurements (inches)		Price (USD)
	Width	Height	
Full Page (Back Cover - Color)	10	9	\$1750
Bottom Banner AD (Front - Color)	10	1.7	\$1000
Bottom Banner AD (Inside - BW)	10	1.7	\$395
1/4 Page AD	10	3.75	\$550
The Vert AD	2.375	7.5	\$225
The Box AD	5	3.75	\$225
Recession AD	5	1.7	\$150

## CONTACTS

**Marketing & Publisher** : Jason Cutinella  
jason@nellamediaigroup.com

**Advertising & The Everything Girl** : Valerie Sanchez  
valerie@nellamediaigroup.com  
Direct : 808.548.1569

**Design** : Chance Carpenter  
chance@nellamediaigroup.com

**Nella Media Group, LLC**  
36 N. Hotel St. Suite# A  
Honolulu, HI 96817  
www.nellamediaigroup.com

## Pricing

// Prices are based on a 15,000 print run (subject to change if distribution increases).

// A 6-month advertising commitment can reduce your Ad cost.

## Ad Specs

// Ads should be exact size as listed. Please no bleeds or crop marks.

// Ads should be a minimum 300dpi, Black and White only. For front and back color Ads, 4-color.

## Deadlines

// Ads are due to spec and ready for print no later than 2 ½ WEEKS BEFORE the First Friday of every month.

## Payments

// All advertisers will be billed at the beginning of their advertising month. Payments can be made electronically, ask us how.

## Contract Regulations

// Upon reserving an AD space in Chinatown Newspaper, an Ad Order/ Contract will be provided by Nella Media Group. Contract must be signed upon receipt in order to grant the AD placement. Advertising contracts are non-transferable.

## Inquire about our cross market/ multi-market Advertising opportunities.

Ask your Chinatown Newspaper sales representative for more information.

