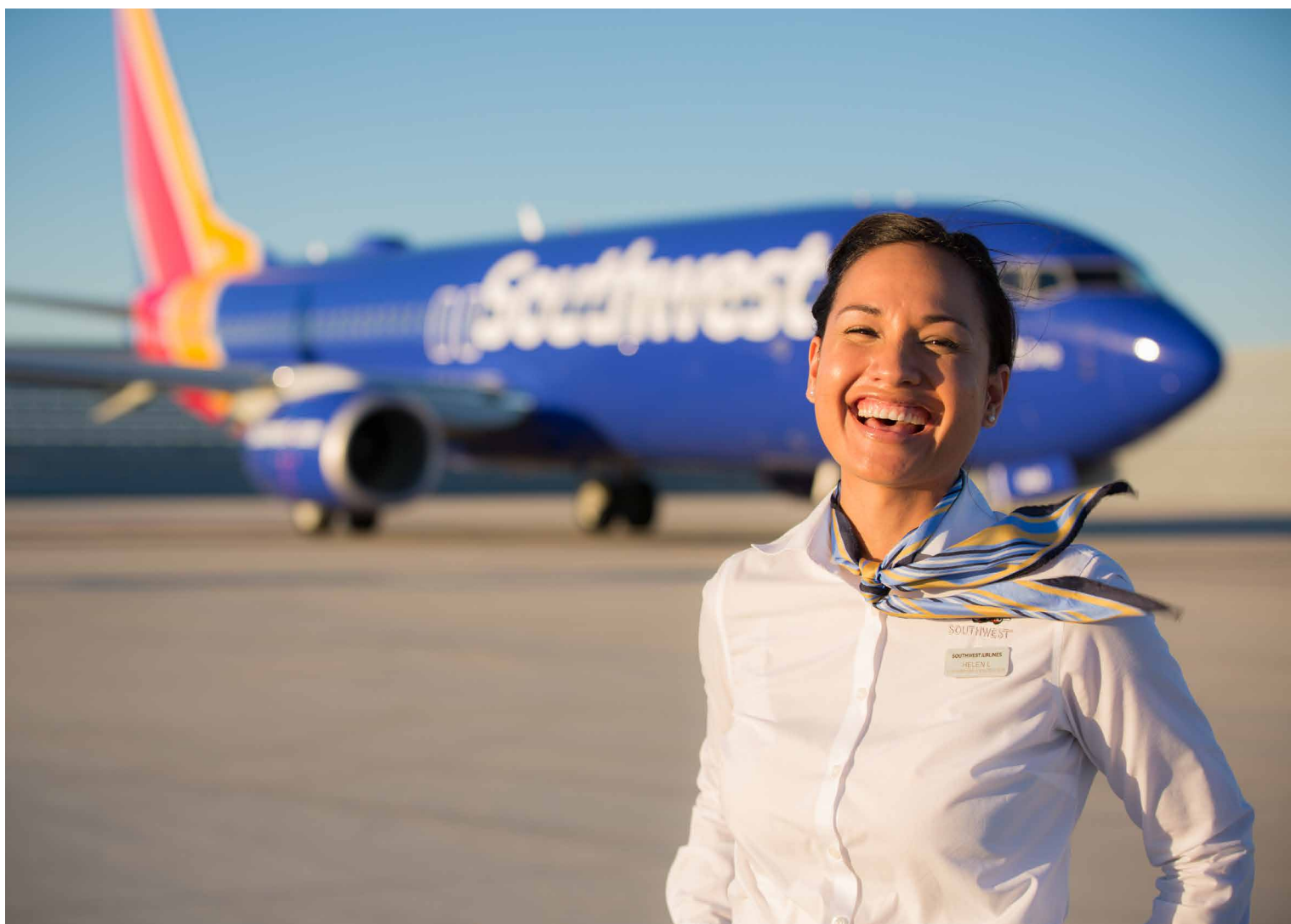


2016 Media Kit





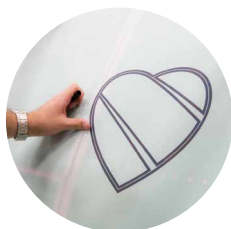
We Are Southwest Airlines®

Hard work. Perseverance. The relentless pursuit to find a better way. Southwest has stood for these values for more than 40 years, and each is reflected in a customer base nearly 140 million strong. As the editorial arm of one of the nation's top domestic carriers, *Southwest: The Magazine* matches these values with sophisticated storytelling and an emphasis on the people and places that make this country special.



