

5.9

**MILLION
READERS
PER
MONTH**

sky
DELTA

THE #1 INFLIGHT MAGAZINE WORLDWIDE
2018 MEDIA KIT

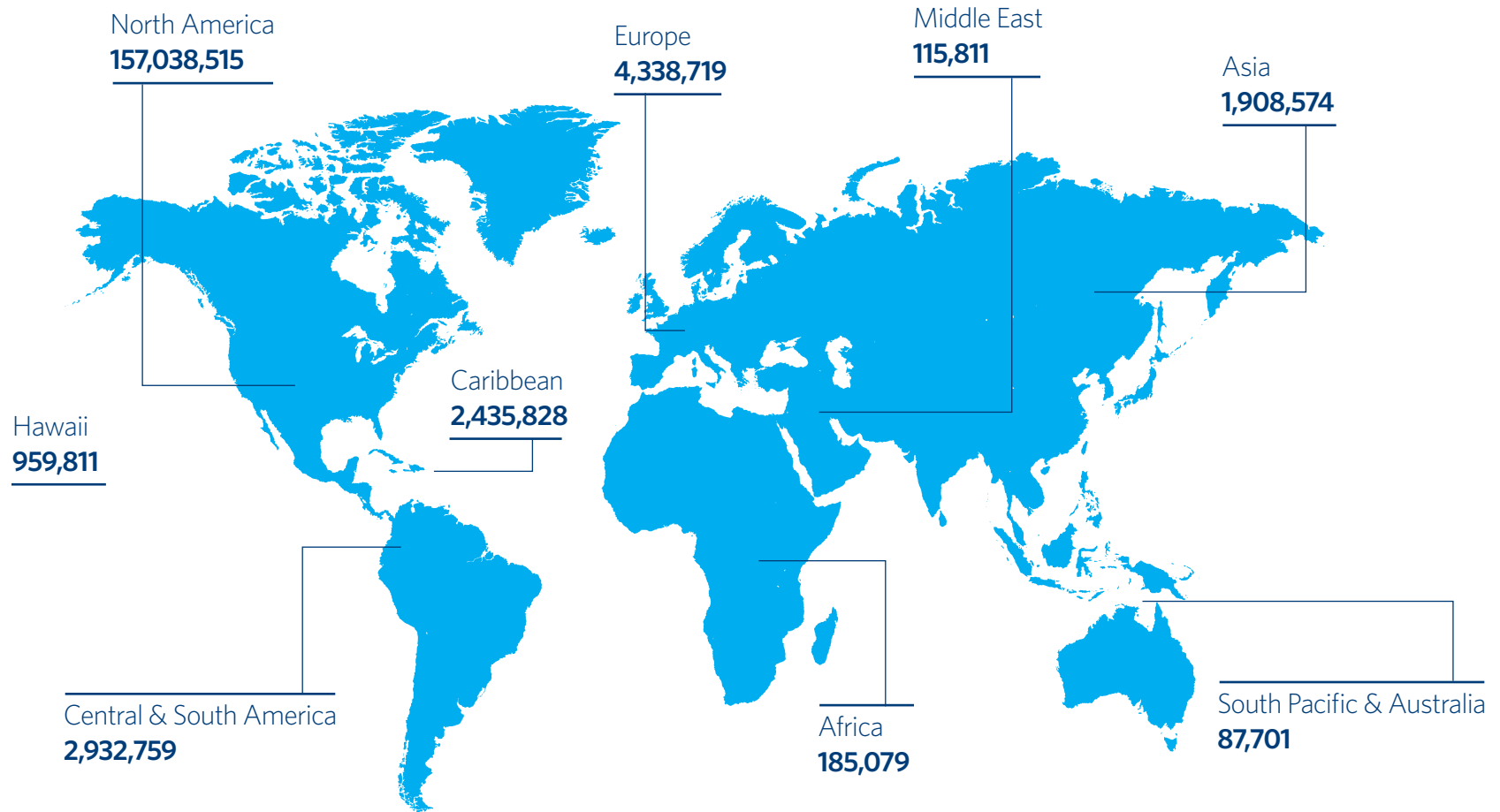
► **Sky Magazine Mission**

- Attract an active, influential and travel-ready audience with compelling content.
- Investigate a diverse range of subjects to intrigue and entice our readers.
- Introduce readers to innovative and cutting edge places, leaders, fashion and technology.
- Explore a broad range of worldwide cities and regions for our readers to discover.
- Embody the energy, reach and influence of Delta Air Lines.
- Offer an experience that goes above and beyond an “in-flight” magazine.



