

5

MILLION
READERS
PER
MONTH

sky

 DELTA



2016 MEDIA KIT

► Sky Magazine Mission

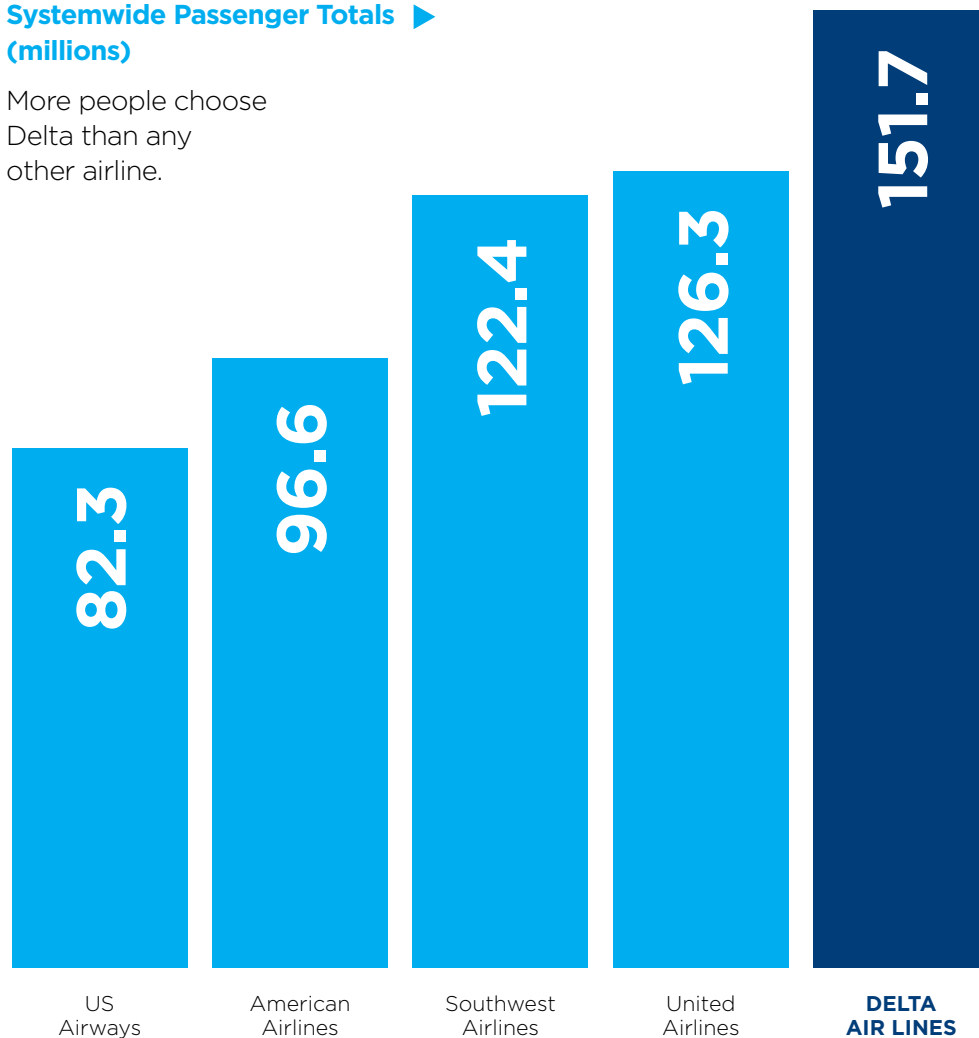
- Offer an experience that goes above and beyond an “in-flight” magazine.
- Embody the energy, reach and influence of Delta Air Lines.
- Explore a broad range of worldwide for our readers to discover.
- Introduce readers to innovative and cutting edge leaders.
- Investigate a diverse range of subjects to intrigue and entice our readers.
- Engage our readers with experiential, intimate and customized content.



