

KWHE TV-14

Honolulu's **OHANA** Television!



ENJOYABLE
FRIENDLY
WHOLESOME

Why **DIFFERENT** Makes a Difference!

KWHE TV 14...

- Is a full power TV station reaching 1.0M Hawaii Viewers.
- Is an independent station offering Classic TV, Entertainment, Inspiration and Lifestyle programming.
- Can provide more ad frequency and program flexibility than other Honolulu TV, Cable, or Radio stations.
- Is a safe, worry-free option for families & advertisers.
- Is AFFORDABLE: reach new customers for pennies!

KWHE TV-14: Engaging Today's Families



- Despite many changes to its structure, today's Family offers **rich marketing opportunities**.
- Parents today are older, better educated.
- More mothers are now in the workforce. Today's wife has higher levels of education, oftentimes the primary breadwinner.
- Engaging Families can be profitable, but the ad message & platform must match the target.
- Focusing on the “family theme” -- not the “family profile” -- is key to connecting.
- The message should reflect today's family's mood (their anxieties, joys, fears, hopes).
- The media platform should enhance – not detract from -- the message.
- KWHE's **Family Friendly programming** offers a **unique platform niche** for your ad message.



**More Frequency & Flexibility!
Full Power signal coverage!
Guarantees RESULTS!**



More BANG for your \$\$\$!

WHY invest with KWHE TV?

- ✓ A FULL POWER TV station reaching all Hawaii.
- ✓ QUALITY Entertainment & Lifestyle programs.
- ✓ Reaches Customers for PENNIES PER IMPRESSION.
- ✓ Measures success by YOUR RESULTS - not Ratings.
- ✓ Provides generous FREQUENCY & FLEXIBILITY.
- ✓ Pays BIG DIVIDENDS for a small investment.

Contact us @ 808-538-1414