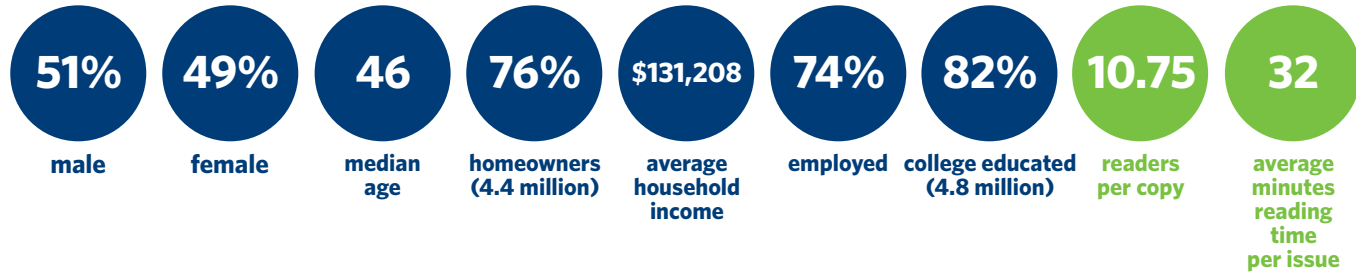
▶ Delta Reach and Influence

Delta Air Lines flew over 180 million passengers to 335 destinations in 62 countries on 6 continents in the last year.



► Readership Demographics

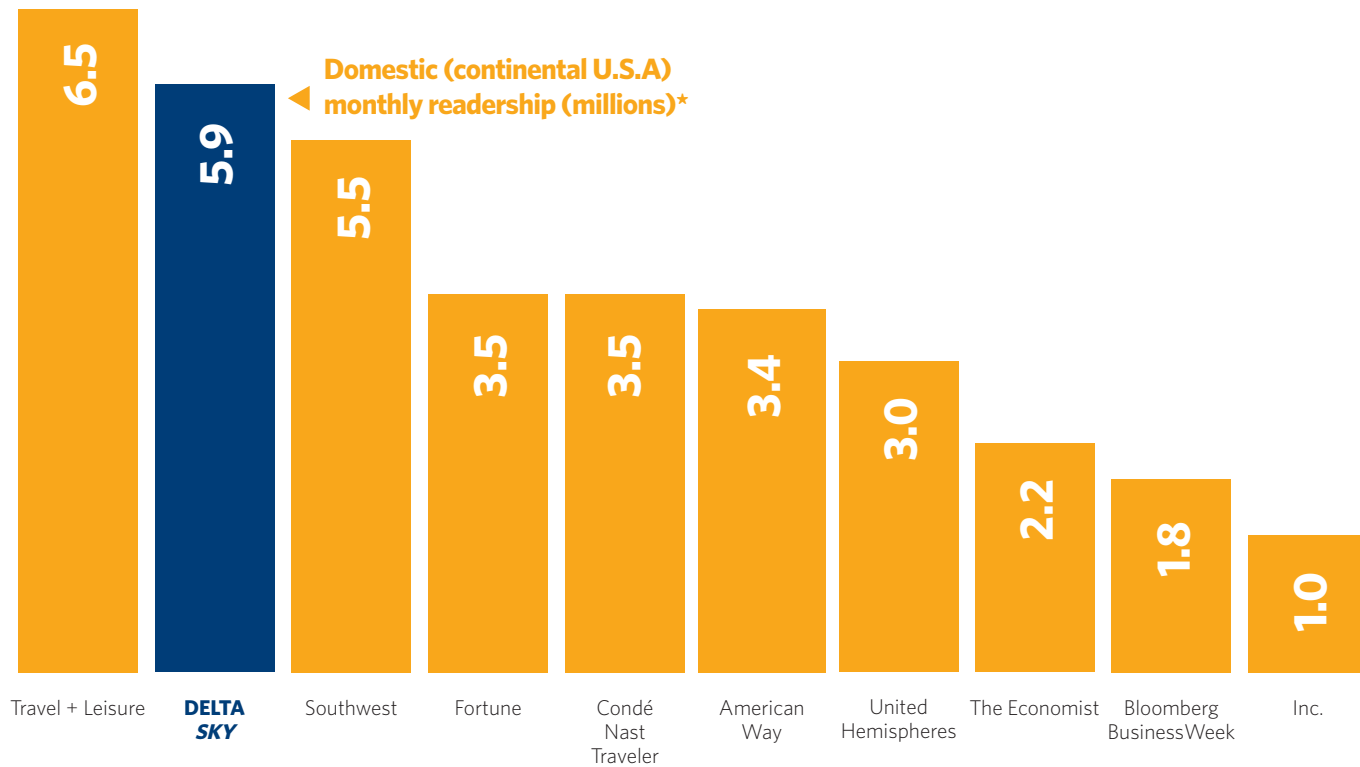
Sky delivers 5.9 million monthly readers. ►