▶ Delta Reach and Influence

Systemwide Passenger Totals ▶ (millions)

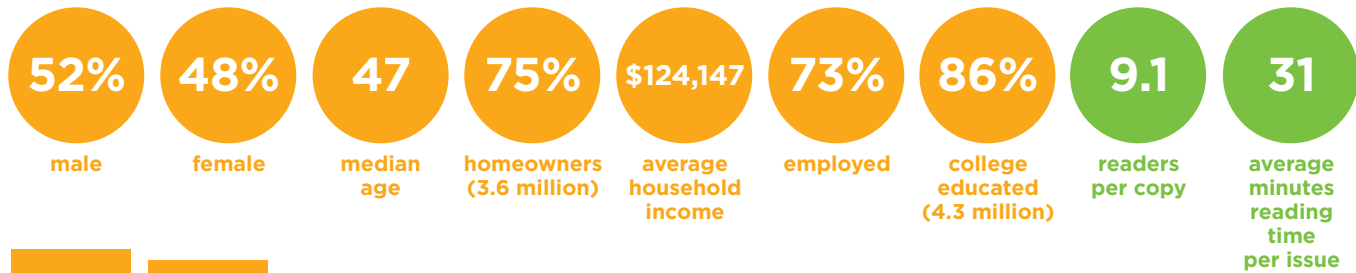
More people choose Delta than any other airline.



| CARRIER | DOMESTIC PASSENGERS | INTERNATIONAL PASSENGERS |
|------------------------|---------------------|--------------------------|
| Delta Air Lines | 145,716,489 | 11,771,786 |
| Southwest Airlines | 140,422,638 | 681,242 |
| United Airlines | 111,660,638 | 13,242,855 |
| American Airlines | 86,545,953 | 12,404,493 |
| US Airways | 79,510,865 | 3,787,176 |

► Readership Demographics

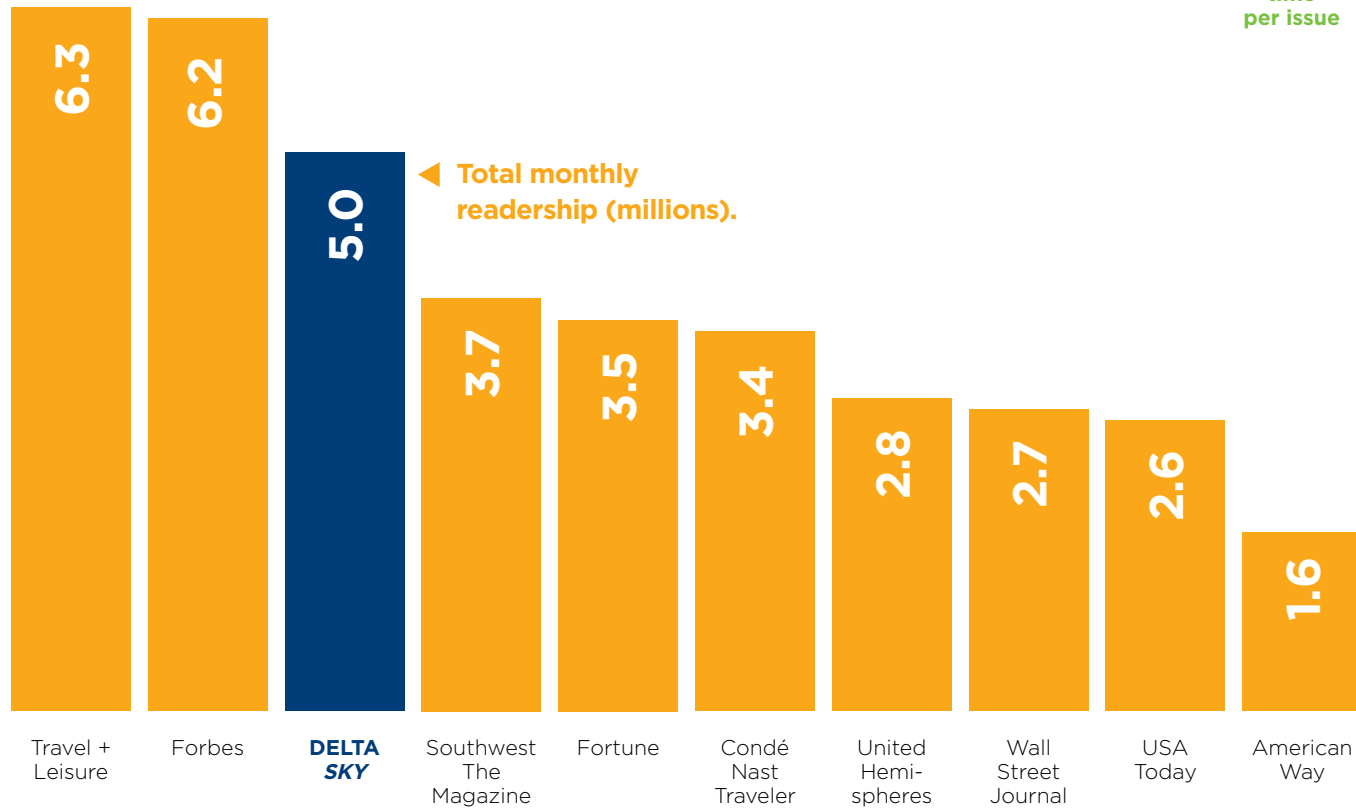
Sky delivers 5 million monthly readers.



