

# Hitched

*on maui*





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## About

Hitched on Maui is an interactive magazine tablet-app and resource guide for all things getting Maui'd. Inside, you will find stories, information, products and resources to help plan a destination wedding on the magnificent island of Maui.

Our Hitched ohana (family) all live on island and is comprised of passionate professionals with years of wedding experience in their specific industries. We are here to share our knowledge of Maui and engage our global readers with a wide variety of people, services and products that Maui uniquely offers. We are confident that Hitched on Maui will be a substantial source of inspiration for planning a Maui wedding.



## *Engagement*

Congratulations on your engagement! Are you envisioning yourself celebrating your big day on the beautiful island of Maui, but have no idea how to start planning? Hitched on Maui offers unique concepts, stylish tips and countless resources to make planning your destination wedding a breeze. Our innovative staff of wedding professionals are full of creative ideas which we hope will inspire and guide you through Maui's exclusive offerings.

Hitched on Maui will provide information on receptions, venues, rehearsal dinners, catering, transportation, photography, videography, ministers, spas, jewelry, dresses, flowers, bachelor/bachelorette parties, music, activities, accommodations...the list goes on! We are here to get you started exploring and feeling inspired about your big day!



## *A New Direction*

Here at Hitched on Maui, we are excited about the new direction of the publishing industry. Tablet magazines now allow readers to directly connect with its content: read, tap, share, touch and buy! Tablets have opened the door to a new, interactive world of capabilities in the publishing industry. Instead of being a traditional print run with limited distribution avenues, digital app magazines have global exposure in numerous languages and countries. Through this revolutionary combination of visual imagery, interactivity, audio and animation, the reader is immersed in a digital world like no other. Within three years the Apple App Store and Apple Newsstand have accounted for a majority of the \*100 million plus downloads of digital magazines and are continuing to grow rapidly! (\*as of June, 2013)



## *Access*

With new design capabilities, we are now able to reach future brides and grooms around the world in ways we never could before. With magazine apps, you are able to download them right to your tablet and explore Maui when and wherever you want. Whether on an airplane, relaxing on your couch or laying in bed, tablets provide convenience at your fingertips. Magazine apps have a subscription function, allowing access to back issues, notifications of new issues and the ability to archive issues. Brides can now organize, share, and plan their wedding easier than ever before! Hitched on Maui will be available to all iPad, Kindle Fire, Nook and Android users.



# Advertise

How can your company benefit from us? Hitched on Maui is designing with a new set of tools that enable us to take your advertisement well beyond a traditional print ad or digital pdf flipbook ad. The ability to create enhanced advertisements allows the addition of rich media, increased interactivity and curated content. Not only are enhanced ads fully engaging to the reader, but they are allowing the reader to interact and build a unique connection with the brand or service. Check out some statistics...



# Digital drives engagement among readers

**70%** want the ability to purchase products and services directly from electronic magazines.

**2 hours** is the median time spent reading digital magazines in a typical week.

**73%** read/tap on advertisements appearing in electronic magazines.

**86%** access the same electronic magazine issue two or more times.

Source: Affinity/MPA, GfK MRI, 2011

# Digital ads make an **impact**

**74%** of those surveyed recalled seeing ads when reading the enhanced issue

**70%** of tablet owners say they want to be able to buy items by clicking on an ad in a digital magazine.

**47%** took action after reviewing an ad, among respondents who recall at least one ad.

Of those...

**62%** visited an advertiser website or retail store.

**54%** made or considered a purchase.

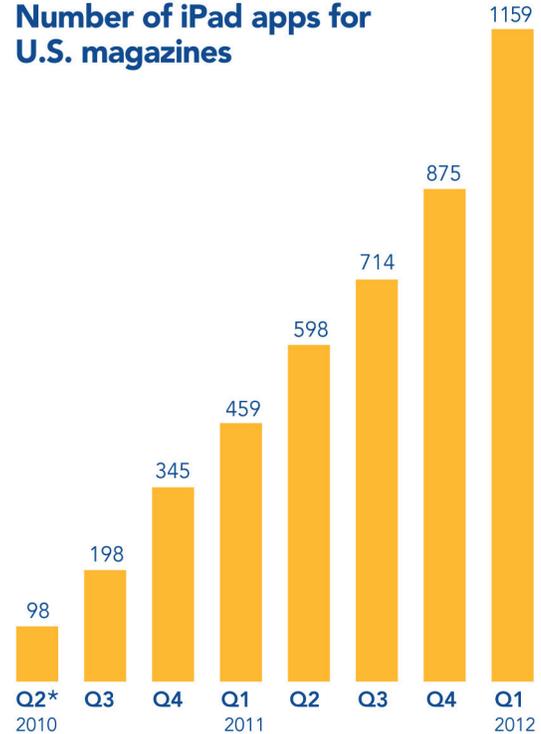
Source: GfK MRI iPanel, February 2012; Hearst Tablet/E-edition Consumer Research, February, 2011

