

# 2018 Media Kit



# We Are Southwest Airlines®

Hard work. Perseverance. The relentless pursuit to find a better way. Southwest has stood for these values for 46 years, and each is reflected in a customer base. As the editorial arm of one of the nation's top domestic carriers, *Southwest: The Magazine* matches these values with sophisticated storytelling and an emphasis on the people and places that make this country special.





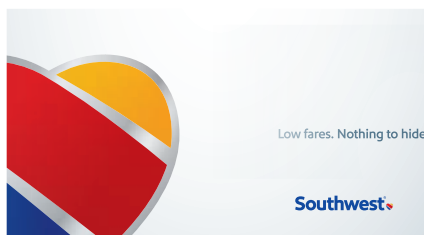
# Movers and Shakers

**One of the world's most admired companies,** Southwest Airlines had another exceptional year in 2017—here are some highlights.



## Meet the MAX 8

Southwest Airlines is the launch customer of the Boeing 737 MAX 8, and on Oct. 1, the Company introduced nine MAX 8 aircraft into their fleet—with more coming over the next two years. More efficient and more reliable, the MAX 8 offers the ultimate Customer Experience.



## New Services

### Cincinnati, OH & Turks and Caicos

In 2017, Southwest Airlines expanded their operations in California, and brought their legendary Customer Service to Cincinnati, OH as well as the Turks and Caicos islands.