Movers and Shakers

A completed merger, international service, a brand relaunch and a magazine name change made **2014 the best year ever for Southwest Airlines and Southwest: The Magazine.**



New Brand

In September, Southwest unveiled a sweeping revitalization of their brand identity, including a new logo, refreshed colors, redesigned planes and a unified voice across all advertising and marketing efforts.



Adventure In

We continue to lead the way with innovative travel content. Our monthly travel feature, "Adventure In," is a customized guide through a city, helping readers create an ideal itinerary tailored to their personality.



Near International

Southwest Airlines brought their legendary Customer Service to seven non-U.S. cities, including destinations in the Bahamas, Mexico, Jamaica, the Dominican Republic and Aruba.



A Growing Audience

Southwest: The Magazine had the largest percentage increase of readership of any magazine in the inflight category. In addition, our readers are entrepreneurial—we're the No. 1 inflight publication for travelers who own their own business.

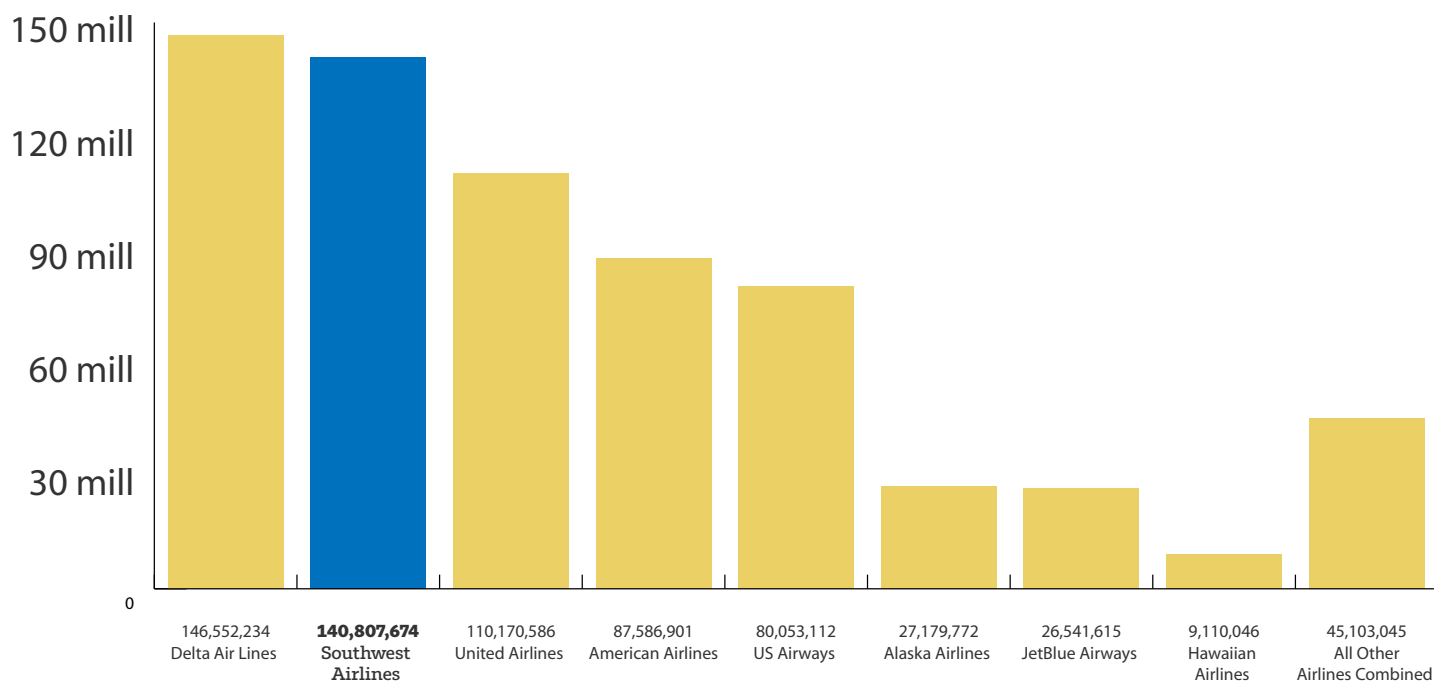
Where We Fly

Southwest is the **No. 1 or No. 2 carrier in 81% of markets served.**



More Passengers

Southwest carried nearly 140 million domestic passengers in 2014.