Sky delivers highly valued consumers.

- Affluent (2.2 million have HHI +150K)
- Decision Makers (2.5 million are managers and professionals)
- Vacation Travelers (\$12 billion spent on foreign & domestic vacations in the last 12 months)

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



*MRI only surveys the continental U.S.A.
 Delta Sky's total (international + continental U.S.A) readership is estimated to be 6,453,000.
 Source: 2017 Spring GfK MRI

► The Numbers: Audience Details

2017 Spring GfK MRI

TOTAL AUDIENCE	Domestic Audience Per Issue*	5,851,000
	Global Audience Per Issue**	6,453,000
	Readers Per Copy	10.75
	Circulation Per Month	600,000
	Median Age	46
	Average Household Income (HHI)	\$131,208
	Average Personal Income (IEI)	\$86,551
	Average Value of Home	\$355,908

READERS	Men	51%
	Women	49%
	Married	64%
	Single	36%

AGE	25 to 54	58%
	35 to 54	43%
	50 +	40%

EDUCATION	College Educated	82%
	Post-Graduate Degree	24%

EMPLOYMENT	Employed	74%
	Professional/Managerial	42%
	Top Management	10%

HOME OWNERSHIP	Owns a Home	76%
	Value of Owned Home \$200,000 +	54%

AFFLUENCE	HHI over \$100,000	61%
	HHI over \$150,000	37%
	HHI over \$200,000	22%
	IEI over \$75,000	35%
	IEI over \$100,000	24%
	IEI over \$150,000	11%

2017 Spring GfK MRI Affluent Adults 18+ HHI \$100k

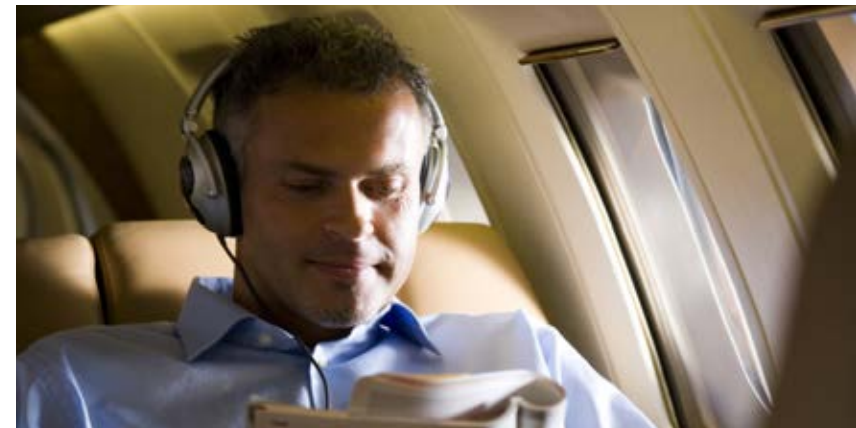
TOTAL AFFLUENT AUDIENCE	Domestic Audience Per Issue	3,545,000
	Median Age	47
	Average Household Income (HHI)	\$178,976
	Average Personal Income (IEI)	\$109,245

