

free^{hawaii}surf

HAWAII'S SURF MAGAZINE

media kit



In Print | **Freesurf Magazine**

Hawai'i's Surf Magazine

Freesurf Magazine made its debut in 2002. Born on the North Shore of O'ahu - the surf Mecca of the world - Freesurf is dialed into the global surf community and is the authority on Hawai'i's surfers and beach culture. The only surf publication in the world produced on the North Shore, Freesurf delivers authentic surf coverage from the front lines and throughout the Hawaiian Islands and Southern California.

The monthly publication promotes a young, free and energetic lifestyle. The content is informative and captivating, while remaining family friendly. Freesurf Magazine prints 10,000 copies per month which are distributed free to 400-500 of locations in Hawai'i and Southern California.

The magazine also has prominent distribution at Surf Expo trade shows, and is on hand at select surf and beach events in Hawai'i throughout the year.

Circulation

- 10,000 printed copies / month
- Distributed free to 450+ locations throughout Hawai'i and Southern California

Demographics

- 72% male surfers*
- 28% female surfers*
- Targeted toward Gen X and Gen Y



#stillfree

With no cover price your customers are guaranteed to pick up Freesurf.

Freesurf Advertising Rates

Ad Size	12x	8x	4x	1x
Double Page	\$2,595	\$2,795	\$2,995	\$3,295
Full Page	\$1,495	\$1,595	\$1,695	\$1,895
Half Page	\$795	\$845	\$945	\$995
Quarter Page	\$525	\$575	\$625	\$675
Surf Saver	\$225	\$250	\$275	\$295

Prices are on a monthly basis.

Print Artwork Dimensions and Specifications

All ad materials due the 5th of each month

AD SIZE

Double Page

Full Page

Full Page Bleed

1/2 Page Vertical

1/2 Page V. Bleed

1/2 Page Horizontal

1/2 Page H. Bleed

1/4 Page

Surf Saver

TRIMMED SIZE

16.75" x 10.875"

7.875" x 10.375"

8.375" x 10.875"

3.75" x 10.375"

4.125" x 10.875"

7.875" x 4.875"

8.375" x 5.35"

3.75" x 4.875"

3.75" x 1.5"

BLEED SIZE

17.25" x 11.375"

No Bleed

8.875" x 11.375"

No Bleed

4.625" x 11.375"

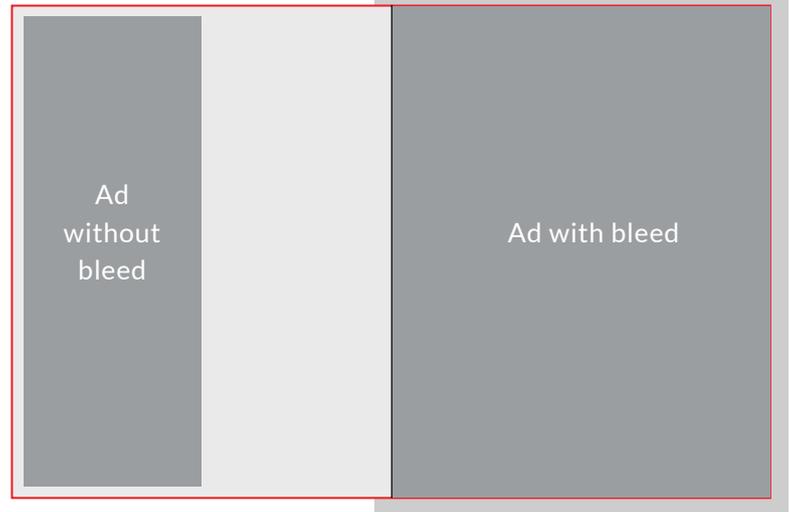
No Bleed

8.875" x 5.85"

No Bleed

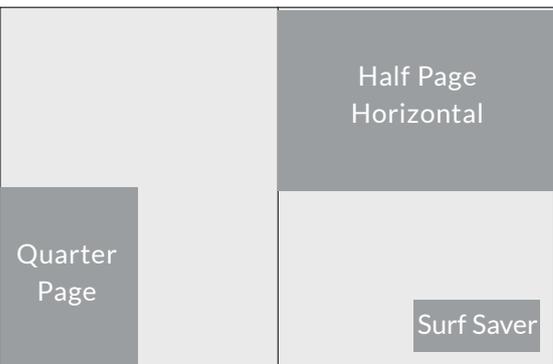
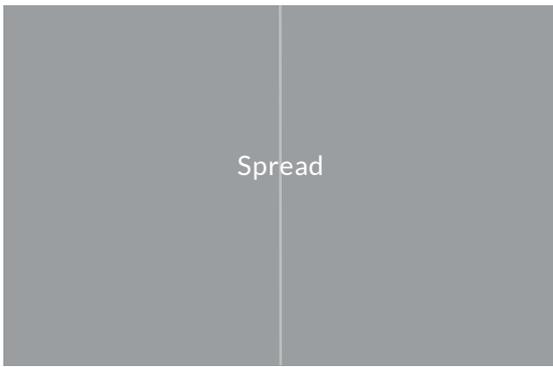
No Bleed

Bleed & Safety



Ads without bleed are placed .25" inward to edge of the magazine

Ads with bleed extend .25" past the edge of the magazine



For advertising inquiries please call our office at (808) 638-7395 or email ml@freesurfmagazine.com

Online | @freesurfmag

Based in Hawaii, the center of the surfing universe, Freesurf Magazine's social media channels reflect the action, drama and stoke of surfing on a daily basis! Through expert storytelling and production, Manulele Media shares authentic content to a large and loyal audience.

