#1 Read In-Flight Magazine

6.2 MILLION READERS PER MONTH
Our Mission

Engage 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.

“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
Delta Air Lines flew nearly 200 million passengers to 302 destinations in 52 countries on 6 continents in the last year.

Source: USDOT 2018, Form 41-2017 and 41-2018 International Delta Air Lines December 2019
Sky delivers **6.2 million high-value monthly readers**

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

**Affluent**
2.6 million have HHI +150K.

**Decision Makers**
2.9 million are managers and professionals.

**Vacation Travelers**
$14.9 billion spent on foreign & domestic vacations in the last 12 months.

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**Domestic Monthly Readership**
(Continental U.S.)

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Readers</th>
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<tbody>
<tr>
<td>Delta Sky</td>
<td>6,230,000</td>
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<tr>
<td>Southwest: The Magazine</td>
<td>6,059,000</td>
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<tr>
<td>Forbes</td>
<td>6,056,000</td>
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<tr>
<td>Travel + Leisure</td>
<td>5,773,000</td>
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<tr>
<td>New York Times Sunday</td>
<td>4,437,000</td>
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<tr>
<td>American Way</td>
<td>3,956,000</td>
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<tr>
<td>Conde Nast Traveler</td>
<td>3,511,000</td>
</tr>
<tr>
<td>United Hemispheres</td>
<td>3,155,000</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>2,723,000</td>
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<tr>
<td>Fortune</td>
<td>2,466,000</td>
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</table>

*MRI only surveys the contiguous U.S. Delta Sky's global readership (international + domestic) is estimated at 6,854,288

Source: 2019 Doublebase Gfk MRI & Fall 2019 Gfk MRI
# The Numbers: Audience Details

## 2019 Fall GfK MRI

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>2019 Fall GfK MRI</th>
<th>2019 Fall GfK MRI Affluent Adults HHI $100K</th>
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<tbody>
<tr>
<td>Domestic Audience Per Issue*</td>
<td>6,230,000</td>
<td>Domestic Audience Per Issue*</td>
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<tr>
<td>Global Audience Per Issue**</td>
<td>6,854,288</td>
<td></td>
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<tr>
<td>Readers Per Copy</td>
<td>11.4</td>
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<tr>
<td>Average Circulation Per Month</td>
<td>600,000+</td>
<td>Median Age</td>
</tr>
<tr>
<td>Median Age</td>
<td>46</td>
<td>Average Household Income (HHI)</td>
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<tr>
<td>Average Household Income (HHI)</td>
<td>$156,042</td>
<td>Average Personal Income (IEI)</td>
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<td>Average Personal Income (IEI)</td>
<td>$92,787</td>
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<tr>
<td>Average Value of Home</td>
<td>$378,647</td>
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<thead>
<tr>
<th>Readers</th>
<th>Men</th>
<th>50%</th>
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<tr>
<td>Women</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>61%</td>
<td></td>
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<tr>
<td>Single</td>
<td>39%</td>
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<tr>
<th>Age</th>
<th>25 to 54</th>
<th>57%</th>
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<tr>
<td>35 to 54</td>
<td>39%</td>
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<tr>
<td>50+</td>
<td>43%</td>
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<tr>
<th>Education</th>
<th>College Educated</th>
<th>85%</th>
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<tr>
<td>Post-Graduate Degree</td>
<td>24%</td>
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<tr>
<th>Employment</th>
<th>Employed</th>
<th>78%</th>
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<tr>
<td>Professional/Managerial</td>
<td>47%</td>
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<tr>
<td>Top Management</td>
<td>11%</td>
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<table>
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<tr>
<th>Home Ownership</th>
<th>Owns a Home</th>
<th>71%</th>
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<tbody>
<tr>
<td>Value of Owned Home $200,000+</td>
<td>55%</td>
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<table>
<thead>
<tr>
<th>Affluence</th>
<th>HHI over $100,000</th>
<th>61%</th>
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</thead>
<tbody>
<tr>
<td>HHI over $150,000</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>HHI over $200,000</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>IEI over $75,000</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>IEI over $100,000</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>IEI over $150,000</td>
<td>14%</td>
<td></td>
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</table>

### Adventure Seekers
- 77% prefer traveling to places they’ve never been.

### Loyal Consumers
- 86% say that when they find a brand they like, they stick to it.
- 77% agree that if a product is made by a company they trust, they will pay more for it.