READERS	Men	53%
	Women	47%
	Married or Partnered	82%
	Single	18%

DEMOGRAPHIC SEGMENT	Age 19 to 34 (Affluent Millenials)	18%
	Age 35 to 51 (Affluent Gen Xers)	40%
	Age 52 to 70 (Affluent Boomers)	36%

EMPLOYMENT	Professional/Managerial	52%
-------------------	-------------------------	-----

AFFLUENCE	HHI over \$150,000	61%
	HHI over \$200,000	36%
	HHI over \$250,000	21%



*MRI only surveys the continental U.S.A.

**Delta Sky's total (international + continental U.S.A) readership is estimated to be 6,453,000.

► 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 business and lifestyle 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



▲ Features

An in-depth look at the people changing our world and the 'must visit' destinations to explore.



▲ Techwise

A tech-driven page that takes on a product category and matches three specific products within that category to three different groups of people.



▲ The Network

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



▲ 1 City 5 Ways

Showcases one city 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 that align with your message: Pop Business, Andrew Zimmern's Fork & the Road, Talk Show, Tools of the Trade, My Favorite Street, 5 Minutes With, Style Inspiration, Break Away, Citylicious, Center Aisle and Trending.

► **Your brand in print** By offering special sections on a diverse set of topics, Sky captures a broad audience by delivering exclusive and timely content that correlates with your message.



▲ **City and Regional Profiles**

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



▲ **Despando**

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 timely topics.

Your story in print

Today innovative marketers are using native content to enhance their media plans with content that informs, entertains and inspires their target audience. Native content builds credibility with your consumers by engaging them with relevant information they value.

WHERE TO GO HOME PRESENTED BY MALL OF AMERICA™

NEXT-LEVEL FAMILY FUN

MALL OF AMERICA IS HOME TO HIGH-OCTANE AMUSEMENTS AND PLENTY OF MEMORY-MAKING MATERIAL.

WHY IT MARKS Mall of America's 29th birthday—a quarter century of pushing the boundaries of what visitors can expect from one of the country's favorite national pastimes shopping.

Obviously, there's the unparalleled retail experience. In addition to the more than 500 stores that call Mall of America home (everything from Anthropologie to Zara), savvy shoppers will also want to check out Debut—a revolving pop-up experience that features new collections from existing brands throughout the year. Through September, the store's Shop for Kindness theme boasts 14 brands (including Still Kicker, Love Your Melon and Vivid), each with a mission to contribute to a dedicated worthy cause.

Those who like their vacation activities to skew toward the action-packed will find plenty of memory-making potential. Flyover America, one of a kind entertainment experience for visitors of all ages, offers an exhilarating and immersive aerial tour of some of the country's most spectacular sights to the latest virtual flight technology—complete with wind, noise and scents that make for a truly riveting multi-

sensory adventure in one breathtaking scope. Challenge the family to a friendly (or cut-throat) of that's how you roll) game at the 18-hole Moose Mountain Adventure mini-golf course. Or don a snorkel to get up close and personal with hundreds of tropical fish (and sharks!) at SEA LIFE™ Minnesota Aquarium—a 1.2 million-gallon aquarium that's home to stingrays, alligators, starfish and 350-pound sea turtles and more. If the nation's largest indoor theme park isn't sensational enough on its own, be sure to stick around for University of Light's Nighttime Spectacular at Nickelodeon Universe®, a custom light show that illuminates every evening right before the amusement park's closing time. When all that adventure takes its toll on the family's collective blood-sugar levels, refuel together at your choice of more than 50 dining experiences available at MOA. From the kid-friendly Rainforest Cafe, to Carolina's Larders' modern Mexican fare, to sustainable burgers and fries at Shake Shack, and when the shopping leads to the inevitable drooping heads to the inevitable that's why heads at either Hudson's Bay or J.W. Marriott. Minnesota's best, both directly connected to the Mall and both boasting their own fine-dining restaurants as well.