Sky delivers highly valued consumers.

- Affluent (1.7M have HHI +150K)
- Decision Makers (2.3M are managers and professionals)
- Vacation Travelers (\$5.6 billion spent on domestic vacations in the last 12 months)

They are ambitious, adventurous, loyal, quality-conscious and socially active.



Source: 2015 Doublebase GfK MRI

▶ The Numbers: Audience Detail

2015 Doublebase GfK MRI

| | | |
|-----------------------|---------------------------------|-----------|
| TOTAL AUDIENCE | Audience Per Issue | 4,931,000 |
| | Readers Per Copy | 9.1 |
| | Circulation Per Month | 601,937 |
| | Median Age | 47 |
| | Average Household Income (HHI) | \$124,147 |
| | Average Personal Income (IEI) | \$87,655 |
| | Average Value of Home | \$336,695 |
| READERS | Men | 52% |
| | Women | 48% |
| | Married | 63% |
| | Single | 37% |
| AGE | 25 to 54 | 60% |
| | 35 to 54 | 41% |
| | 50 + | 43% |
| EDUCATION | College Educated | 86% |
| | Post-Graduate Degree | 24% |
| EMPLOYMENT | Employed | 73% |
| | Professional/Managerial | 46% |
| | Top Management | 11% |
| HOME OWNERSHIP | Owns a Home | 75% |
| | Value of Owned Home \$200,000 + | 52% |
| AFFLUENCE | HHI over \$100,000 | 56% |
| | HHI over \$150,000 | 34% |
| | HHI over \$200,000 | 16% |
| | IEI over \$75,000 | 34% |
| | IEI over \$100,000 | 25% |
| | IEI over \$150,000 | 10% |

Ipsos Affluent 2015 Survey USA Adults 18+ HHI \$100k

| | | |
|--------------------------------|------------------------------------|-----------|
| TOTAL AFFLUENT AUDIENCE | Audience Per Issue | 1,901,000 |
| | Median Age | 48 |
| | Average Household Income (HHI) | \$322,422 |
| | Average Personal Income (IEI) | \$186,754 |
| READERS | Men | 63% |
| | Women | 37% |
| | Married | 88% |
| | Single | 9% |
| DEMOGRAPHIC SEGMENT | Age 19 to 31 (Affluent Millenials) | 20% |
| | Age 32 to 48 (Affluent Gen Xers) | 37% |
| | Age 49 to 67 (Affluent Boomers) | 38% |
| EMPLOYMENT | Professional/Managerial | 76% |
| AFFLUENCE | HHI over \$150,000 | 59% |
| | HHI over \$200,000 | 32% |
| | HHI over \$250,000 | 22% |



► **Content Counts** *Sky* readers are plugged in and *Sky*'s editors know what matters to them. *Sky* blends the beauty and allure of travel with smart and compelling content, giving readers thought-provoking insight into the people, places and companies that are making things happen. *Sky*'s features spark curiosity and inspire exploration, opening up the world to those who are already traversing it.



