



## Readership

AUDIENCE PER ISSUE

**5,517,000**

READERS PER COPY

**12.4**

MEDIAN AGE

**47**

MEDIAN HOUSEHOLD INCOME

**\$112,917**

*Source: 2017 GfK MRI Spring*

## Deadlines

FEBRUARY ISSUE CLOSE

**December 15, 2017**

FEBRUARY MATERIALS DUE

**December 20, 2017**

OCTOBER ISSUE CLOSE

**August 15, 2018**

OCTOBER MATERIALS DUE

**August 20, 2018**

## Special Advertising Section

# Focus on Franchises

*Southwest: The Magazine* will highlight franchise opportunities and trends in two upcoming issues: February 2018 and October 2018.



Southwest Airlines serves the business traveler of today: The carrier is No. 1 in domestic business travel.



1.6 million readers say that they have a goal to make it to the top of their profession, and one in nine readers are among the top management ranks of their company.



Southwest travelers display extraordinary earning power, with a median HHI of \$108,187—80 percent greater than the median U.S. HHI.

## Contact Information

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MEDIA

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## ROB Ad Sizes & Rates

*Southwest: The Magazine* will match content to ad size.

↓ Ad Size	↓ NET Rates
Full page	\$16,000
¾ page	\$13,582
½ page vertical	\$11,319
½ page horizontal	\$11,319
⅓ page vertical	\$9,992
⅓ page square	\$9,992