

**5.4**

**MILLION  
READERS  
PER  
MONTH**

**sky**  
DELTA

**THE #1 INFLIGHT MAGAZINE WORLDWIDE**  
**2017 MEDIA KIT**



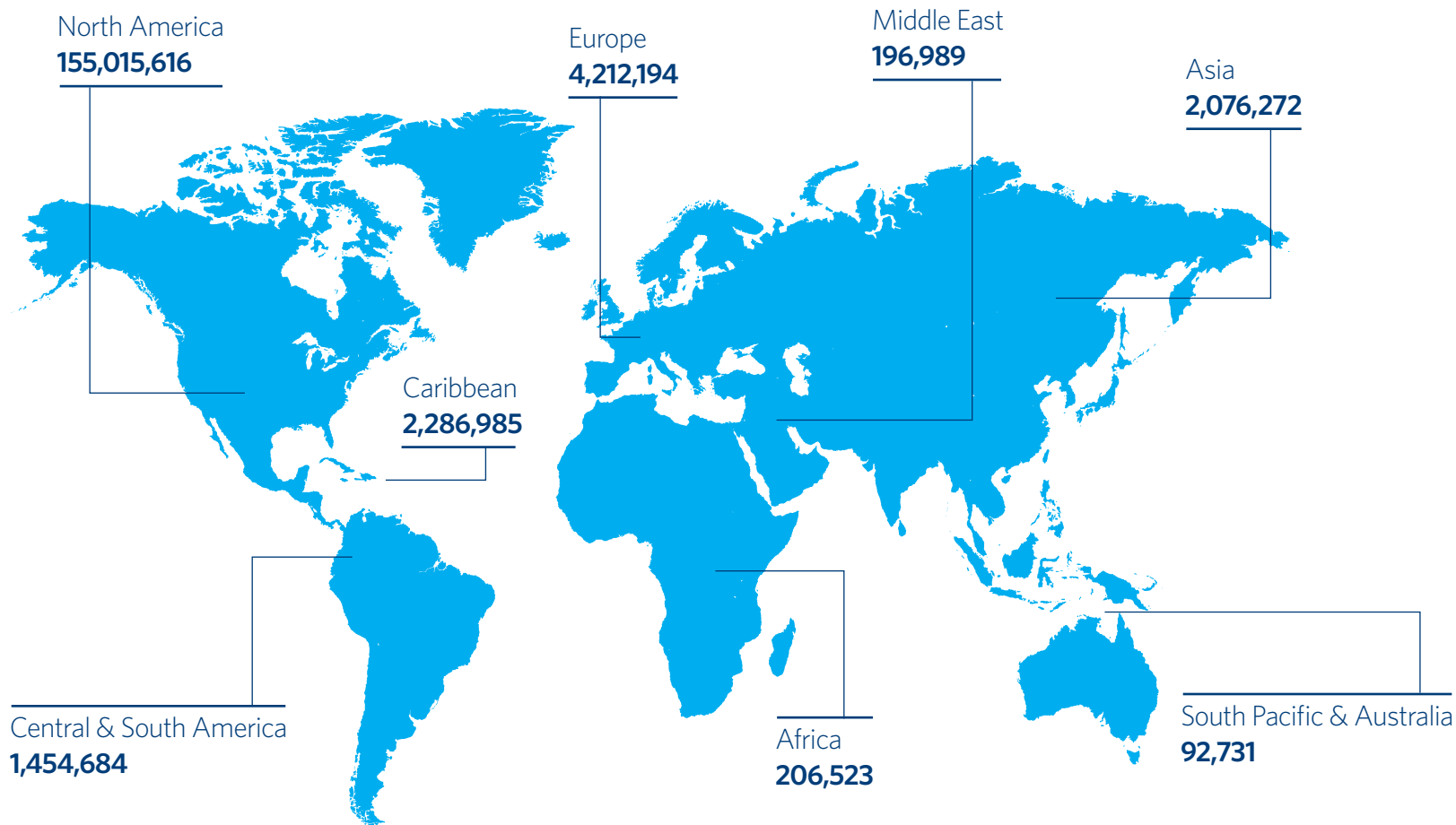
## ► **Sky Magazine Mission**

- Offer an experience that goes above and beyond an “in-flight” magazine.
- Embody the energy, reach and influence of Delta Air Lines.
- Explore a broad range of worldwide cities and regions for our readers to discover.
- Introduce readers to innovative and cutting edge leaders.
- Investigate a diverse range of subjects to intrigue and entice our readers.
- Engage our readers with experiential, intimate and customized content.



