freesurf

FREESURF MAGAZINE · 2027 MEDIA KIT

GET IN THE LINEUP WITH CORE SURFERS.

North America's only free, full-color glossy surf magazine — made on the North Shore of O'ahu, surfing's global epicenter, since 2002. Print, digital and video that real surfers pick up, keep and share.

10,000 printed copies per issue	**450+** locations in Hawai'i & SoCal
8 issues a year	**245K+** social followers

INSIDE THIS KIT

01 Who we reach
02 Print rates
03 2027 schedule
04 Social & video
05 Buyer's Guide
06 Book an ad

See the full media kit online →

WHO WE REACH

HAWAI‘I’S SURF MAGAZINE. READ WORLDWIDE.

Each issue, **10,000 copies** of Freesurf go out free to **more than 450 locations** across Hawai‘i and Southern California — surf shops and specialty stores, plus hundreds of surf shops and gift suppliers in SoCal.

With an average of **8 reads per copy**, Freesurf becomes a travel companion and a free souvenir that goes home in suitcases — giving advertisers reach well beyond the lineup.

From editorial sponsorships to social campaigns, we build creative ways for your brand to land with an engaged surf community.

READERSHIP



Male surfers — Female surfers

XY	**Gen X & Gen Y** Core target audience
HI	**Hawai‘i first** Primary distribution across the islands, plus Southern California
8	**8 issues a year** Including the annual Surf Buyer’s Guide

8 reads per copy.
Every printed issue is passed around, kept and carried home.

ADVERTISE IN PRINT

PRINT RATES

Price per issue. Book 4 or 8 issues and the rate drops — **save up to 22%** at 8 issues.



2-Page Spread BIGGEST IMPACT

Ad 16.75 × 10.875″ · Bleed 17.25 × 11.375″

1 ISSUE	4 ISSUES	8 ISSUES
$3,695	$3,295	$2,895 Save 22%



Full Page

Ad 8.375 × 10.875″ · Bleed 8.875 × 11.375″

1 ISSUE	4 ISSUES	8 ISSUES
$1,995	$1,795	$1,595 Save 20%



1/2 Page Vertical

Ad 4.125 × 10.875″ · Bleed 4.625 × 11.375″

1 ISSUE	4 ISSUES	8 ISSUES
$995	$945	$895 Save 10%



1/2 Page Horizontal

Ad 8.375 × 5.35″ · Bleed 8.875 × 5.85″

1 ISSUE	4 ISSUES	8 ISSUES
$995	$945	$895 Save 10%



1/4 Page

Ad 3.75 × 4.875″

1 ISSUE	4 ISSUES	8 ISSUES
$695	$625	$575 Save 17%

Surf Saver BEST VALUE

Ad 3.75 × 1.5″

1 ISSUE	4 ISSUES	8 ISSUES
$295	$275	$250 Save 15%

Rates in USD, per insertion. Frequency rates apply to ads booked across 4 or 8 issues.

PLAN AHEAD

2027 SCHEDULE

Ad materials are due by the deadline. Copies reach racks across Hawai‘i around the distribution date.

01 FIRST DEADLINE OF 2027
Issue 1 — materials due Fri, Jan 8, 2027

01 — NEXT UP

DEADLINE Fri, Jan 8
ON RACKS Feb 8

02

DEADLINE Fri, Feb 12
ON RACKS Mar 22

03

DEADLINE Fri, Mar 26
ON RACKS May 3

04

DEADLINE Fri, May 7
ON RACKS Jun 14

05

DEADLINE Fri, Jun 18
ON RACKS Jul 26

06 — BUYER'S GUIDE

DEADLINE Fri, Jul 23
ON RACKS Aug 30

07

DEADLINE Fri, Sep 10
ON RACKS Oct 18

08

DEADLINE Fri, Oct 15
ON RACKS Nov 22

All dates 2027. “On racks” is the distribution date.

SOCIAL & VIDEO · @FREESURFMAG

GO BEYOND THE PAGE

With 25+ years in surf publishing, video production and athlete coverage, Freesurf offers direct access to Hawai'i's premier surf media channels.

128K+	102K+	15K+
Instagram	Facebook	YouTube

Story Shares

We share your message — straight onto our audience's radar.

Single Story Share	**$250**
Monthly · 4 shares	**$800** / mo
Quarterly · 16 shares	**$750** / mo
Annual · 52 shares	**$600** / mo

Collaborative Sponsored Posts

Co-branded content featuring your athletes, products or events, co-published on @freesurfmag and your channel, with your promo in the caption. Built from Freesurf's archive, fresh shoots or your own content.

1 Post / Reel	**$750**
12 Posts / Reels	**$7,200** · $600 ea
24 Posts / Reels	**$9,600** · $400 ea

Themed Content Series

Sponsored content buckets that entertain, inspire or tell your story — shot, edited and curated for impact.

Athlete Spotlight · Morning Inspiration · Shaper's Corner · Board Stories · Quote of the Week · Stuff We Like

Starting at **$750** per activation · final cost depends on complexity and production needs.

Custom Media

We produce, edit and deliver your production to social media for international use. Let's talk — contact us for pricing.

- Brand integration and client approval
- Key product and messaging placement
- Final media you can use almost anywhere

BUYER'S GUIDE

Put your product or business in the Freesurf Buyer's Guide — in print and online, or online only.



Print and Online

- 70 words + large image
- Printed in Freesurf Magazine
- Plus an online listing at **freesurfmagazine.com/buyers-guide**

$695 + tax



Online

- 40 words + small image
- Online only at **freesurfmagazine.com/buyers-guide**

$395 + tax

LET'S BUILD YOUR CAMPAIGN.

Print, social, video or all three — tell us what you're promoting and when, and we'll put together a plan that fits.

GENERAL & SALES INQUIRIES
mlatronic808@gmail.com

freesurfmagazine.com/media-kit-2027 →

Hawai'i's surf magazine since 2002. Freesurf is a multimedia production company on the North Shore of O'ahu and a Manulele Inc. company. We also produce Board Stories TV.