WHO WE ARE

WATCHDOG JOURNALISM

Civil Beat is the largest news outlet dedicated to public affairs reporting in Hawaii. Our focus is on investigative and watchdog journalism, in-depth enterprise reporting, and analysis and commentary that gives readers a broad view on issues of importance to the community.

FOUNDED IN 2010

Created in 2010 by eBay founder and philanthropist Pierre Omidyar, Civil Beat has quickly become one of the most respected news sites in Hawaii.

SPJ WINNER

Civil Beat’s award winning stories have IMPACT. We reach an elite audience who use their social networks to share our stories.
## OUR AUDIENCE

EDUCATED, AFFLUENT AND ENGAGED

### AUDIENCE STATS

<table>
<thead>
<tr>
<th>AGE</th>
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<tbody>
<tr>
<td>33%</td>
<td>55 YRS +</td>
<td></td>
</tr>
<tr>
<td>36%</td>
<td>MILLENNIALS</td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>VARIOUS AGES</td>
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<table>
<thead>
<tr>
<th>GENDER</th>
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<tbody>
<tr>
<td>47%</td>
<td>MEN</td>
<td></td>
</tr>
<tr>
<td>53%</td>
<td>WOMEN</td>
<td></td>
</tr>
<tr>
<td>63%</td>
<td>HOMEOWNERS</td>
<td></td>
</tr>
<tr>
<td>62%</td>
<td>EARN ABOVE 82K</td>
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<table>
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<tr>
<th>CULTURE</th>
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<tbody>
<tr>
<td>42%</td>
<td>FROM 8 ETHNICITIES</td>
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### DETAILS

**MILLENNIALS**

45 percent of young adults regularly follow five or more “hard news” topics. More than 36 percent of Civil Beat readers represent this audience.

**AFFLUENTS**

Hawaii has the 8th highest median household income in the U.S., and 62 percent of Civil Beat readers skew above Hawaii’s median income of $82,600. Affluents account for half of all retail sales and are the heaviest users of digital media.

**MULTICULTURAL**

In a 2015 Civil Beat reader survey, 42 percent of readers represent more than 8 ethnic groups to include African American, Native American, Latino, Filipino, Chinese, Japanese and Hawaiian/Part-Hawaiian.
OUR AUDIENCE
BY NUMBERS

166K  MONTHLY UNIQUE READERS
60%+  HAWAII RESIDENTS

TOP INTERESTS

Hawaii Real Estate & Development • Movies • TV • Beach Travel • Local News & Information
Entertainment News • Music • Technology • Cooking • Politics • Travel
AWARDS

**WINNER: BEST OVERALL NEWS SITE**
Society of Professional Journalists Hawaii Chapter

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**FIRST PLACE**
2015 Best Of The West For Editorial Writing
*The Civil Beat Editorial Board*
“Homeless Policy: Sand Island Camp Is a Waste of Money”

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**FIRST PLACE**
2014 SPJ Hawaii Chapter Award for Investigative Reporting
*Nick Grube*
“Death on the Streets”

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**FINALIST**
American Bar Association Silver Gavel Awards For Media And The Arts
“In The Name of the Law: What the Public Isn’t Being Told About Police Misconduct”

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**FIRST PLACE**
The 2013 National Awards for Education Reporting, Beat Reporting, Small Newsroom
*Alia Wong, Education Coverage*

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**WINNER**
2013 Online Journalism Awards, Explanatory Reporting, Small
*Sophie Cocke*
“The Ala Wai Canal: Hawaii’s Biggest Mistake?”

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**WINNER**
2013 Online Journalism Awards, The Gannett Foundation Award for Innovative Investigative Journalism, Small
*Nick Grube and Patti Epler*
“In The Name of the Law”
HOME PAGE & CATEGORY UNDERWRITING

HOME PAGE UNDERWRITING
Per month includes:
- Underwriter logo on the www.civilbeat.com Homepage above the fold.
- One (1) static medium rectangle display on the Homepage with underwriter logo and accompanying line of text.
- We recommend a 3 consecutive month campaign.

CATEGORY UNDERWRITING
Per month includes:
- One (1) static medium rectangle display above the fold on a category page with underwriter logo and accompanying line of text.
Choose one (1) or more category pages to underwrite:
o Honolulu page
o Hawaii page
o Education page
o Politics page
o Energy & Environment page
- The Beat page
- Data page
- Special Reports page
- Connections page
- We recommend a 3 consecutive month campaign.