► Sky delivers multi-faceted content



▲ Best in Class

A tech-driven page takes on product category (e.g. small tablets) and matches three specific products within that category to three different groups of people.



▲ Trending

Where to go and what to do in the 'must visit' cities around the globe.



▲ The Network

An infographic look at the people and connections that make up the world of a high-profile business leader.



▲ One City Five Ways

One city showcased five different ways to appeal to five different personalities.



▲ Time Out

A section geared toward business travelers with recommendations of things to do, sights to see and places to eat in a specific city.



▲ My Bag

A peek inside the bags of famous travelers gives insight into their travel rituals.

Additional editorial sections include: Pop Business, Andrew Zimmern's Fork & the Road, Travelogue, Talk Show, Tools of the Trade, My Favorite Street and 5 Minutes With.

► **Your brand in print** Relevant content for a global audience. By offering special sections on a diverse set of topics, *Sky* captures a broad audience by delivering exclusive and timely content.



▲ **City and Regional Profiles**

Focus on economic development, tourism and key commerce sectors that contribute to growing economies—when and where it matters.



▲ **Wine Traveler**

Invites readers to savor the tastes and sights of vineyards around the world.



▲ **Despegando**

Reach Latin American consumers in a tightly targeted monthly Spanish section, featuring translated content and topics specific to Spanish-speaking audiences.



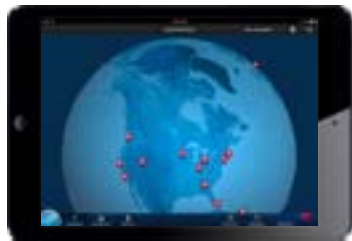
▲ **In-Depth**

Monthly features on health, education, business and other exclusive topics.

► **Sky+ Online** Sky is truly going places. Our content reaches audiences everywhere. We've created an environment for brands in flight, online and across social platforms essential to the always-on requirements of our reader.

Fly Delta iPad App

Access the current issue of the magazine 24/7 as a part of Delta Air Lines' Fly Delta iPad app, which has 4.5 million monthly impressions.



deltaskymag.com and delta.com/skymagazine

Browse the digital version of Sky online at deltaskymag.com, plus find blogs from Sky contributors around the world. The site also hosts offers, contests and sweepstakes from Sky's biggest brands.

E-Newsletter

We deliver the best of each month's content into readers' inboxes every month with a tailored platform to showcase news and offers. ▼



E-Blast

Target Sky's highly qualified audience directly with our e-blasts.

Social Platforms

Find us on Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn and Spotify. Everything, from behind-the-scenes photo shoots, to special giveaways are shared with our audiences in real time.



► 2016 Advertising Rate Card

4-COLOR 1X 3X 6X 9X 12X

| | | | | | |
|-----------|--------|--------|--------|--------|--------|
| Full page | 50,470 | 48,210 | 45,660 | 44,395 | 43,130 |
| 2/3 page | 38,050 | 36,150 | 34,250 | 33,300 | 32,350 |
| 1/2 page | 30,440 | 28,910 | 27,400 | 26,635 | 25,870 |
| 1/3 page | 22,840 | 21,690 | 20,550 | 19,980 | 19,410 |
| 1/6 page | 14,200 | 13,500 | 12,780 | 12,425 | 12,070 |
| Spread | 96,420 | 91,320 | 86,260 | 84,730 | 83,200 |

COVERS 1X 3X 6X 9X 12X

| | | | | | |
|---|--------|--------|--------|--------|--------|
| 2 | 61,900 | 58,820 | 55,710 | 54,165 | 52,620 |
| 3 | 59,370 | 56,410 | 53,420 | 51,940 | 50,460 |
| 4 | 64,440 | 61,230 | 57,990 | 56,385 | 54,780 |

Contact us today for digital rates.

