



## Unique, Thoughtful and Capable Travelers



## **Affluent**

stay longer, spend more

# **Frequent travelers**

7

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

## Well-educated

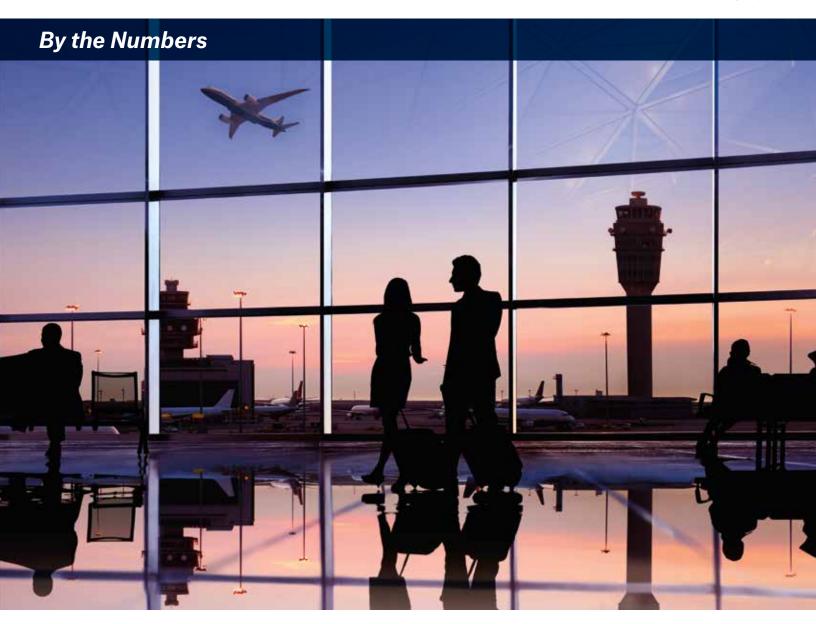
Always learning, valuing accuracy and depth





Influencer Early Adopters Adventurous Upbeat, energetic, self-confident





49.1 Average Age

Gender



49% Male Marital Status

**68%** Married

**32%** Single

**Household Income** 











46%
Professional/
Managerial

Education 84%

**College Educated** 

Reason for Travel 46% 45%

Business

**Vacation** 

## **Travel Frequency**

42.3 (Nights away from home in the last year





Staying in hotel, resort/ rental home



## **Destinations**



## **Quick Facts**

**223** Million Passengers Monthly







## **Major Hubs**

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

85 Destinations Served



## Monthly Passengers

ALASKA		HAWAI'I		NEW JERSEY		WASHINGTON	
Anchorage	133,395	Honolulu (O'ahu)	28,852	Newark	10,704	Bellingham	9,453
Fairbanks	34,159	Kahului (Maui)	33,377			Seattle/Tacoma	690,762
Juneau	30,460	Kona (Hawai'i)	18,108	NEW MEXICO		Spokane	16,530
Ketchikan	16,515	Lihue (Kaua'i)	15,380		4,373	Total	716,746
Inside Passage	22,105	Total	95,716	Albuquerque	4,3/3		
Interior Alaska	16,839			MENTALONIC		WASHINGTON, DC	
Western Alaska	13,369	IDAHO		NEW YORK		Reagan National	17,648
Total	266,842	Boise	6,344	JFK New York	4,891	Reagan National	17,040
ARIZONA		II I INOIC		NORTH CAROLINA		WISCONSIN	
Phoenix	30,427	ILLINOIS		Raleigh/Durham	4,389	Milwaukee	2,041
Tucson	6,607	Chicago	25,296	Kaleigii/ Duillaili	4,505		
Total	<b>37,034</b>	LOUIGIANIA		OKLAHOMA		CANADA	
		LOUISIANA		Oklahoma City	2,020	Edmonton	2,695
CALIFORNIA		New Orleans	4,779	Okianoma Orty	2,020	Vancouver	6,173
Burbank	18,031			OREGON		Total	8,868
Fresno	9,435	MARYLAND			407.007		
Los Angeles	125,451	Baltimore	9,056	Portland	187,697	COSTA RICA	
Oakland	29,256					Liberia	2,591
Ontario	17,517	MASSACHUSETTS		PENNSYLVANIA		San Jose	2,165
Orange County	45,334		04.050	Philadelphia	4,796	Total	4,756
Palm Springs	17,954	Boston	21,358				
Sacramento	25,866			SOUTH CAROLINA		CUBA	
San Diego	82,887	MICHIGAN		Charleston	1,846		NIENA
San Francisco	65,125	Detroit	5,032	Onariostori	1,040	Havana	NEW
San Jose	68,698			TENNEGOE			
Santa Barbara	4,338	MINNESOTA		TENNESSE		MEXICO	
Total	509,891	Minneapolis/St. Paul	11 627	Nashville	4,537	Cancun	3,969
		Millineapons/ St. r au	11,027			Guadalajara	8,178
COLORADO		MISSOURI		TEXAS		Ixtapa/Zihuatanejo	2,597
Colorado Springs	1,822			Austin	9,155	Loreto	1,712
Denver	19,778	Kansas City	8,698	Dallas/Fort Worth	19,619	Los Cabos	25,588
Steamboat Springs	636	St. Louis	8,766	Houston	6,656	Manzanillo	1,226
Total	22,236	Total	17,464	San Antonio	4,531	Mazatlan	1,959
Total	22,200			Total	39,961	Mexico City	NEW
FLORIDA		MONTANA				Puerto Vallarta	16,187
Ft. Lauderdale	4,622	Bozeman	1,839	UTAH		Total	61,415
Orlando	10,492			Salt Lake City	27,786		
Tampa	4,788	NEBRASKA					
Total	19,902	Omaha	5,709	VIRGINIA			
GEORGIA		NEVADA		Washington-Dulles	4,271		
	9,178	Las Vegas	52,064				
Atlanta	9,178	Lus Vogus	02,00 <del>1</del>				3
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## Alaska Beyond Magazine • 2018