### Quality Conscious
- 71% will pay more for high-quality items 69% agree that they buy based on quality, not prices.

### Socially Active
- 89% have been involved in public activities in their community.
- 90% consider working for the welfare of society important.

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*MRI only surveys the contiguous U.S. Delta Sky's global readership (international + domestic) is estimated at 6,854,288
Source: 2019 Doublebase GfK MRI & Fall 2019 GfK MRI
Content Counts

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. Our features spark curiosity and inspire exploration, opening the world to those who are already traversing it.

“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
Sky delivers multi-faceted content that engages customers with world-class lifestyle, travel and business content.

**EDITORIAL DEPARTMENTS INCLUDE:**
- Pop Business
- Fork and the Road
- Talk Show
- Tools of the Trade
- My Favorite Street
- Time Out
- Style Inspiration
- Break Away
- Citylicious
- Center Aisle
- Trending

**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 or entertainment leader.

**1 City 5 Ways**
Showcases one city five different ways to appeal to five different personalities.

**5 Minutes With**
Prominent or game-changing business personalities sit down for a brief Q & A with Sky.

**My Bag**
A peek inside the bags of famous travelers gives insight into their travel rituals.
By offering special sections on diverse topics, Sky captures a broad audience with exclusive and timely content that aligns with your message.

City & Regional Profiles
Focus on economic development, tourism and the culture of a region—when and where it matters.

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 timely topics.
Today, innovative marketers use 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.

Top Ten
Research proves people love lists. Showcase your product, event or destination in a way that is catchy and easy for readers to remember.

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.
Print + 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 lives of our readers.

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.

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 partners.

E-Newsletter

We deliver the best of each issue’s content to readers’ inboxes every month to showcase news and offers.
Engage with your customers at each stage of the purchase funnel with precise targeting 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. OTT/CTV now also available.

**Native Programmatic**
Experience significantly higher response rates with native ads that are built in real-time to match a publisher’s content and design.

**Email Marketing**
Access, target and segment your most desired audience from an opted-in subscriber list of 198 million prospective customers.
HOW TO FURNISH:
For files 10MB and under, email directly to Jonathan Benson at jbenson@deltaskymag.com. For files over 10MB, please send via transfer service such as WeTransfer, Dropbox, Hightail, Google Drive, or similar.

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.

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 and 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.
## 2020 Advertising Rate Card

### Production and Other Charges
Ask your sales representative for specific information about our advertising design services. (Non-commissionable)
- **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.

### Please Note
Delta’s name, logo or image may not be used in any advertising without written permission from Delta. “Delta” cannot be used as part of a URL or advertising tracking code. Should tracking language be needed, the use of “Sky” is acceptable. The content, creative and placement of all advertising is subject to Delta Air Lines’ approval. Delta Air Lines requires all images and verbiage to be airline/flying-friendly. Additionally, shipping, cargo, freight, hunting, firearms or other airplanes will not be allowed to appear in any advertisement. 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

Contact us for digital rates. Integrated programs available.

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<th>Materials Due</th>
<th>Onboard Date</th>
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<td>11/19/19</td>
<td>1/1/20</td>
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<tr>
<td>Feb</td>
<td>12/11/19</td>
<td>12/16/19</td>
<td>2/1/20</td>
</tr>
<tr>
<td>Mar</td>
<td>1/15/20</td>
<td>1/21/20</td>
<td>3/1/20</td>
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<tr>
<td>Apr</td>
<td>2/14/20</td>
<td>2/20/20</td>
<td>4/1/20</td>
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<tr>
<td>May</td>
<td>3/16/20</td>
<td>3/19/20</td>
<td>5/1/20</td>
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<td>6/1/20</td>
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<td>Jul</td>
<td>5/15/20</td>
<td>5/20/20</td>
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<td>45,660</td>
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<td>36,150</td>
<td>34,250</td>
<td>33,300</td>
<td>32,350</td>
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<td>28,910</td>
<td>27,400</td>
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<td>21,690</td>
<td>20,550</td>
<td>19,980</td>
<td>19,410</td>
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<td>53,420</td>
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<td>4</td>
<td>64,440</td>
<td>61,230</td>
<td>57,990</td>
<td>56,385</td>
<td>54,780</td>
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</table>
Profiles
City and Regional Profiles
Marsha Hedlund
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