

WHAT IS 101 THINGS TO DO?

A very successful visitor magazine, we publish and distribute over 1.9 million copies annually which are currently available on all islands in Hawaii. We are also an online travel company, where consumers can find out about all the "Things To Do" in the market AND book their trip, including air, lodging, rental car, even their golf tee time. Our company is owned by Gannett Co. who purchased it in April 2003. Gannett Co., Inc. is a leading international news and information company that reaches audiences through publishing, television and the Internet.

Circulation

1.9 Million annually 793 locations

Oahu	660,000	163 locations
Maui	430,000	185 locations
Big Island	410,000	262 locations
Kauai	350,000	183 locations

Available Island Wide on all Islands

- Distribution at all Island Airports
- Rent a Car Locations
- Hotels, Retail, Restaurants, Military Bases and all Heliports

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 our editorial content. That combination makes 101 Things To Do unique and whether visitors have come to this market for the first time or a repeat, 101 Things To Do serves as a valuable resource. With 1.9 million magazines and 793 locations the magazine caters to the post-arrival visitor and offers an effective media for clients who wish to reach this targeted audience through effective distribution. With 101thingstodo.com, we have the complete site for travel and in-depth information about specific travel destinations for targeted travelers, backed by an aggressive marketing plan to drive business to our advertisers in a pre-arrival mode.

Sections you'll find in magazines...

Uniquely Above It All	Dining and Entertainment Entertainment	Culture and History History	Romance Maps
Adventure	Water-World	Family Fun	Coupons
Shopping	Lay of the Land	Golf	Real Estate

Directories...

Shopping	Dining	Tours
Charter	Galleries	Transportation

Gannett Co, Inc. is the largest newspaper group in the U.S. where it publishes 101 daily newspapers including USA TODAY, the nation's largest-selling daily newspaper. Gannett's combined average daily U.S. circulation is 7.6 million. Gannett also owns more than 500 non-daily publications in the US and USA WEEKEND, a weekly newspaper magazine with a circulation of 23.7 million.

Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes more than 300 titles, including 17 daily newspapers, and a network of prize-winning Web sites. Gannett also operates 22 television stations in the United States, which reach 17.8 percent of the USA, and is an Internet leader with more than 150 Web sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web. Gannett recorded \$6.7 billion in operating revenue in 2003.

Gannett purchased four very successful visitor magazines distributed on Oahu, Maui, Kauai and the Big Island and added web sites to support each magazine that includes an online booking engine. We can now reach the visitor before they make their travel plans and arrive at the destination.