More about Mall of America's 29th anniversary at mofa.com/29

CONTACT Mall of America
10000 Birchwood Center
Lino Lakes, MN 55129
612-251-2000

DATE JULY / AUGUST 2017

EDU TALKS PRESENTED BY SCAD

PAULA WALLACE

PRESIDENT AND CO-FOUNDER, SAVANNAH COLLEGE OF ART AND DESIGN

Talk us about the vision for On Creativity, the SCAD-produced series you host.
On Creativity explores fighting to a bottle. Superstars of creative disciplines—fashion icon Carolina Herrera, screenwriter John Ridley, actress and author Mindy Kaling—come to SCAD throughout the year to engage with and mentor our students. Every interaction is a flash of brilliance.

As SCAD's reputation grows, how do you see it connecting to the world's brightest minds with the reigning and rising creative professionals at SCAD?
In my new knowledge of fashion and film, they get to connect to the world's brightest minds with the reigning and rising creative professionals at SCAD. It's a great mix of fashion and film, they get to connect to the world's brightest minds with the reigning and rising creative professionals at SCAD. It's a great mix of fashion and film, they get to connect to the world's brightest minds with the reigning and rising creative professionals at SCAD.

What is most exciting about creating this series?
It's an innovative and contemporary experience—there's always something more to learn. My own knowledge of fashion and film, they get to connect to the world's brightest minds with the reigning and rising creative professionals at SCAD. It's a great mix of fashion and film, they get to connect to the world's brightest minds with the reigning and rising creative professionals at SCAD.

How do you see SCAD contributing to a powerhouse reputation as a powerhouse of creative education?
SCAD is the preeminent source of knowledge in the disciplines we teach, and the leading expert in creative careers. We practice what we preach, modeling professionalism for our students—in this case, for the 4,200-plus students currently studying

Read about Paula Wallace's expertise on scad.com/creativity

CONTACT Paula Wallace
1000 West Park Drive
Savannah, GA 31404
912-427-3300

DATE MAY / OCTOBER 2017

AIRPORTS PRESENTED BY SKY

FLYING TO DINE

A LOOK AT SOME OF THE BEST AIRPORT EATERIES IN THE WORLD. BY JENNA L. JONES

DINING IN AIRPORTS was long riddled with the cardboard tastes of food courts and salty bags of snack foods. But across the globe, airports are stepping up their game to add dishes such as caviar and foie gras to terminal restaurants. Whether passing through or

Shake Shack are two of the most coveted offerings within the terminal. Although foodies traveling to Japan may have the legendary Sukiyabiki from Tokyo on their "must-list" restaurant to try, Chiba's Cona is another airport eatery worth a visit. Cona is a Japanese restaurant located at the Chiba International Airport in Tokyo, Japan. It's one of the highest-rated restaurants in the country, and it's also a Michelin-starred restaurant. Cona is a Japanese restaurant located at the Chiba International Airport in Tokyo, Japan. It's one of the highest-rated restaurants in the country, and it's also a Michelin-starred restaurant.

Next-Gen Airport, JFK
From covered pop-up shops to a Malabar location, JFK International Airport's 1.6 billion passengers last year received a new wave of airport food and beverage offerings. The airport's new food and beverage offerings include a new wave of airport food and beverage offerings. The airport's new food and beverage offerings include a new wave of airport food and beverage offerings.

CONTACT Jenna L. Jones
1000 West Park Drive
Savannah, GA 31404
912-427-3300

DATE JULY / SEPTEMBER 2017

PLACES TO WATCH PRESENTED BY DMC

ROCHESTER: DESTINATION MEDICAL CENTER

Healthcare is one of Minnesota's largest business sectors. Little wonder, then, that the state has consistently ranked as one of the healthiest in the country. Healthcare is one of Minnesota's largest business sectors. Little wonder, then, that the state has consistently ranked as one of the healthiest in the country.

Healthcare is one of Minnesota's largest business sectors. Little wonder, then, that the state has consistently ranked as one of the healthiest in the country. Healthcare is one of Minnesota's largest business sectors. Little wonder, then, that the state has consistently ranked as one of the healthiest in the country.