PRELIMINARY (Page 1 of 2)

Alaska Beyond Magazine represents the voice and personality of Alaska Airlines.

Upbeat, genuine and authentic, its content is written from a West Coast perspective that gets below the surface and provides meaningful insights to inspire more than 2.2 million flyers every month.

### FEATURED IN EACH MONTHLY ISSUE

### **INSIDE ALASKA AIRLINES**

**WHAT'S NEW**—The latest Alaska Airlines events, accomplishments and accolades.

**PEOPLE BEHIND THE SPIRIT**—Profiles of Alaska Airlines "Legends of Customer Service."

**CREW TIPS**—Alaska Airlines employees reveal their takes on traveling like a pro.

**AIRLINE 101**—A behind-the-scenes look at what makes Alaska Airlines work.

**COMMUNITY**—Alaska Airlines reaching out.

**OLD-SCHOOL**—Lighthearted celebrations of Alaska Airlines' rich 85-year history.

### **ON POINT**

**FRESH TAKES**—Guest chefs speak their minds on the dynamic intersection of food and travel.

**VIEW**—Exploring art and entertainment scenes, up-and-coming artists, musicians and cultural trend setters.

**SAVVY TRAVELER**—Travel consultant and frequent flyer Johnny Jet offers spot-on travel advice.

### **THE FEED**

A rotating series of short takes on travel, lifestyle and trending culture:

**THE MIX**—Arts and cultural events throughout the Alaska Airlines route system.

**IN FOCUS**—Profiles of innovators and thought shapers.

**#WEEKENDWANDERER**—Three-day trips brought to life with eye-catching images and clever travel ideas.

**WHEN IN ...**—Local gems, trends and happenings to explore while in a favorite city.

**OUT & ABOUT**—Exploring a city in two ways: urban tours and hiking excursions just outside of town.

**PLATES & POURS**—Getting to know a destination through its food and beverages.

**LIKES**—Trending adventures, beaches, food, short getaways, shopping and much more.

**LOOKS**—Fashionable clothing and functional gear for travelers.

**FINDS**—The latest in gear, apps and accessories.

**IN PLAY**—Sports, athletes and sporting events.

**FIT**—Health tips and fitness recommendations for everyday flyers.

WHEELS—Autos update.

### **PERSONALITY PROFILE**

In-depth profiles of West Coast personalities, including actors, musicians, athletes and prominent business leaders who are grounded in the authentic, caring and sometimes unconventional attitudes characteristic of the West Coast

### **NEAR & FAR**

A focus on domestic and international travel destinations, chock-full of suggestions for what to see and do, helping readers "travel like a local."

### **DISTINCTIVE DESTINATIONS & TOPICS**

A variety of travel destinations and other topics guaranteed to inspire and inform curious travelers.