Underwriting Policy: Civil Beat is an independent news organization. While we do accept underwriting to help us produce content for the site, our underwriters may not and do not influence our coverage or the substance of our articles. Civil Beat may exercise its discretion to refuse any underwriting opportunities.
SERIES UNDERWRITING

Per month includes:

- One (1) static medium rectangle display above the fold with underwriter logo and accompanying line of text on one (1) series’ landing page and underwriter logo on all corresponding articles in that series.
- Underwriter logo will accompany all series-specific email blasts.

Series types include:

- Special Reports Series – based on a timely topic that has an ongoing publication time period.
- Project Series - based on a timely topic that has a set publication time period.
- Connections Series – timely topics that are user-generated narratives.

BEAT BLOG UNDERWRITING

Per month includes:

- Underwriter logo will be displayed on the Homepage.
- One (1) static medium rectangle display above the fold on The Beat category page with underwriter logo and accompanying line of text.
- Underwriter logo on The Beat articles.

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**COLUMNIST UNDERWRITING**

**COLUMNIST PAGE ONLY**
Per month includes:
- One (1) static medium rectangle display above the fold on author's page with underwriter logo and accompanying line of text.

**COLUMNIST PAGE + FULL ARCHIVE**
Per month includes:
- One (1) static medium rectangle display above the fold on author's page with underwriter logo and accompanying line of text and underwriter logo on all archived columns for the sponsorship period.

**PER COLUMN UNDERWRITING PACKAGES**
- Underwriter logo will be displayed on left rail of specified columns.
- Available packages:
  - 1-5 articles
  - 6-10 articles
  - 11-15 articles

**DENBY FAWCETT**
30K page views over the last 12 months (76K from Jan - June 30th)
Denby Fawcett is a longtime Hawaii television and newspaper journalist, who grew up in Honolulu. Her new book, Secrets of Diamond Head: A History and Trail Guide is available on Amazon. Denby has also reported on the Vietnam War.

**IAN LIND**
42K Jan – June 30th
Ian Lind is an award-winning investigative reporter and columnist who has been blogging daily for 15 years. He has also worked as a newsletter publisher, public interest advocate and lobbyist for Common Cause in Hawaii, peace educator, and legislative staffer. Lind is a lifelong resident of the islands.

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EVENT UNDERWRITING

PRESENTING

One opportunity at this level:

- Exclusivity of industry.
- Opportunity for a representative from the sponsoring organization to give a two minute welcome.
- Presenting underwriter acknowledgement by moderator before event begins and at conclusion of event.
- Logo on underwriter acknowledgement section on the email promotions, invitations and digital pre-promotional event material on www.civilbeat.com and social media.
- Logo on event announcement in CB newsletter to subscribers.
- Logo on flyers, signs and other printed material at the event.
- Company text mention on event page posting.

UNDERWRITING

Maximum of four contributing sponsors:

- Logo on sponsor acknowledgement section on the email promotions, invitations and digital pre-promotional event material on www.civilbeat.com and social media.
- Logo on event announcement in CB newsletter to subscribers.
- Logo on flyers, signs and other printed material at the event.

CONTRIBUTING

Maximum of four contributing sponsors:

- Logo on event announcement in CB newsletter to subscribers.
- Logo on flyers, signs and other printed material at the event.

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ARTICLE UNDERWRITING

Per month includes:

- Underwriter logo will be displayed on articles for the sponsorship period.
- Available packages:
  - 1-5 articles
  - 6-10 articles
  - 11-15 articles

THE POD SQUAD PODCAST UNDERWRITING

“Brought to you by” in-podcast mention:

- Underwriter mentioned at the beginning of one (1) Pod Squad episode.

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ARTICLE, POD SQUAD & MORNING BEAT UNDERWRITING (cont.)

THE POD SQUAD SERIES PAGE

Per month includes:

• One (1) static medium rectangle display above the fold with underwriter logo and accompanying line of text on Pod Squad series landing page.

MORNING BEAT EMAIL UNDERWRITING

Per month includes:

• Underwriter logo and accompanying line of text will be displayed above the main body of the email.

Underwriting Policy: Civil Beat is an independent news organization. While we do accept underwriting to help us produce content for the site, our underwriters may not and do not influence our coverage or the substance of our articles. Civil Beat may exercise its discretion to refuse any underwriting opportunities.
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