



Sky Magazine is the #1 Inflight Magazine Worldwide

Sky's audited readership is **5.9 million monthly readers** providing the reach and frequency for you to connect with affluent frequent business and leisure travelers worldwide.

High demand business decision leaders and affluent leisure travelers are among the most difficult demographic segments to reach. Delta Sky reaches this audience every day ...

15M monthly passengers ... 15,000 daily flights ... 592 Million daily hours in flight ... No. 1 carrier into key travel & business markets in the U.S. and Japan.

In Atlanta ... Delta enplanes 80% of all passengers at Hartsfield Jackson Atlanta International Airport every day.

When you combine an uncluttered, distraction-free environment with the ultimate consumer, it creates a marketing opportunity not to be missed!

Sky Brief:

Readership:	5.9 Million (GfK MRI 2016)
Distribution:	Monthly
On-Board:	1st day each month
Invoicing:	1st day each month after established credit

Sky Print Distribution ...

Sky is onboard in the seatbacks of **Delta's 15,000+ flights every day**

Bonus distribution

Delta Private Jets (Executive Travel)

Delta Charter Flights (Professional & Collegiate Sports Teams & Staff ... NBA, NFL, NHL & MLB teams + College football & Basketball)

Delta's 52 Sky Clubs

Delta 360 Clubs & Venues: SunTrust Park, Yankee Stadium, Citi Field, Target Field, US Bank Stadium, Century Link Field, Stamford Bridge,

Delta Official Partnerships: Madison Square Garden, The GRAMMY Museum at L.A. Live

Sky Digital distribution ...

All print ads in Sky have live URL links in the digital editions ... www.deltaskymag.com

Through Delta.com ... www.delta.com/skymagazine

Available to read and download via Delta's "Fly Delta" iPad app

Sky's editorial environment... **Travel, Business, Technology and Lifestyle ...**

Advertising in Sky gives you a distinct marketing advantage ... more exposure to passenger than any other in-flight medium ... focused attention on the magazine and marketing messages ... strong reader engagement with a highly responsive audience.

Sky's readers have a deep level of engagement with Sky's editorial and advertising ...

- 96% read Sky when traveling
 - 85% accurately recalled four or more advertisers in Sky
- SkyMiles Study*

Sky's core audience can be characterized as ...

- **Affluent** – Able and willing to pay for premium experiences.
- **Engaged** – Curious about life and "making a difference". They crave excitement and have very active lifestyles. They consider themselves an intellectual, have a broad range of interests and thrive on exploring and learning.
- **Influential** – Trusted by others and openly advocate. They are driven leaders. They believe they have more ability than most and are highly motivated to get ahead even if the challenge is something they've never done before.
- **Mobile** – Worldly-minded and travel frequently.
- **Connected** – Technologically enabled and socially active.

Advertising in Sky gives you a distinct marketing advantage ...

- More exposure to the passenger than any other in-flight medium

- Focused attention on the magazine and marketing messages
- Strong reader engagement with a reader that's highly responsive