# Magazine iPad apps are thriving

"Our clients have seen that there's almost no overlap between digital subscriptions and print. *Popular Science* has around 60,000 subscribers now — and 92-95% of those are new to the brand. Not only are they not paper subscribers, but many are not even former subscribers."

— **Mike Haney**, Chief Product Officer, Mag+  
Source: Tabtimes.com, March 2012

Number of iPad apps for U.S. magazines



\*iPad launched in April 2010  
Source: McPheters & Company iMonitor™ 2012

# Advertising Categories

## **1. Full Page Enhanced Ad:**

We will work with you to create a one of a kind interactive advertisement. This can include a wide range of engaging photos, audio clips, animation, company descriptions, links, and any other type of interaction you can imagine. This option includes full production, where our design team can work with you on creating a unique, engaging, enhanced advertisement. In addition to the full page ad, you will also be featured in our resource guide.

## **2. Product Page:**

Here we will feature products your company offers. This will showcase your items, give detailed descriptions and include a direct link to your website for purchase. This will be a great way to highlight individual items, and amplify immediate product purchase for brides and grooms.

## **3. Resource Guide:**

This will be the main bulk of the advertising options, but also one of the most useful. We have all the components that go into planning a wedding broken down into sections; venues, musicians, catering, florists, etc. Here we will feature your company as one of our recommendations when brides and grooms are planning a wedding. This ad will include 2 rotating photos, a description of your company and a direct link to your website.

# Advertise with us

Hitched on Maui will be a substantial source of inspiration for planning a destination wedding. We have the goal of showcasing great businesses and services along with giving brides and grooms choices before they are sold through wedding coordinators.

Facebook.com/HitchedonMaui

Pinterest.com/HitchedonMaui

Twitter - @HitchedonMaui



FOR ADVERTISING CONTACT

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**Sean Michael Hower**  
**Publisher / Photographer**

Sean Michael Hower is the owner of Maui Wedding Medias. His stunning images have graced the cover of numerous publications around the world. Before moving to the Hawai'i, he graduated from the University of South Florida via a program in Paris, France with top honors to earn a B.A. degree in Fine Arts with an emphasis in photography and cinematography. Sean's passion for photography runs deep, while his talent and discretion have led to him being hired to shoot many weddings overseas in addition to being one of the most sought-after professionals in the islands to capture high-profile musical events.



**Scott Johnson**  
**Publisher / Art Director**

After graduating from the respected design program at CSU, Chico in 1996, this San Diego native immediately landed a job on the Valley Isle without ever having visited the Hawaiian islands! Upon arrival, Scott delved into designing over ten publications and quickly garnered a reputation for his innovative and enthusiastic approach to graphics. Fast forward five years later; Scott established his own firm, Dogtowne Design, based on his passions: music and skate culture. His company, which specializes in publication design, music packaging, branding and web design, went on to become the recipient of several prestigious design awards in Hawai'i. Seeing the decline of the print industry, Scott immersed himself in the new wave of digital publishing and app design, going on to co-found Polyphonic Industries along with his longtime friend and associate, Sean Hower.



**Sonny Kobach**  
**Sales Manager / Marketing**

After trading in her Wisconsin hat and scarf nearly 4 years ago, Sonny decided she wanted to live the aloha life style. With a marketing degree from the University of Iowa and over 10 years of customer service experience, she is a valuable addition to the Hitched on Maui team. Most recently, Sonny has been helping brides and grooms plan their weddings at Mulligans on the Blue in Wailea. Her love for working with people, her creative mind, and a future wedding of her own on Maui helps add a special touch to Hitched on Maui.

# A Greener Tomorrow



Living and playing in Hawaii, our Hitched on Maui staff is keenly aware of environmental issues, and knowing that we are leaving a small footprint is a great thing. Saving trees is just one of the many environmental benefits of digital publishing and reading.

Did you know it also...

- Reduces paper consumption
- Saves energy used in magazine production
- No more packaging materials
- Saves fuel used for transporting magazines
- Eliminates the pollution caused by producing and shipping.
- Reduces the energy, cash costs, and pollution required to dispose of magazines.