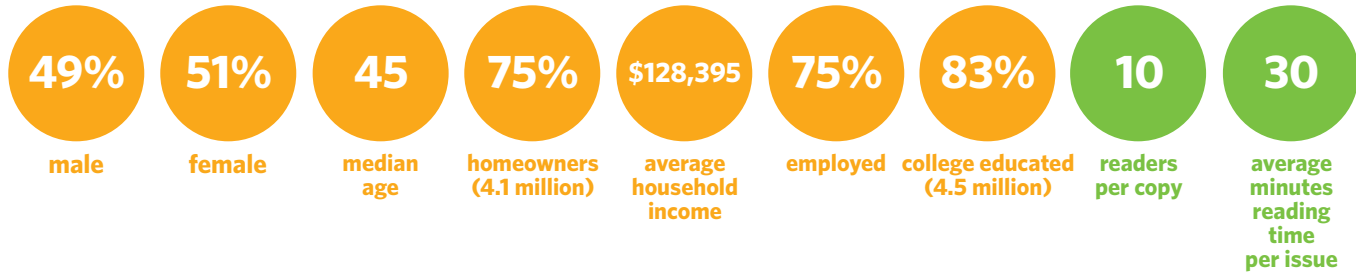
## ▶ Delta Reach and Influence

In 2015, Delta Air Lines flew over 165 million passengers to 323 destinations in 57 countries on 6 continents



## ► Readership Demographics

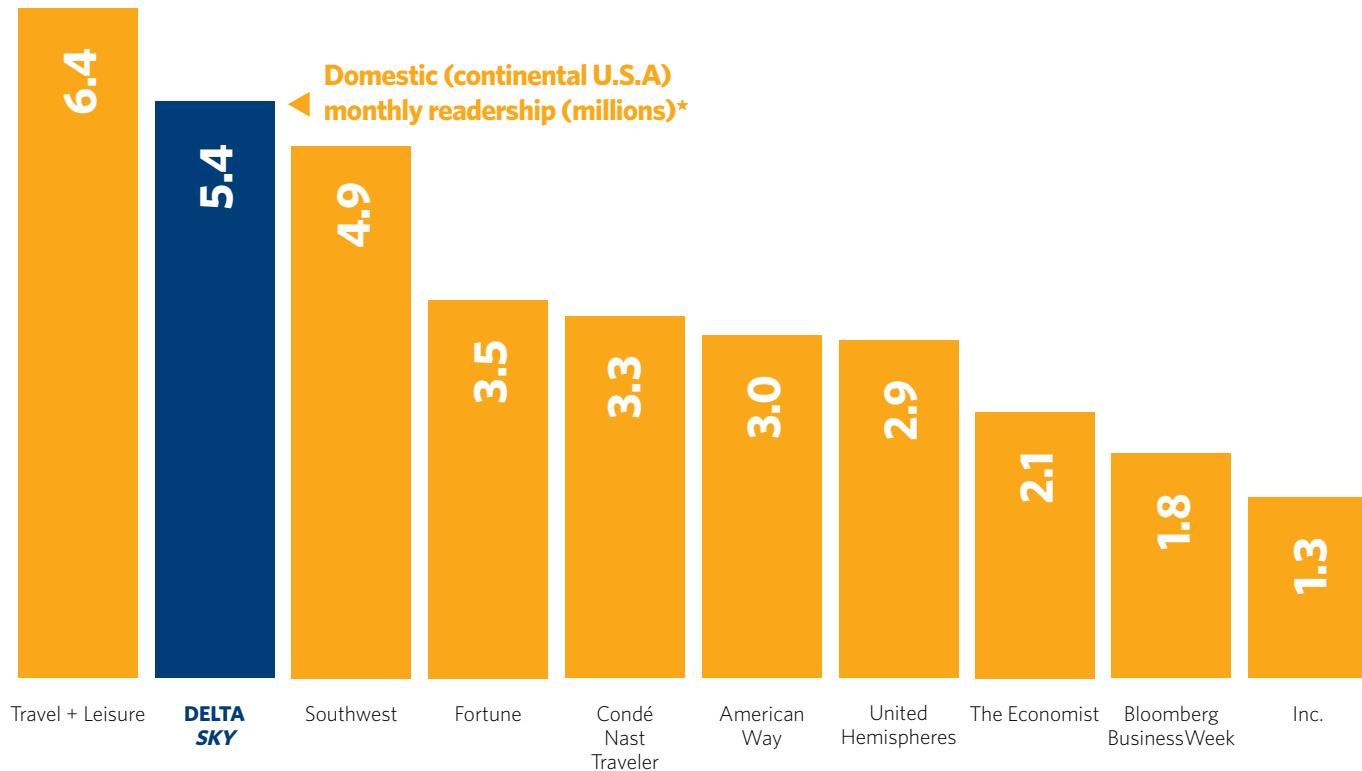
Sky delivers 5.4 million monthly readers. ►



Sky delivers highly valued consumers.

