

A smiling couple stands on a ship's deck. The woman, in the foreground, wears a cream-colored jacket over a black and white striped shirt and a grey patterned scarf. She holds a purple and white box. The man, behind her, wears a grey zip-up hoodie and blue jeans, with a camera hanging from his shoulder. They are both smiling and looking towards the right. In the background, a large Ferris wheel and the red and white structure of a ship are visible under a bright sky.

Alaska **Beyond**

Alaska Airlines Magazine

2016 Media Kit

85+ Destinations

16,950 Flights per Month

2.0 Million Passengers Monthly

Unique, Thoughtful and Capable Travelers



Affluent

stay longer,
spend more

Frequent travelers



living fuller lives through outdoor
adventure, exotic locales, live music

Well-educated

Always learning, valuing
accuracy and depth



Seeking fresh experiences
Intellectually curious

Influencer
Early
Adopters

Adventurous
Upbeat, energetic,
self-confident

By the Numbers



49.1
Average Age

Gender



Marital Status

68%
Married

32%
Single



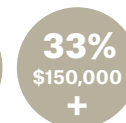
Employment

46%
Professional/
Managerial

Household Income



Average
\$125,903



Education

84%
College Educated



Reason for Travel

46%
Business

45%
Vacation

Travel Frequency

42.3  Nights away from home in the last year



67%
Staying in hotel/
resort/
rental home

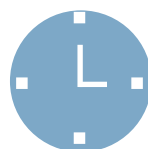
Destinations



Quick Facts

2.06 Million
Passengers
Monthly

 **16,950**
Flights per Month



**2 Hours
55 Minutes**
Average Length
of Flight

 **Major Hubs**
Seattle/Tacoma (WA), Portland (OR),
Los Angeles (CA), San Francisco (CA),
Anchorage (AK)

85 Destinations
Served

Monthly Passengers

ALASKA

Anchorage • 129,809
Fairbanks • 33,189
Juneau • 29,091
Ketchikan • 16,559
Inside Passage • 21,590
Interior Alaska • 18,844
Western Alaska • 13,401
Total • 262,484

ARIZONA

Phoenix • 28,800
Tucson • 6,195
Total • 34,995

CALIFORNIA

Burbank • 17,140
Fresno • 6,383
Los Angeles • 119,815
Oakland • 28,839
Ontario • 13,726
Orange County • 38,697
Palm Springs • 17,265
Sacramento • 24,962
San Diego • 75,211
San Francisco • 62,989
San Jose • 55,572
Santa Barbara • 4,216
Total • 464,814

COLORADO

Colorado Springs • 1,701
Denver • 18,717
Steamboat Springs • 453
Total • 20,871

FLORIDA

Ft. Lauderdale • 4,400
Orlando • 8,937
Tampa • 4,545
Total • 17,882

GEORGIA

Atlanta • 6,225

HAWAII

Honolulu • 30,930
Kahului (Maui) • 34,260
Kona (Hawaii) • 17,347
Lihue (Kauai) • 15,220
Total • 97,758

IDAHO

Boise • 3,056

ILLINOIS

Chicago • 24,368

LOUISIANA

New Orleans • 4,395

MARYLAND

Baltimore • 6,017

MASSACHUSETTS

Boston • 19,508

MICHIGAN

Detroit • 4,587

MINNESOTA

Minneapolis/St. Paul • 8,001

MISSOURI

Kansas City • 5,305
St. Louis • 7,421
Total • 12,726

MONTANA

Bozeman • 1,684

NEBRASKA

Omaha • 1,899

NEVADA

Las Vegas • 50,724

NEW JERSEY

Newark • 9,673

NEW MEXICO

Albuquerque • 3,581

NEW YORK

JFK • 4,570

NORTH CAROLINA

Raleigh/Durham • 4,090

OKLAHOMA

Oklahoma City • 1,916

OREGON

Portland • 169,747

PENNSYLVANIA

Philadelphia • 4,710

SOUTH CAROLINA

Charleston • New

TENNESSEE

Nashville • 4,576

TEXAS

Austin • 7,526
Dallas/Forth Worth • 18,643
Houston • 5,093
San Antonio • 4,137
Total • 35,400

UTAH

Salt Lake City • 27,835

VIRGINIA

Washington-Dulles • 4,219

WASHINGTON

Bellingham • 10,547
Seattle/Tacoma • 637,990
Spokane • 16,952
Total • 665,490

WASHINGTON, D.C.