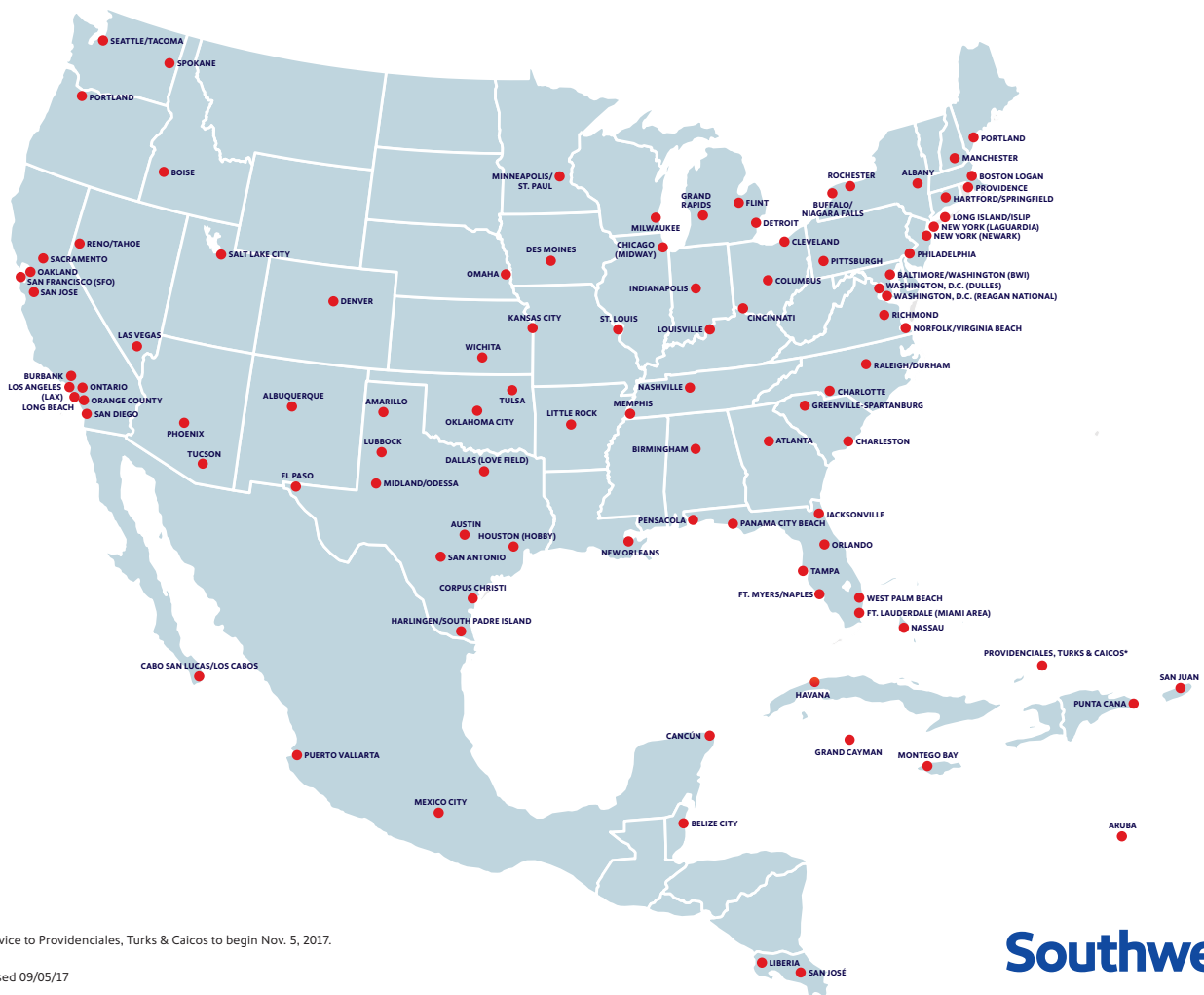


## New Seats & New Uniforms

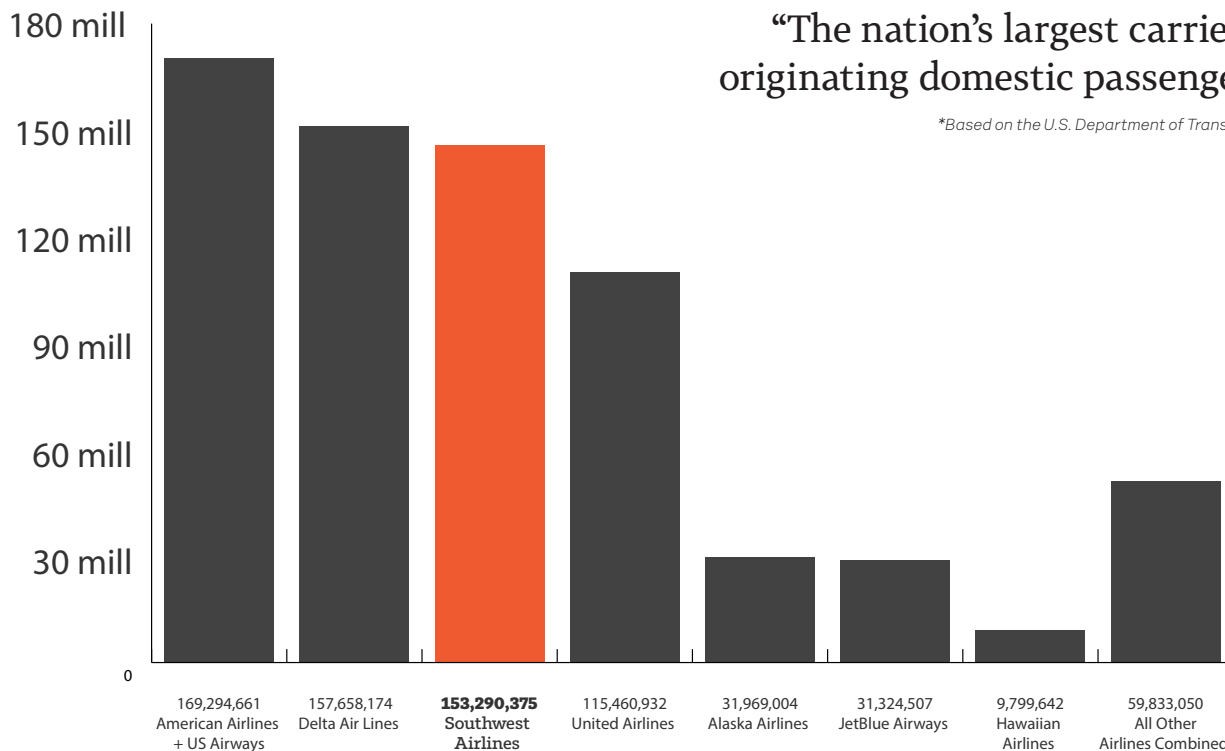
Southwest Airlines introduced the first-ever Employee-designed uniforms. Also new? Signature *Heart* interiors on Boeing 737-800 aircraft, which feature a more efficient galley and spacious seating.

# Where We Fly

Southwest serves **101 destinations** across the United States and eight additional countries.



# More Passengers



“The nation’s largest carrier in terms of originating domestic passengers boarded.”

*\*Based on the U.S. Department of Transportation’s most recent data.*

Source: U.S. Department of Transportation T-100 Report/Year 2016 - Onboard Passengers

## Top 10 Airports

Below are the top 10 cities for Southwest based on number of daily departures.