- ▼
- Affluent (2 million have HHI +150K)
- Decision Makers (2.5 million are managers and professionals)
- Vacation Travelers (\$9.6 billion spent on domestic vacations in the last 12 months)

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



Source: 2016 Fall/Spring GfK MRI

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

Delta Sky's total (international + domestic) readership is estimated to be 6,044,200

# ► The Numbers: Audience Details

## 2016 Fall GfK MRI

<b>TOTAL AUDIENCE</b>	*Audience Per Issue (continental U.S.A)	5,443,000
	Readers Per Copy	10
	Circulation Per Month	603,000
	Median Age	45
	Average Household Income (HHI)	\$128,395
	Average Personal Income (IEI)	\$84,430
	Average Value of Home	\$349,423
<b>READERS</b>	Men	49%
	Women	51%
	Married	63%
	Single	37%
<b>AGE</b>	25 to 54	59%
	35 to 54	40%
	50 +	42%
<b>EDUCATION</b>	College Educated	83%
	Post-Graduate Degree	21%
<b>EMPLOYMENT</b>	Employed	75%
	Professional/Managerial	45%
	Top Management	11%
<b>HOME OWNERSHIP</b>	Owns a Home	75%
	Value of Owned Home \$200,000 +	53%
<b>AFFLUENCE</b>	HHI over \$100,000	59%
	HHI over \$150,000	36%
	HHI over \$200,000	20%
	IEI over \$75,000	35%
	IEI over \$100,000	23%
	IEI over \$150,000	10%

## Ipsos Affluent 2016 Survey USA Adults 18+ HHI \$100k

<b>TOTAL AFFLUENT AUDIENCE</b>	Audience Per Issue (domestic)	2,165,000
	Median Age	48
	Average Household Income (HHI)	\$301,100
	Average Personal Income (IEI)	\$186,900
<b>READERS</b>	Men	61%
	Women	39%
	Married or Partnered	86%
	Single	14%
<b>DEMOGRAPHIC SEGMENT</b>	Age 19 to 34 (Affluent Millennials)	21%
	Age 35 to 51 (Affluent Gen Xers)	36%
	Age 52 to 70 (Affluent Boomers)	37%
<b>EMPLOYMENT</b>	Professional/Managerial	75%
<b>AFFLUENCE</b>	HHI over \$150,000	57%
	HHI over \$200,000	32%
	HHI over \$250,000	20%



\*MRI only surveys the continental U.S.A.  
Delta Sky's total (international + domestic) readership is estimated to be 6,044,200



► **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 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



▲ **Techwise**  
 A tech-driven page takes on product category (e.g. small tablets) and matches three specific products within that category to three different groups of people.



▲ **Trending**  
 Where to go and what to do in the 'must visit' cities around the globe.



▲ **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**  
 One city showcased 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 and Behind the Scenes.

► **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.



▲ **Where to Go Now**  
Connect destinations directly with readers using native content; giving readers a deeper and more intimate knowledge of the destination. (Ask about other native content opportunities for brands.)



▲ **Despegando**  
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 exclusive topics.



► **Sky+ Online** 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 requirements of our reader.

**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](http://deltaskymag.com). The site also hosts offers, contests and sweepstakes from Sky's biggest brands.

**E-Newsletter**

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



▲ **Digital Partner Marketing**

Get 360-degree coverage of your target audience with a customized digital package using targeted display advertising (contextual targeting, geo-fencing, search targeting, site retargeting) and programmatic video.

**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.



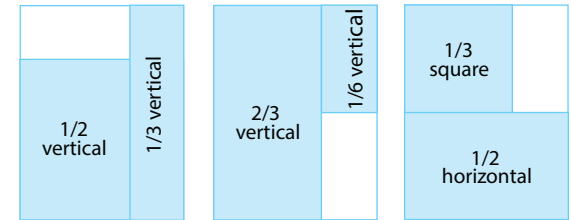
**Email Marketing**

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



# ► 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, email directly to [ads@directactionmedia.com](mailto:ads@directactionmedia.com) or upload here: <https://www.directactionmedia.com/upload/>
- For files over 10MB, upload via: [ftp.directactionmedia.com](ftp://ftp.directactionmedia.com)  
User: damads  
Password: Action2010

**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.

**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.

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MEDIA

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