CONTACT DMC
1000 West Park Drive
Savannah, GA 31404
912-427-3300

DATE JULY / SEPTEMBER 2017

Where to Go Now
Feature your destination, event or attraction in an article that showcases the many reasons why people should visit.

We Asked
Spotlight one of your leaders to emphasize your organization's expertise, announce a new product or service, or further explain an existing one.

Custom Native Content
Tell your story! Sky will create a custom content piece to meet your needs and achieve your goals.

Places to Watch
Focus attention on an ongoing business initiative with your own "column" in one or multiple issues of the magazine.

► **Sky+ Digital** 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 practices of our readers.

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. The site also hosts offers, and giveaways from Sky's biggest brands.

E-Newsletter

We deliver the best of each issue's content into readers' inboxes every month to showcase news and offers.



◀ **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.

► **Your brand online** Engage with your customers at each stage of the purchase funnel with precise targeting that is based on their behavior and purchase intent. We'll work with you to create a package that puts your brand in front of a customized and ready-to-buy audience.



▲
Targeted Display

Place your business in front of a targeted, influential and ready-to-buy audience. Engage your customers at every stage of the purchase funnel using our precise targeting strategies for online ads.



▲
Programmatic Pre-Roll Video

Programmatic video is an excellent medium for reaching users on desktops and mobile devices. Engage new customers by streaming video ads across a wealth of premium publishers.



▲
Native Programmatic

Experience significantly higher response rates, with native ads that are built in real-time to match a Publisher's content and design.



▲
E-mail Marketing

Access, target and segment your most desired audience from an opted-in subscriber list of 300 million prospective customers.



▲
"I love the Delta Sky Magazine, especially the *My Favorite Street* section. As a Platinum member I obviously travel a lot and to the cities where Delta flies. *My Favorite Street* helps me figure out where to go when I am in that town. Keep up the great articles."

Michael Sands
CEO
YumEarth Organic Candy Company

▲
"I travel quite a bit and value great content. Sky is a reliable resource for travel articles that put new destinations on my radar. I always find a few surprise gems too when reading through an issue."

Amanda Brinkman
Chief Brand & Communications Officer
Deluxe Corporation

▲
"I wasn't sure if I should leave an apology or just take the magazine after having torn out so many pages. [...] Reading these articles while traveling from home to work expands perspective beyond tomorrow's to do list, Thanks for energizing my imagination."

Chuck Ocheltree
Chief Sales & Marketing Officer
Lakota Hotels & Resorts

► 2018 Advertising Rate Card

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

Full page	50,740	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.

2018 ADVERTISING DEADLINES

Issue	Closing date	Materials due	Onboard date
Jan	11/9/17	11/15/17	1/1/18
Feb	12/13/17	12/19/17	2/1/18
Mar	1/16/18	1/22/18	3/1/18
Apr	2/13/18	2/20/18	4/1/18
May	3/16/18	3/22/18	5/1/18
Jun	4/16/18	4/20/18	6/1/18
Jul	5/15/18	5/21/18	7/1/18
Aug	6/14/18	6/20/18	8/1/18
Sep	7/16/18	7/20/18	9/1/18
Oct	8/16/18	8/22/18	10/1/18
Nov	9/17/18	9/21/18	11/1/18
Dec	10/16/18	10/22/18	12/1/18

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.
- 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.

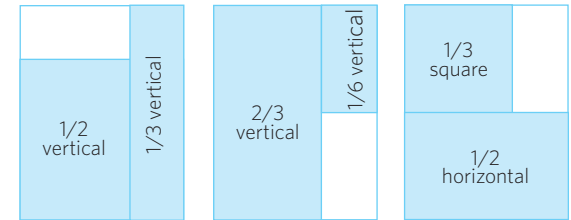
ADVERTISING INFORMATION:

Mary Beth Hachiya
612.313.1788
advertising@deltaskymag.com



► Mechanical Specifications

AD PAGE	BLEED ADS			NON-BLEED ADS
	TRIM	BLEED	LIVE	
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" 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"



HOW TO FURNISH:

- For files 10MB and under, e-mail directly to Jonathan Benson at: **jbenson@deltaskymag.com**
- For files over 10MB, upload via: **www.mspaduploader.com**
username: mspads
password: sonic

Successful upload will be confirmed via e-mail.