Source: U.S. Department of Transportation T-100 Report/Year 2012 - Onboard Passengers

Top 10 Airports

Below are the top 10 cities for Southwest based on number of daily departures.

CITY	DAILY DEP.	NONSTOPS	GATES
Chicago (Midway)	212	33	64
Las Vegas	198	24	55
Baltimore	180	25	58
Denver	159	22	56
Houston (Hobby)	146	18	42
Phoenix	163	24	47
Atlanta	124	17	39
Dallas (Love Field)	153	16	33
Orlando	110	20	40
Los Angeles	113	10	24

Source: southwest.com as of October 2013

Onboard Domestic Passengers by City

CITY	PASSENGERS	SHARE	RANK
Chicago-Midway	9,797,721	94.0%	1
Las Vegas	8,833,546	46.0%	1
Baltimore	7,955,045	72.0%	1
Denver	7,193,054	28.0%	2
Phoenix	6,657,925	34.0%	2
Atlanta	5,116,602	12.0%	2
Houston-Hobby	5,815,431	93.0%	1
Orlando	4,858,398	32.0%	1
Dallas-Love	4,601,194	95.0%	1
Los Angeles	4,285,287	17.0%	4
Oakland	3,687,475	72.0%	1
St. Louis	3,432,026	54.0%	1
San Diego	3,682,404	40.0%	1
Tampa	3,068,777	38.2%	1
Nashville	3,206,118	57.0%	1
Kansas City	2,657,201	51.0%	1
Sacramento	2,428,597	55.0%	1
San Jose	2,421,049	53.0%	1
Fort Lauderdale	2,215,191	23.0%	1
Austin	2,138,820	40.0%	1
New Orleans	2,074,544	41.0%	1
Orange County	1,902,760	43.0%	1
San Antonio	1,797,136	45.0%	1
San Francisco	1,642,921	9.0%	3
Albuquerque	1,566,964	61.0%	1
Milwaukee	1,549,969	48.0%	1
Burbank	1,480,631	75.0%	1
Seattle/Tacoma	1,479,151	9.0%	3
Portland	1,344,352	18.0%	1
Boston	1,247,116	9.0%	5
Philadelphia	1,092,542	8.0%	2
Ontario	1,204,359	60.0%	1
Salt Lake City	1,186,037	12.0%	5
Raleigh/Durham	1,117,425	24.0%	2
Pittsburgh	1,059,360	28.0%	1
Columbus	1,081,116	35.0%	1
Indianapolis	1,075,172	30.0%	1
New York-La Guardia	1,165,700	9.0%	4
Fort Myers	979,697	26.0%	1
Minneapolis/St. Paul	960,590	6.0%	2
Reno	770,663	48.0%	1
Providence	809,808	46.0%	1
Buffalo	794,879	33.0%	1
El Paso	835,753	56.0%	1
Detroit	818,913	6.0%	2