Reagan National • 17,661

WISCONSIN

Milwaukee • 1,947

CANADA

Edmonton • 1,555
Vancouver • 4,616
Total • 6,171

MEXICO

Cancun • 4,067
Guadalajara • 7,906
Ixtapa/Zihuatanejo • 2,355
Loreto • 1,639
Los Cabos • 20,561
Manzanillo • 1,136
Mazatlán • 1,957
Mexico City • 4,076
Puerto Vallarta • 14,640
Total • 58,337



MONTHLY
PASSENGERS ➤ **2,061,915**

ANNUAL
PASSENGERS ➤ **24,400,531**

Alaska Beyond Magazine • 2016 Editorial Highlights

JANUARY

Features

MLS Champs - Portland Timbers
Study Abroad - Global Citizens
A Path to Fitness
Healthy Food Goes Mainstream
Hawai'i Water Play
Destination: San Francisco Bay Area

Special Section

Meeting Planners' Guide

Department

Consumer Focus

FEBRUARY

Features

Alaska Airlines New Look
Small-ship Cruising
Consumer Investing
Destination: Alaska
Hawai'i Weddings & Honeymoons

Special Section

Spokane

Department

Higher Education

MARCH

Features

Ultimate Sport Rivalries
Alaska Sled Dog Racing
Consumer Focus: Photography
Real Estate & Home Design
Hawai'i Small Towns

Special Section

California Travel Planner

Department

Health & Fitness

APRIL

Features

National Parks Centennial
Profile: Sally Jewell
Success in Saving Water
Hawai'i Family Vacations
Destination: San Diego
Anchorage
Golf 2016

Department

Consumer Finance

MAY

Features

Flying Better Together
Love is in the Air
Destination Dining Experiences
Wine Maker Profiles
2016 Photo Contest
Hawai'i Specialty Foods

Special Section

Seattle

Department

Higher Education

JUNE

Features

Alaska Airlines Legends
Summer Travel Adventures
Alaska Salmon
Portland Arts & Recreation
Summer Golf
Hawai'i Festivals

Special Section

Washington

Department

Health & Fitness

JULY

Features

Icons of the Craft Movement
Boeing Centennial
Arctic Alaska
Hawai'i Fishing
Real Estate & Home Design

Department

Consumer Focus

AUGUST

Features

World Travel Adventures
2016 Summer Olympics
Western Alaska
Destination: Oregon
Hawai'i Birds and Conservation

Special Section

Mileage Plan Partner Guide

Department

Higher Education

SEPTEMBER

Features

Globalization of Higher Education
Classroom of the Future
Pro Football
Hawai'i Golf
Mexico Travel

Department

Consumer Focus

OCTOBER

Features

2017 New Cars
Portland Business
Hawai'i Fashion
Destination: Alaska
Real Estate & Home Design
Best of California

Department

Consumer Finance

NOVEMBER

Features

Skiing the West
Winter Escapes
Holiday Gift Ideas
Health & Fitness
Hawai'i Bucket Lists
Destination: Palm Springs

Department

Higher Education

DECEMBER

Features

Winter Golf
Kids Who Inspire
Best Practices for Charities
Hawai'i Watermen and Women
Destination: Mexico