Manulele Media can help illuminate your brand, share your vibe and sell your products via website links, Facebook tags, Instagram tags, and "swipe ups" to direct links. All of this can be tracked with detailed analytics.

Social Analytics

90 Days

Rates

Sponsored Post

- 1x: \$400
- 2x: \$600
- 4x: \$1,000
- 10x: \$2,000
- 26x: \$4,450
- 52x: \$7,800

Partner Content

- 1x: \$750
- 4x: \$2,400
- 10x: \$4,000
- 26x: \$9,100
- 52x: \$12,500

By Location

1. United States 60.05%
2. Brazil 6.02%
3. Australia 5.89%
4. France 2.60%
5. South Africa 2.33%
6. Canada 2.09%
7. Japan 2.02%
8. Spain 1.61%
9. Portugal 1.36%
10. UK 1.32%



121k+
FOLLOWERS

72%Men
28%Women

Post Reach
599,000

Interactions
55,600



81k+
FOLLOWERS

Reach
1,489,682

Engagement
113,069

Videos Views
853,305



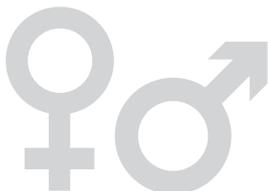
11k+
SUBSCRIBERS

Impressions
422.8K

Views
74.4K

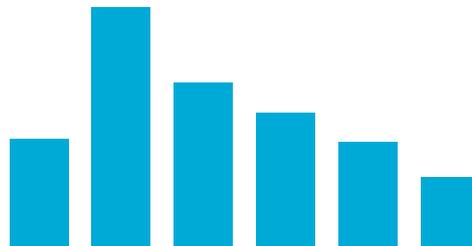
View duration
1:25

Gender



Female 28.1% Male 71.9%

Age



18-24 13.7% 25-34 28.27% 35-44 29.03% 45-54 17.09% 55-65 18.9% 65+ 2.77%



Sponsored Posts

In our themed series sponsorships, we help cultivate awareness for your brand with editorial content relevant to our audience. Utilizing our extensive photo and video library, we provide you with the opportunity to make our audience yours with engaging, high quality content.

- 100% publisher-produced content
- Popular content tagged with your branding
- Maximum impact without high production costs
- Tags, product tags, and links to your brand's content or initiatives



Partner Content

Promote your content on our platform! Plug in and reach our audience with your editorial or commercial message. We'll post your content to our social media and allow you to speak on the brand or product in the caption.



Custom Media

Collaborate with Manulele Media to create something specially tailored to fit your brand's vision. Our team will shoot, produce, edit, and deliver a unique production to social media or to your own, platform.

- Brand integration and client approval
- Key product and messaging placement
- Final media available for use almost anywhere

Company Profile

Freesurf Magazine's social media outlets provide prime opportunities for companies interested in targeting males and females between the ages of 12 and 54 who engage in healthy and active lifestyles popularized by the booming extreme sports industry.

With the massive expansion of world media, authenticity reigns as a defining element. In a sea of sameness accelerated by digital media, Manulele Media stands unique with print, TV and digital media on offer.

Manulele Inc is a Hawaii based multi media company since 1997 producing and distributing print, TV, PR services and digital online media via an in house video, photo and production team. Manulele provides turn-key production services and raw content to our clients.

Manulele's growing media list includes ESPN.com, Surflife, Fox Sports, PBS, ABC, Outside Television Network, OC 16, Time Warner Cable and COX 3, as well as international media outlets in Japan, OFF TV in Brazil and Fuel TV in Australia.

In the Media | Manulele, Inc.

With nearly 30 years of media experience, Manulele is Hawaii's premiere surf media source. Our production team is ready and able to get your company the images and content you need. Well-appointed with the latest technology and equipment, Manulele provides clients professional services and top-notch quality content.



*We are your full
service production
company in Hawai'i*

A one-stop shop for media production, Manulele can supply you with the drama of Hawaii's surf scene, with your athletes and events in the action on a daily, weekly, monthly or seasonal basis.

Whether it is for print, TV, websites, social media, advertising, promotions or commercial resale, our team delivers world class multi media content.

Manulele also travels the globe. Aside from 'adventure' travel to surf destinations like Tahiti, Fiji, Samoa, South Africa and more, Manulele has a partner relationship with the Hawai'i Surf Team, and has followed them around the world to Portugal, France, Peru, Ecuador, Nicaragua and Panama. This puts Manulele on the pulse of the best junior surfing on the planet.

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freesurf

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