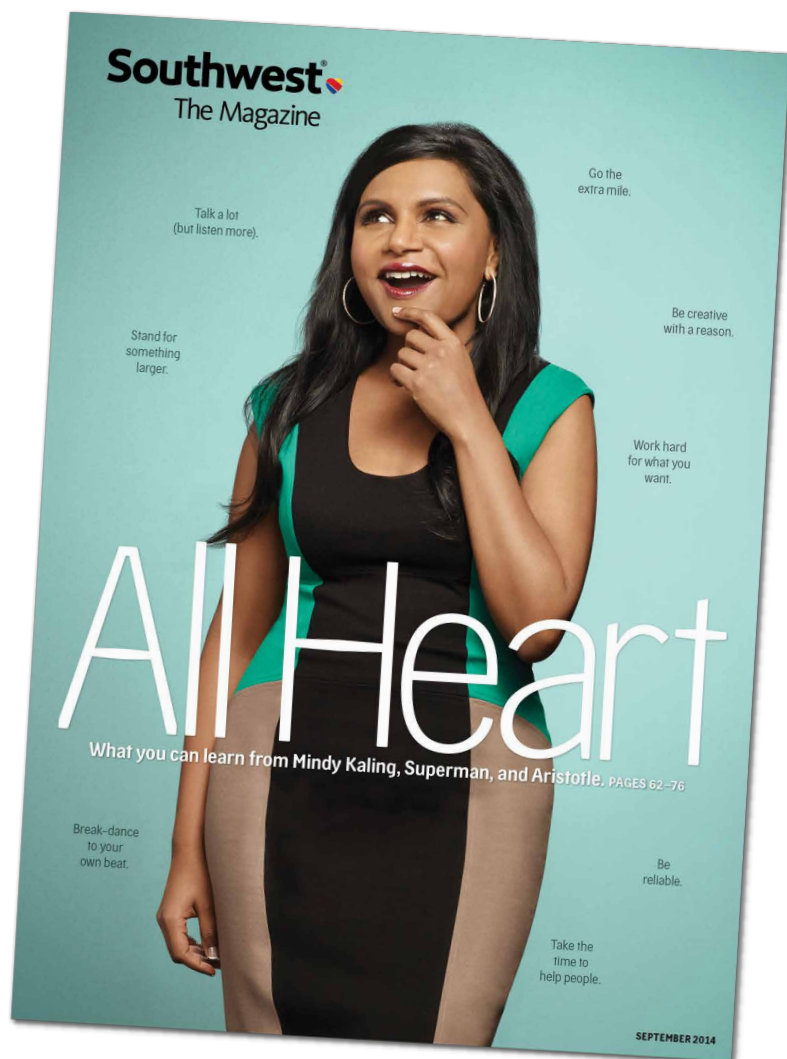
CITY	PASSENGERS	SHARE	RANK
Oklahoma City	755,423	39.0%	1
Hartford	845,983	29.0%	1
Manchester	581,805	56.0%	1
Jacksonville	607,731	23.0%	2
Omaha	657,062	32.0%	1
Louisville	539,616	33.0%	1
Newark	651,566	5.0%	4
Birmingham	526,974	38.0%	1
Long Island-MacArthur	589,120	91.0%	1
Tulsa	570,072	40.0%	1
Tucson	528,814	33.0%	1
Albany	524,007	43.0%	1
Washington-National	810,099	8.0%	5
Akron/Canton	393,633	51.0%	1
Cleveland	519,787	14.0%	2
Norfolk	322,898	22.0%	3
San Juan	438,722	12.0%	3
Little Rock	341,778	32.0%	1
West Palm Beach	357,950	12.0%	3
Spokane	361,989	25.0%	1
Boise	343,955	25.0%	2
Midland/Odessa	320,410	56.0%	1
Amarillo	270,835	61.0%	1
Washington-Dulles	268,956	4.0%	4
Dayton	222,179	20.0%	2
Charleston	284,889	18.0%	3
Lubbock	253,225	54.0%	1
Rochester	243,416	21.0%	2
Charlotte-Douglas	239,056	1.0%	4
Harlingen	214,108	73.0%	1
Panama City	198,575	50.0%	2
Greenville/Spartanburg	169,552	18.0%	4
Memphis	259,835	14.0%	2
Grand Rapids	210,763	18.0%	3
Richmond	164,427	10.0%	5
Wichita	178,431	22.0%	2
Corpus Christi	123,649	35.0%	2
Portland	126,232	15.0%	4
Pensacola	112,352	15.0%	3
Des Moines	121,134	11.0%	5
Flint	191,379	45.0%	2

TOTAL FOR 2013: 140,623,318

Source: U.S. Department of Transportation T-100 Report/Year 2013;
Reflect combined Southwest and AirTran figures

We Have Affluent Readers

Southwest: The Magazine reaches nearly 3.9 million loyal, affluent and engaged travelers every issue with our distinctive voice and sophisticated design. They travel for business and pleasure, and they are avid consumers of the content we serve them in-flight. Who they are and how we reach them is what separates *Southwest: The Magazine* from the pack.