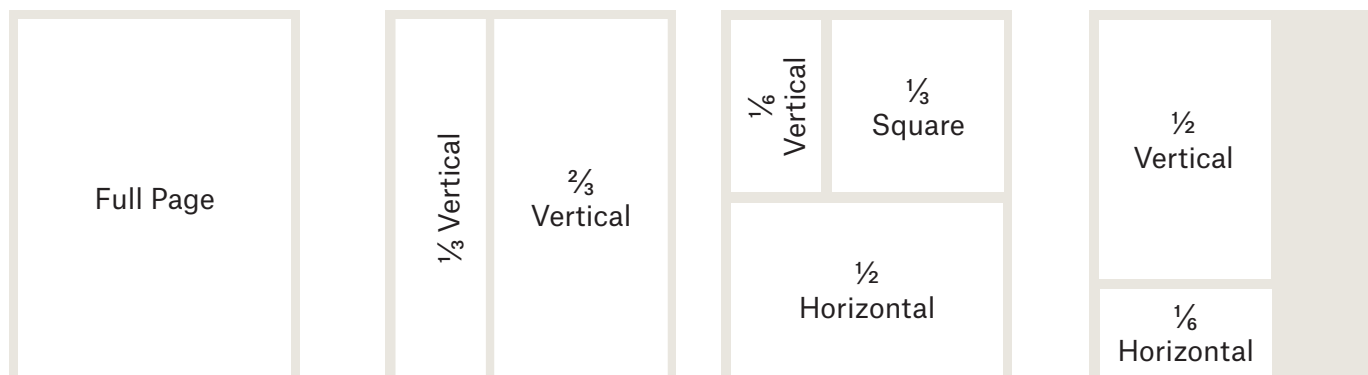
Special Section

Great Northwest

Department

Health & Fitness

2016 Ad Specs



AD DIMENSIONS

SIZE	WIDTH	DEPTH
Full page		
Live Area	7 3/4"	10 1/4"
Trim Size	8 3/8"	10 7/8"
Bleed Size	8 7/8"	11 3/8"
2/3-Vertical	4 13/16"	9 7/8"
1/2-Vertical	4 13/16"	7 5/16"
1/2-Horizontal	7 5/16"	4 13/16"
1/3-Vertical	2 5/16"	9 7/8"
1/3-Square	4 13/16"	4 13/16"
1/6-Vertical	2 5/16"	4 13/16"
1/6-Horizontal	4 13/16"	2 5/16"
Spread		
Live Area	16 1/8"	10 1/4"
Trim Size	16 3/4"	10 7/8"
Bleed Size	17 1/4"	11 3/8"
1/2-Page Spread (bleed on sides and bottom)		
Live Area	16 1/8"	5 1/8"
Trim Size	16 3/4"	5 7/16"
Bleed Size	17 1/4"	5 11/16"

SUBMISSION REQUIREMENTS

PRINTING: Heat-set web offset **TRIM:** 8 3/8" x 10 7/8"

BINDING: Alaska Airlines: Perfect Horizon Edition: Saddle-stitch

COLOR: 4-color process (AAAA/MPA/SWOP)

LINE SCREEN: 133-line screen. Dot size 5% to 95%.

DENSITY: Overall printing density of all colors cannot exceed 300%.

COLOR PROOFS: Provide a SWOP-standards contract proof produced from the supplied advertising file. If not supplied, one can be provided at a charge of \$85. If no proof is provided and you choose not to purchase a proof, the publisher is not responsible for any color issues with the printed advertisement.

PMS/SPOT COLORS: PMS or spot colors must be converted to 4-color process equivalents in file.

PRODUCTION CHARGES: Changes requested to new or existing ad files are subject to a production charge, which is in addition to the advertising space charge. In order to minimize production charges, ad files should be supplied in the sizes and formats specified.

ACCEPTED FILE TYPES

PDF FILES: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads (only FP, spread, 1/2-page spread), offset crop marks 1/4" outside of the trim area so they do not appear within the bleed area.

AD SUBMISSION

FTP TRANSFERS: Connect to the following Web-based site using a current Internet Explorer, Safari, Firefox or Chrome browser.

SITE: www.pcg4.biz **USER NAME:** upload **PASSWORD:** inflight

PLEASE NOTE: "Alaska" and "Horizon" as they relate to airlines may not be used in any advertising without permission and cannot be used as part of a URL. All advertising content is subject to approval by the publisher and Alaska Airlines. We recommend all artwork, images and text be airline- and flying-friendly.

DEADLINES

MONTH	AD SPACE RESERVATION	AD FILE / MATERIALS
January 2016	Nov 13	Nov 20
February	Dec 15	Dec 22
March	Jan 15, '16	Jan 22, '16
April	Feb 16	Feb 23
May	Mar 15	Mar 22
June	Apr 15	Apr 22
July	May 13	May 20
August	June 15	June 22
September	July 15	July 22
October	Aug 15	Aug 22
November	Sept 15	Sept 22
December	Oct 14	Oct 21
January 2017	Nov 15	Nov 22
February	Dec 15	Dec 22
March	Jan 13, '17	Jan 20, '17
April	Feb 15	Feb 22
May	Mar 15	Mar 22
June	Apr 14	Apr 21