



101 THINGS TO DO ONLINE SALES KIT

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WHAT IS 101 THINGS TO DO?

1. A very successful visitor publication, 101 Things To Do Magazine publishes and annually distributes in prime locations on the Hawaiian Islands of Oahu, Maui, Kauai and the Big Island of Hawaii.
2. 101 Things To Do also operates www.101thingstodo.com, a travel Web site where consumers can read about 101 things to do in the Hawaii market AND book all elements of a trip to the Islands including flights, lodging, rental cars and shuttles, activities, tickets to attractions and shows, and even golf tee times.

101 Things To Do (magazine and Web site) is owned by Gannett Co., a leading international news and information company that reaches audiences through print publishing, television and the Internet. See below for more detail.

Magazine Circulation

1.54 million magazines are printed annually and distributed to more than 750 locations across Oahu, Kauai, Maui and the Big Island of Hawaii

Distribution includes major Island airports, car rental locations, hotels, retail stores, restaurants, military bases and heliports. [See full list of locations](#)

Editorial Philosophy: Magazine and Web Site

Featuring 101 things to do on each Island: The success of 101 Things To Do is credited to the combination of an appealing title and the value of the editorial content. That combination makes 101 Things To Do unique, and whether visitors have come to this market for the first time or are repeat visitors, 101 Things To Do serves as a valuable resource in navigating the Islands and planning a truly memorable visit. The broad reach of the magazine caters to the post-arrival visitor and offers an effective medium for businesses who want to reach this targeted audience through active distribution.

The Web site, www.101thingstodo.com, offers complete travel booking capabilities and in-depth information about specific destinations for targeted travelers, backed by an aggressive marketing plan to drive business to online advertisers looking to reach the pre-arrival market.

Magazine - Major Sections:

Uniquely Hawaii	Dining and Entertainment	Culture and History	Romance
Air Tours & Activities	History & Hawaii Facts	Golf	Maps
Adventure	Water Tours & Activities	Family Fun	Coupons



Shopping

Land Tours & Activities

Real Estate

Magazine Directories:

Shopping

Dining

Tours

Charter

Galleries

Tours & Transportation

Web Site - Major Categories:

Activities

Tours & Attractions

Arts & Entertainment

Dining

Shopping

Accommodations

Cars & Shuttles

Cruises

Flights

Specials

Calendar of Events

Maps

Slide Shows

Coupons

Romance (where applicable)

Real Estate (where applicable)

101 Travel Club

[More information and rate cards](#)

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