By the Numbers

Our readers are **professional, affluent, college-educated travelers** for both business and leisure.

Audience Per Issue



3,934,000

Median Age



46

Readers Per Copy



8.7

Median Household Income (HHI)



\$109,634

Median Personal Income (IEI)



\$56,059

Reader Engagement

- Nearly half of readers recall ads they've seen in our pages.
- More than one third of readers have taken action based on our content.

Source: 2015 GfK MRI Spring

Reader Demographics

DEMOGRAPHICS	COMP%	INDEX
Men	51.6%	107
Women	48.4%	93
Married	63.9%	120
Single	36.1%	77

AGE	COMP%	INDEX
Age 25-54	62.2%	118
Age 35-49	30.0%	118
Age 35-54	40.3%	116

EDUCATION	COMP%	INDEX
College Educated	67.7%	173
Graduated College or Further	59.9%	206
Post-Graduate Degree	22.6%	217

EMPLOYMENT	COMP%	INDEX
Professional/Managerial	45.2%	192
Top Management	12.5%	321

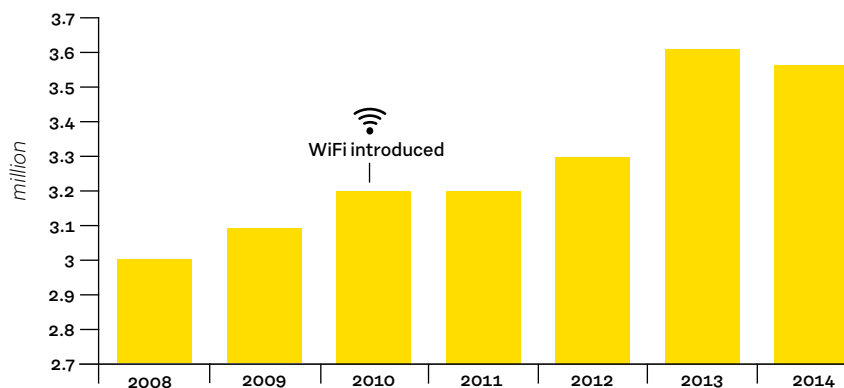
HOME OWNERSHIP	COMP%	INDEX
Owens a Home	72.2%	108
Value of Owned Home: \$300,000+	32.9%	167
Value of Owned Home: \$500,000+	17.6%	239

AFFLUENCE	COMP%	INDEX
HHI \$100,000+	53.7%	196
HHI \$150,000+	34.5%	282
HHI \$200,000+	17.1%	320
IEI \$75,000+	33.5%	297
IEI \$100,000+	26.2%	425
IEI \$150,000+	12.8%	570
IEI \$200,000+	8.5%	770

2015 GfK MRI Spring

Readership and WiFi

Think fewer people are reading *Southwest: The Magazine* since the introduction of onboard WiFi? Think again. Our readership numbers have actually **increased** since WiFi was introduced on Southwest flights in 2010.





We Tell Vivid Stories

One of the world's most admired companies deserves a top quality in-flight publication. *Southwest: The Magazine's* mission is to be at the heart of the Southwest Airlines brand, upholding their tradition with impassioned storytelling about real places and real people. Our award-winning editorial dives into business, travel and lifestyle, artfully blending quick-hit content with long-form features to create a well-rounded, appealing package for upscale consumers.



Awards 2010–2014



Best In-flight Publication

2012 APEX Passenger Choice Awards

2014

- **Silver, Best Airline Publication**
Content Marketing Awards

Dallas Show Exhibit

Dallas Society of Visual Communications

2013

- **Merit Award: Feature Design**
Society of Publication Designers

Merit Award: Feature Photography

Society of Publication Designers

2012

- **Gold, Editorial:**
Best Feature/Article/Package
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

Merit Award: Feature Design

Society of Publication Designers

Merit Award: Feature Photography

Society of Publication Designers

2011

- **Gold, Editorial:**
Best Feature/Article/Package
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Silver, Design: Best Opening Spread**
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Silver, Design: Best Overall Design**
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Bronze, Editorial: Best Special Issue**
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