CITY	DAILY DEP.	NONSTOPS	GATES	YR ESTABLISHED	
				WN	FL
Chicago (Midway)	265	68	32	1985	1994
Baltimore	234	64	31	1993	2001
Las Vegas	218	56	24	1982	2003
Denver	209	62	23	2006	2003
Dallas (Love Field)	180	55	18	1971	–
Phoenix	177	50	24	1982	2007
Houston (Hobby)	164	54	23	1971	1997
Los Angeles	130	31	15	1982	2003
Orlando	123	42	20	1996	1998
Atlanta	123	38	18	2012	1998

Source: swamedia.com as of June 2017

## Onboard Passengers by City

CITY	PASSENGERS	SHARE	RANK
Chicago-Midway	10,433,120	96.00%	1
Las Vegas	9,188,986	43.00%	1
Denver	8,531,087	31.00%	2
Baltimore	8,528,101	71.00%	1
Phoenix	7,299,640	36.00%	2
Dallas-Love Field	7,206,065	92.00%	1
Houston-Hobby	5,657,058	93.00%	1
Orlando	5,204,048	29.00%	1
Atlanta	5,110,688	11.00%	2
Los Angeles	4,770,495	17.00%	4
Oakland	4,281,505	73.00%	1
San Diego	3,987,881	39.00%	1
St. Louis	3,953,768	57.00%	1
Nashville	3,658,638	57.00%	1
Tampa	3,335,711	37.00%	1
Kansas City	2,809,254	51.00%	1
Sacramento	2,654,796	54.00%	1
San Jose	2,573,777	51.00%	1
Fort Lauderdale	2,517,792	22.00%	2
Austin	2,435,689	40.00%	1
Orange County	2,362,259	47.00%	1
New Orleans	2,163,822	39.00%	1
San Francisco	1,746,448	9.00%	4
San Antonio	1,727,595	43.00%	1
Washington-National	1,720,602	15.00%	2
Seattle/Tacoma	1,693,246	9.00%	3
Portland, OR	1,654,780	19.00%	2
Burbank	1,612,780	76.00%	1
Milwaukee	1,580,134	47.00%	1
Boston	1,495,272	10.00%	5
Indianapolis	1,437,939	34.00%	1
New York-La Guardia	1,379,367	10.00%	3
Columbus	1,355,829	38.00%	1
Albuquerque	1,312,461	55.00%	1
Ontario	1,232,725	60.00%	1
Salt Lake City	1,213,631	11.00%	2
Raleigh/Durham	1,195,113	23.00%	3
Pittsburgh	1,149,270	29.00%	1
Philadelphia	1,134,189	9.00%	2
Minneapolis/St. Paul	1,061,054	6.00%	3
Fort Myers	906,352	22.00%	2
Detroit	847,307	6.00%	3
Providence	835,352	47.00%	1
Hartford	804,722	27.00%	1
Buffalo	795,367	34.00%	1
Reno	763,466	44.00%	1
Omaha	752,228	35.00%	1
El Paso	693,868	49.00%	1
Oklahoma City	691,001	38.00%	1
Newark	679,710	5.00%	5
Cleveland	634,073	16.00%	2
Manchester	585,002	59.00%	1

CITY	PASSENGERS	SHARE	RANK
Long Island-MacArthur	568,037	95.00%	1
Albany	567,637	41.00%	1
Jacksonville	511,215	19.00%	3
Louisville	509,236	31.00%	1
Tucson	504,570	31.00%	2
San Juan	479,706	12.00%	4
Tulsa	467,757	34.00%	1
Birmingham	454,744	34.00%	1
Boise	393,447	24.00%	2
Spokane	375,800	24.00%	3
Memphis	349,772	17.00%	3
West Palm Beach	338,026	11.00%	4
Norfolk	334,093	21.00%	3
Charleston	311,338	17.00%	3
Little Rock	263,380	27.00%	2
Charlotte-Douglas	261,296	1.00%	4
Midland/Odessa	258,742	53.00%	1
Washington-Dulles	256,989	4.00%	4
Grand Rapids	250,020	19.00%	2
Lubbock	235,577	52.00%	1
Rochester	223,683	19.00%	3
Harlingen	203,638	78.00%	1
Panama City	194,554	44.00%	2
Amarillo	169,928	49.00%	1
Akron/Canton	163,875	24.00%	2
Wichita	158,112	20.00%	4
Portland, ME	139,897	16.00%	4
Richmond	133,362	7.00%	5
Flint	131,603	33.00%	2
Dayton	125,164	12.00%	4
Des Moines	124,098	10.00%	4
Pensacola	123,434	15.00%	3
Greenville/Spartanburg	117,397	12.00%	4
Corpus Christi	112,142	34.00%	2
Long Beach	111,458	8.00%	2
<b>TOTAL FOR 2016: 153,278,790</b>			