2016 ADVERTISING DEADLINES

| Issue | Closing date | Materials due | Onboard date |
|-------|--------------|---------------|--------------|
| Jan | 11/11/15 | 11/20/15 | 1/1/16 |
| Feb | 12/14/15 | 12/23/15 | 2/1/16 |
| Mar | 1/13/16 | 1/22/16 | 3/1/16 |
| Apr | 2/16/16 | 2/25/16 | 4/1/16 |
| May | 3/16/16 | 3/25/16 | 5/1/16 |
| Jun | 4/18/16 | 4/27/16 | 6/1/16 |
| Jul | 5/16/16 | 5/25/16 | 7/1/16 |
| Aug | 6/15/16 | 6/24/16 | 8/1/16 |
| Sep | 7/18/16 | 7/27/16 | 9/1/16 |
| Oct | 8/16/16 | 8/25/16 | 10/1/16 |
| Nov | 9/14/16 | 9/23/16 | 11/1/16 |
| Dec | 10/17/16 | 10/26/16 | 12/1/16 |

PRODUCTION AND

OTHER CHARGES: (Non-commissionable) Ask your sales representative for specific information about our advertising design services.

- Guaranteed positions: 10% premium added to earned rate.
- BRCs: Rates upon request.
- Multi-page inserts: Rates upon request.
- Bind-in Charges: \$2,500
- A/B Split: \$2,500
- Color Proof (upon request): \$75

PAYMENT TERMS: Net 30 days from date of publication with approved credit. 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. The content and placement of all advertising is subject to Delta Air Lines' approval. We recommend all images and verbiage be airline/flying friendly to facilitate this process.



► Mechanical Specifications

BLEED ADS

| SIZE | TRIM | BLEED | LIVE | NON-BLEED ADS |
|----------------|---------------|---------------|---------------|---------------|
| Full page | 8 x 10.5 | 8.25 x 10.75 | 7.375 x 9.875 | 7 x 9.625 |
| 2/3 vertical | 5.187 x 10.5 | 5.437 x 10.75 | 4.562 x 9.875 | 4.625 x 9.625 |
| 1/2 vertical | 5.187 x 7.625 | 5.437 x 7.875 | 4.562 x 7 | 4.625 x 7.125 |
| 1/2 horizontal | 8 x 5.187 | 8.25 x 5.437 | 7.375 x 4.562 | 7 x 4.625 |
| 1/3 vertical | 2.75 x 10.5 | 3.0 x 10.75 | 2.125 x 9.875 | 2.187 x 9.625 |
| 1/3 square | n/a | n/a | n/a | 4.625 x 4.625 |
| 1/6 vertical | n/a | n/a | n/a | 2.187 x 4.625 |

BLEED ADS: Create ad to specified trim size and pull 0.125" bleed on all four sides. Bleeds either trim out during manufacturing or, in the case of fractional ads, crop out during magazine layout where applicable. Keep critical design and type elements a minimum of 5/16" inside trim space (live area).

NON-BLEED ADS: Create page layout document to specified non-bleed size.

SPREAD ADS: Create as two single pages. Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Allow a min. of 0.25" safety at gutter of each page for design and type running across. Indicate trim on furnished proof.

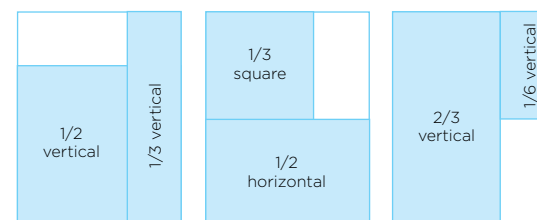
PRINTING SPECS: Heat-set, Web Offset, 133 Line Screen, Perfect Bound, 8" x 10.5" Trim

PREFERRED FILE FORMAT: A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors and flattened transparency.

ACCEPTABLE NATIVE-FILE FORMATS: Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300 dpi at 100% size; TIFF or EPS preferred to a JPEG format.

FONTS: PostScript fonts are strongly preferred; TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

COLOR: Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.



COLOR PROOFS: Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

PLEASE NOTE: "Delta" may not be used in any advertising without permission and cannot be used as part of a URL for tracking. The content and placement of all advertising is subject to Delta Air Lines' approval. We recommend all images and verbiage be airline/flying friendly to facilitate this process.