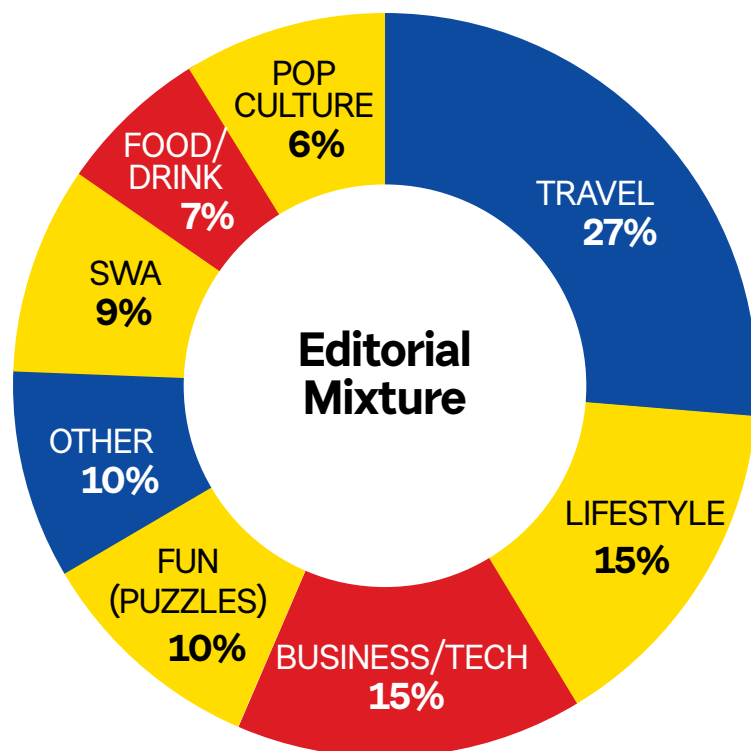
2010

- **Gold, Design: Best Cover**
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Gold, Editorial:**
Best Feature/Article/Package
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Silver, Editorial:**
Best Feature/Article/Package
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards

- **Bronze, Design: Best Overall Design**
(more than 250,000 circ.)
Custom Publishing Council Pearl Awards



Edit Overview

What makes us different? Our **award-winning** mix of business, travel, and lifestyle editorial.

Innovative content takes a cue from booking on southwest.com: In short, are you traveling for **Work** or **Play**?

Work

- **Stat:** A newsworthy number that reveals a business trend.
- **Takeaway:** Insight from a top executive.
- **Trip:** Four places to eat, drink, and entertain, within walking distance of a hip business hotel.
- **Tool:** Top tech products.
- **App:** Our favorite new smartphone apps.
- **Insight:** A first-person column packed with useful advice for readers, written by a rotating roster of leading business experts.
- **Startup:** Entrepreneurs describe their new ventures.

Agenda

A roundup of exciting events across the country: From a barbecue block party in the Big Apple to a tap festival in The City by the Bay, our monthly roster of coming events is a collection of the country's most entertaining celebrations, competitions, and festivals.

Play

- **Number:** Timely and surprising stats on culturally relevant topics.
- **Shop:** An influencer in a Southwest destination curates a list of unique, locally made products.
- **Problem Solved:** A lifestyle expert offers useful tips for everything from napping to vacations to organization.
- **Eat:** A delicious food trend, and three to four places across the country where you can try it.
- **Drink:** Top bartenders from cocktail hotspots share their mouth-watering recipes.
- **Sleep:** Spotlight on a new or newly renovated hotel or resort.
- **Now Open:** Highlighting a new attraction from one of our top destinations.

One Question

Celebrities speak their minds: We ask stars of television and film, top athletes, and best-selling authors a single, thought-provoking question.

Adventure In

A travel guide catered specifically to you: Our monthly travel feature is a customized guide through a Southwest destination. Are you a sports fan? Really into history? A self-proclaimed foodie? Rather than a pile of generic information about a city, we tailor our picks for the area's best hotels, restaurants, shops, and activities, according to specific personalities and interests.

More Ways to Explore

Taking Adventure In a step further: Part and parcel to Adventure In, this customizable editorial digs deeper into what makes a city tick: The local business climate, economic development efforts, influential community leaders, and can't-miss spots for locals and visitors alike. In essence, More Ways is about what makes your city stand taller than the rest.



