

Alaska Airlines Magazine

ANCHORAGE IN FOCUS!



DISTRIBUTION

Reach more than 2.1 million travelers each month who are located in the western U.S., throughout Alaska and on the eastern seaboard.

EDITORIAL

April 2016 issue of

Space Close:

Materials Close:

02.16.16

02.23.16

Alaska Beyond Magazine

Full page...... \$6,430

2/3 page \$5,044

1/2 page \$4,662

1/3 page.....\$3,034

1/6 page \$2,261

NET RATES

All rates are U.S. net

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Alaska Beyond Magazine will present a feature article in April 2016 that explores the economic advantages that make Anchorage so popular with businesses wanting to relocate or expand, as well as the outstanding leisure, recreational, and cultural activities that make Anchorage such a high-demand area. **We will celebrate 100 years of Anchorage history.**

TARGET AUDIENCE

- 54% of our readers have household income of \$100,000 or more; 15% in excess of \$150,000.
- Readers spend an average of 30-40 minutes with the magazine.
- 68% of readers have acted upon information seen in the magazine.
- 90% of airline magazine readers say they trust the information seen in the magazine.
- 80% of frequent fliers read the current months issue.
- The airline magazine is the only reading materials in the seatback pocket.

ADDED VALUE

Free Advertiser listing.

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Digital edition of Alaska Beyond Magazine can be accessed via www.alaskaairlinesmagazine.com

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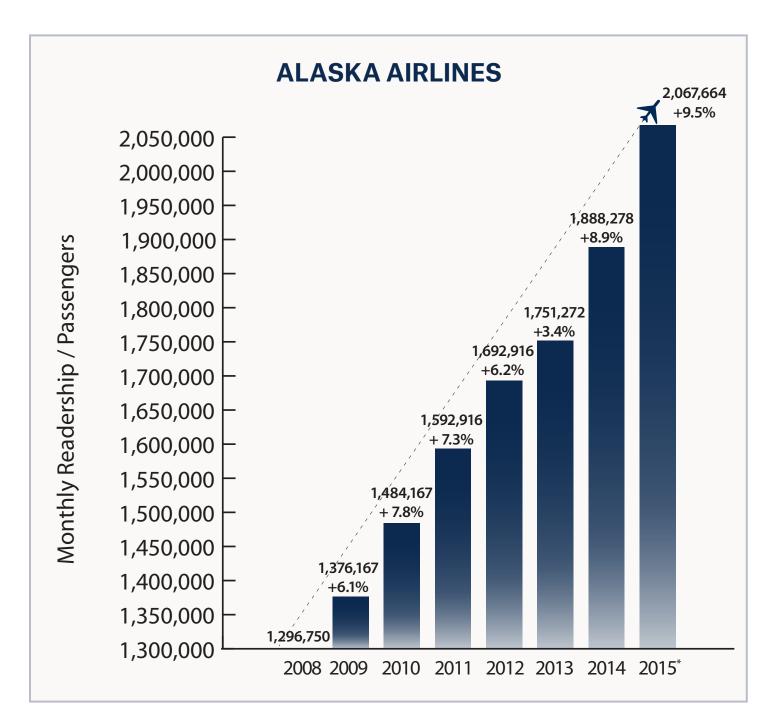




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AVERAGE MONTHLY READERSHIP / PASSENGERS ON BOARD



 \ast 2015 data represent a passenger increase forecast by the publisher of +9.5% year-over-year.

All data is subject to revision as public information is released by Alaska Air Group.