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

ACCEPTED NATIVE FILE FORMATS: Adobe InDesign, Illustrator or Photoshop. All images/elements must be 300 dpi at 100% size; TIFF or EPS preferable to JPEG format.

PRINTING SPECS: Heat-set, web offset, 133 line screen, perfect bound, 8" x 10.5" trim.

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. Bleed ads should include crop marks for ensured positioning. Keep critical design and type elements a minimum 5/16" inside trim space (live area).

SPREAD ADS: Create as two single full pages. Perfect alignment of type or design across gutter is not guaranteed.

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

FONTS & COLOR: PostScript fonts strongly preferred; TrueType fonts can be problematic. Materials must be CMYK format and color-corrected. Maximum print density not to exceed 280%. All other formats (RGB, Pantone/PMS) will be converted to CMYK. We are not responsible for shifts during color conversion or errors caused by TrueType fonts.

COLOR PROOFS: You may supply a SWOP certified color proof. Send to Sky magazine, Production Manager, MSP Communications, 220 South 6th St., Ste. 500, Minneapolis, MN 55402. If you do not supply a proof, we can provide one for a \$75 charge.

Contact jbenson@deltaskymag.com

If no proof is provided or purchased, we are not responsible for color issues with printed advertisements.

NOTE: "Delta" may not be used in any ad without permission, and cannot be used as part of a URL for tracking. All ads with advertorial/editorial-style presentation must have "PROMOTION" placed top-of-page in readable font (min 7pt font). Content and placement of all advertising subject to Delta Air Lines' approval. All images & copy should be airline/flying-friendly. Additionally, images of shipping, cargo, freight, hunting, firearms or other airplanes will not be allowed to appear in any advertisement.

▶ Contacts

PUBLISHER

Anne Culligan Toal
612.336.9287
atoal@deltaskymag.com

NATIONAL SALES REPRESENTATIVES

Northeast
Lisa Sakkas
732.598.9848
lsakkas@deltaskymag.com

Jill Shiner-Vandercar
917.903.7159
jshiner@deltaskymag.com

Florida
Adam Richter
954.894.7308
alrichter@deltaskymag.com

West Coast/Southwest
Kim Abramson
415.310.8003
kabramson@deltaskymag.com

Gary Thompson
424.206.1988
gthompson@deltaskymag.com

Midwest & Central
Steven Newman
312.897.1002
snewman@deltaskymag.com

Abbie Althoff
312.897.1008
aalthoff@deltaskymag.com

Southeast
Janice Kilpatrick
404.256.2750
jkilpatrick@deltaskymag.com

Hawaii
G. Robert Wiegand
808.797.2734
grwiegand@deltaskymag.com

SECTION SALES REPRESENTATIVES

Special Sections
Colleen Pruyne
612.373.9633
cpruyne@deltaskymag.com

Despegando
Caryn Tanis
305.234.0005
ctanis@deltaskymag.com

City and Regional Profiles
Marsha Hedlund
612.373.9602
mhedlund@deltaskymag.com

Helen McNeil
612.336.9286
hmcneil@deltaskymag.com

INTERNATIONAL SALES REPRESENTATIVES

Canada
Allan Bedard
416.417.4977
abedard@impactmedia.ca

Caribbean, Mexico, Latin America, Africa, Israel
Caryn Tanis
ctanis@deltaskymag.com

Lourdes Carranza
lcarranza@deltaskymag.com

France
Virginie Aarab
v.aarab@imm-france.com

India
Rachna Gulati
rachna.gulati@mediascope.in

Japan
Hiroko Minato
hiroko.minato@thenewbase.com

Korea
Joane Lee
media@doobee.com

United Kingdom
Seraphine Money
s.money@imm-international.com

All Other Countries
Anne Culligan Toal
612.336.9287
atoal@deltaskymag.com

FOR INFORMATION ON ADVERTISING

Mary Beth Hachiya
612.313.1788
advertising@deltaskymag.com