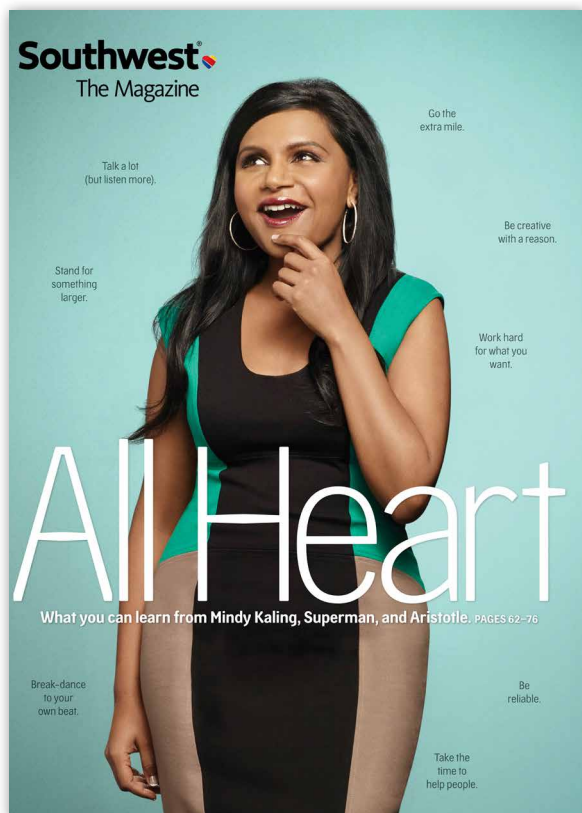
Features

We wear our heart on our sleeve:

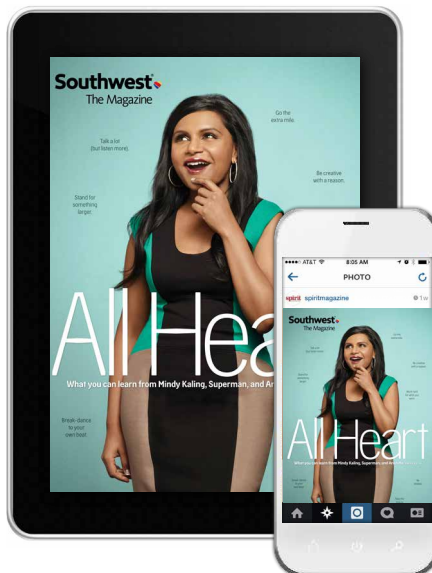
Southwest: The Magazine features can be broad, like when we tackled the art of storytelling in a compelling, genre-stretching package. Or they can go deep, like when we devoted an entire feature well to the glorious, delicious cookie. Sometimes they might even bring a tear, like when we explored a tale of forgiveness through the eyes of a father. But they all have one thing in common: heart. We tell stories that reflect the Southwest Airlines brand by focusing on the character, compassion, and indelible perseverance that make this country special.

Content Ecosystem

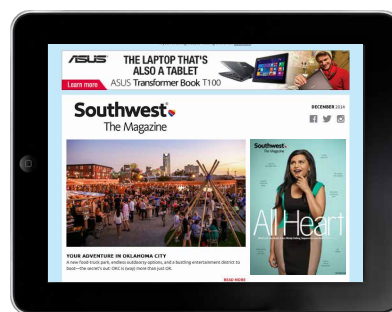
Partnering with *Southwest: The Magazine* means **access to our entire content ecosystem**, spreading your message across platforms including print, digital, social, and mobile.