## HERE & NOW - Every monthly issue

Celebrating the intriguing character of the hometown areas of Alaska Airlines: Seattle and Portland, as well as cities in Alaska and California, where favorite foods, music, excursions and daily adventures will be highlighted and explored.











## Alaska Beyond Magazine • 2018

PRELIMINARY (Page 2 of 2)

### FEATURED IN EACH MONTHLY ISSUE

## **FLYER GUIDE**

Valuable information about the Alaska Airlines inflight experience, including alaskaair.com, airport services, Alaska's fleet, beverage offerings, inflight entertainment, Mileage Plan, global partners, airport maps and more than 115 destinations served by Alaska Airlines.

## **FUN AND AMUSEMENT**

**Games**—In addition to a crossword puzzle, the Games section includes Sudoku and brain-teasing content.

**#iFlyAlaska**—The final editorial page in the magazine focuses on a single photo, or a montage of photos, drawn from the #iFlyAlaska hashtag.

## **EDITORIAL HIGHLIGHTS**

## **JANUARY**

California Business
Higher Education
Business Meeting Tips

### **FEBRUARY**

Inland NW Spotlight Alaska Romantic Hawai'i

### **MARCH**

California Dreaming Home Design Health & Wellness

## **APRIL**

National Parks/Sustainability Golf San Diego

## **MAY**

Seattle / Puget Sound Area West Coast Wines Sports Tourism

#### **JUNE**

Spotlight on Washington Portland Culture Alaska

### **JULY**

Los Angeles Second-Home Real Estate Alaska

## **AUGUST**

Oregon Revealed San Francisco Bay Area Mileage Plan Partner Guide

## **SEPTEMBER**

Wine Country
Back to School/Education
Mexico Travel

#### **OCTOBER**

Best of California Resort Real Estate Portland Business

### **NOVEMBER**

Winter Sports Coachella Valley/Palm Springs Holiday Gift Guide

## **DECEMBER**

NW Getaways Philanthropy-Giving Back Explore Mexico













## 2018 Ad Specs



1/3 VERTICAL VERTICAL

1/6*	1/3			
VERTICAL	SQUARE			
1/2 HORIZONTAL**				

- \*1/6 page ads only available in vertical shape.
- \*\*1/2 page ads only available in a horizontal shape.

Fractional ads grouped together on a page.

#### **AD DIMENSIONS**

SIZE (in inches)	WIDTH	DEPTH		
FULL PAGE Live Area Trim Size Bleed Size	7.75 8.375 8.875	10.25 10.875 11.375		
2/3 VERTICAL	4.8125	9.875		
1/2 HORIZONTAL	7.3125	4.8125		
1/3 VERTICAL	2.3125	9.875		
1/3 SQUARE	4.8125	4.8125		
1/6 VERTICAL	2.3125	4.8125		
SPREAD Live Area Trim Size Bleed Size	16.125 16.75 17.25	10.25 10.875 11.375		
1/2 PAGE SPREAD       (bleed on sides and foot)         Live Area       16.125       5.125         Trim Size       16.75       5.4375				

#### **DEADLINES**

AD SPACE RESERVATION	AD FILE / MATERIALS
August 15	August 22
September 15	September 22
October 13	October 20
November 15	November 22
December 15	December 22
January 15, '18	January 22, '18
February 15	February 22
March 15	March 22
April 13	April 20
May 15	May 22
June 15	June 22
July 13	July 20
August 15	August 22
September 14	September 21
October 15	October 22
	RESERVATION August 15 September 15 October 13 November 15 December 15 January 15, '18 February 15 March 15 April 13 May 15 June 15 July 13 August 15 September 14

### SUBMISSION REQUIREMENTS

PRINTING: Heat-set web offset

**TRIM:** 8.375 x 10.875

Bleed Size

BINDING: Alaska Beyond: Perfect Bound

Horizon Edition: Saddle-stitch

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

17.25

5.6875

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 subject to production charge in addition to the advertising space charge. To minimize production charges, ad files should be supplied in the sizes and formats specified.

#### **ACCEPTED FILE TYPES**

PDF FILES: Ad should be submitted as press-ready PDF file (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 full page, spread and ½-page spread bleed ads, offset crop marks .25 inch from trim so they do not appear within the bleed area.

### **AD SUBMISSION**

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

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

PLEASE NOTE: "Alaska" and "Horizon" as they relate to the 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.