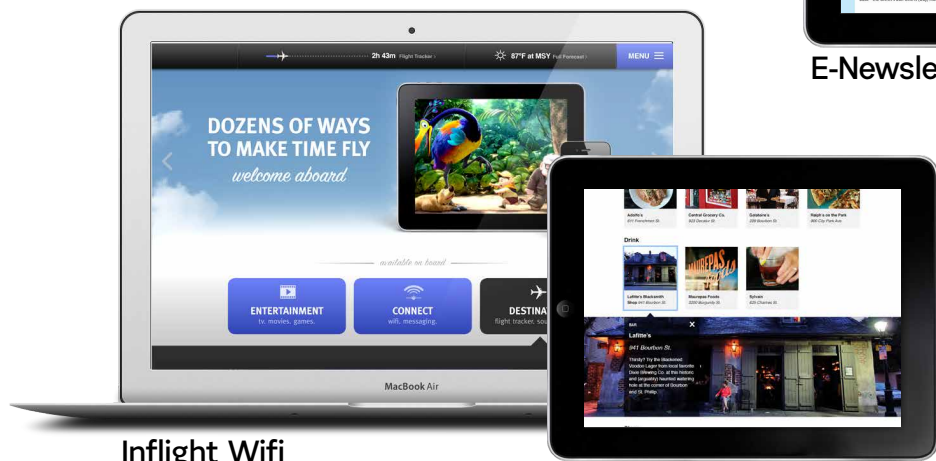
Print Magazine



Digital Edition & Mobile App



E-Newsletter



Inflight Wifi

2016 Advertiser Rates

Ad Rates

Southwest: The Magazine is published on the 1st of each month. Rates are effective with the January 2016 issue. Recognized AAAA agencies receive a 15 percent agency discount.

Full Color Ads

↓ Ad Size	1X	3X	6X	9X	12X
Full Page	\$43,527	\$42,260	\$41,398	\$40,833	\$39,800
¾ page	\$33,250	\$32,283	\$31,622	\$31,190	\$30,400
½ page	\$27,864	\$27,053	\$26,506	\$26,143	\$25,480
⅓ page vertical	\$20,967	\$20,358	\$19,944	\$19,672	\$19,168
⅓ page square	\$19,061	\$18,507	\$18,131	\$17,883	\$17,426

Black & White Ads

↓ Ad Size	1X	3X	6X	9X	12X
Full page	\$33,518	\$32,542	\$31,874	\$31,440	\$30,642
¾ page	\$25,601	\$24,863	\$24,351	\$24,021	\$23,412
½ page	\$21,455	\$20,830	\$20,404	\$20,128	\$19,621
⅓ page vertical	\$16,142	\$15,674	\$15,357	\$15,149	\$14,761
⅓ page square	\$14,674	\$14,248	\$13,962	\$13,771	\$13,419

Covers

↓ Ad Size	1X	3X	6X	9X	12X
2 or 3	\$50,991	\$49,512	\$48,495	\$47,834	\$46,625
4	\$55,375				

Ad Production Specs

Ad production specifications and submission instructions are detailed on our "Ad Spec Sheet" and "Ad Upload Instructions" sheet. Ask your sales representative for these documents if you do not have them already.

Schedule & Deadlines

Space reservation, materials, and Advertiser Directory listing must be supplied 45 days prior to issue date.

↓ Issue	↓ Closing	↓ Materials
January	Nov. 16, 2015	Nov. 20, 2015
February	Dec. 15, 2015	Dec. 21, 2015
March	Jan. 15, 2016	Jan. 20, 2016
April	Feb. 16, 2016	Feb. 22, 2016
May	Mar. 16, 2016	Mar. 21, 2016
June	Apr. 15, 2016	Apr. 20, 2016
July	May 16, 2016	May 20, 2016
August	Jun. 15, 2016	Jun. 20, 2016
September	Jul. 15, 2016	Jul. 20, 2016
October	Aug. 15, 2016	Aug. 22, 2016
November	Sept. 15, 2016	Sep. 21, 2016
December	Oct. 17, 2016	Oct. 20, 2016

General Information

↓ Topic	↓ About
Guaranteed positions	10 percent premium will be added to earned rate
Production charges (non-commissionable)	Split runs: 50/50 split (each split): \$1,750 Perfect split: (each split): \$2,100 Bind-in charges, BRC, and supplied inserts: \$1,320-\$2,800 net
Coupon ads	Must be indicated when space is reserved
BRC cards (advertiser supplied or printed by publisher)	Rates on request. Purchase of back-up page required for all BRC cards
Multi-page inserts (advertiser supplied or printed by publisher)	Rates on request
Advertiser Directory listing	Advertiser's name, phone number, and website listed in print and in the digital edition
Payment terms	Invoices are due upon receipt with approved credit. Interest is assessed at 1.5 percent per month if more than 30 days past due. Billing date is the first day of the month of cover issue. First-time advertisers must submit credit application or provide payment in full with insertion order.