Source: U.S. Department of Transportation T-100 Report/Year 2016

CITY	PASSENGERS
Cancun, Mexico	401,381
Montego Bay, Jamaica	193,132
Punta Cana, Dominican Republic	147,944
San Jose Cabo, Mexico	148,438
Puerto Vallarta, Mexico	129,471
Mexico City, Mexico	101,496
Aruba	84,896
San Jose, Costa Rica	70,829
Liberia, Costa Rica	62,998
Nassau, Bahamas	42,860
Belize City, Belize	41,441
Havana, Cuba	5,450
Varadero, Cuba	3,713
Santa Clara, Cuba	360
<b>INTERNATIONAL TOTAL: 1,434,409</b>	

Source: Southwest Airlines Report as of 12/16



# We Have Affluent Readers

*Southwest: The Magazine* reaches nearly 5.5 million (2017 GfK MRI Spring) loyal, affluent and engaged travelers every issue with our distinctive voice and sophisticated design. They travel for business and pleasure, and they are avid consumers of the content we serve them in-flight. Who they are and how we reach them is what separates *Southwest: The Magazine* from the pack.



# By the Numbers

Our readers are **professional, affluent, college-educated travelers** for both business and leisure.

Audience Per Issue  **5,517,000**

Median Age  **47**

Readers Per Copy  **12.4**

Median Household Income (HHI)  **\$112,917**

Median Personal Income (IEI)  **\$60,917**

Source: 2017 GfK MRI Spring

## Reader Engagement

- Nearly half of readers recall ads they've seen in our pages.
- More than one third of readers have taken action based on our content.
- *Southwest: The Magazine* readers are 185% more likely than the average U.S. consumer to have taken 8+ round trips in the past 12 months.
- In the past 12 months, more than 1 million *Southwest: The Magazine* readers have traveled domestically for business—more than *American Way*, *Delta Sky* or *United Hemisphere* audiences.

Source: 2017 GfK MRI Spring

## Reader Demographics

DEMOGRAPHICS	COMP%	INDEX
Men	48.2%	100
Women	51.8%	100
Married	56.8%	108
Single	43.2%	91

AGE	COMP%	INDEX
Age 25-54	58.4%	113
Age 35-49	30.2%	121
Age 35-54	40.5%	119

EDUCATION	COMP%	INDEX
College Educated	62.7%	154
Graduated College or Further	51.2%	169
Post-Graduate Degree	20.0%	181

EMPLOYMENT	COMP%	INDEX
Professional/Managerial	38.6%	160
Top Management	9.0%	221

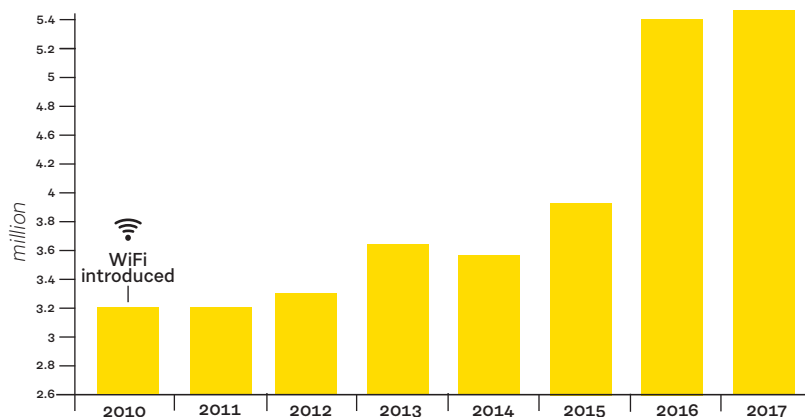
HOME OWNERSHIP	COMP%	INDEX
Owns a Home	76.3%	116
Value of Owned Home: \$300,000+	41.9%	193
Value of Owned Home: \$500,000+	20.8%	234

AFFLUENCE	COMP%	INDEX
HHI \$100,000+	54.5%	174
HHI \$150,000+	36.4%	245
HHI \$200,000+	20.0%	303
IEI \$75,000+	30.0%	235
IEI \$100,000+	21.3%	302
IEI \$150,000+	11.3%	409
IEI \$200,000+	5.6%	450

2017 GfK MRI

## Readership and WiFi

Think fewer people are reading *Southwest: The Magazine* since the introduction of onboard WiFi? Think again. Our readership numbers have actually **increased** since WiFi was introduced on Southwest flights in 2010.



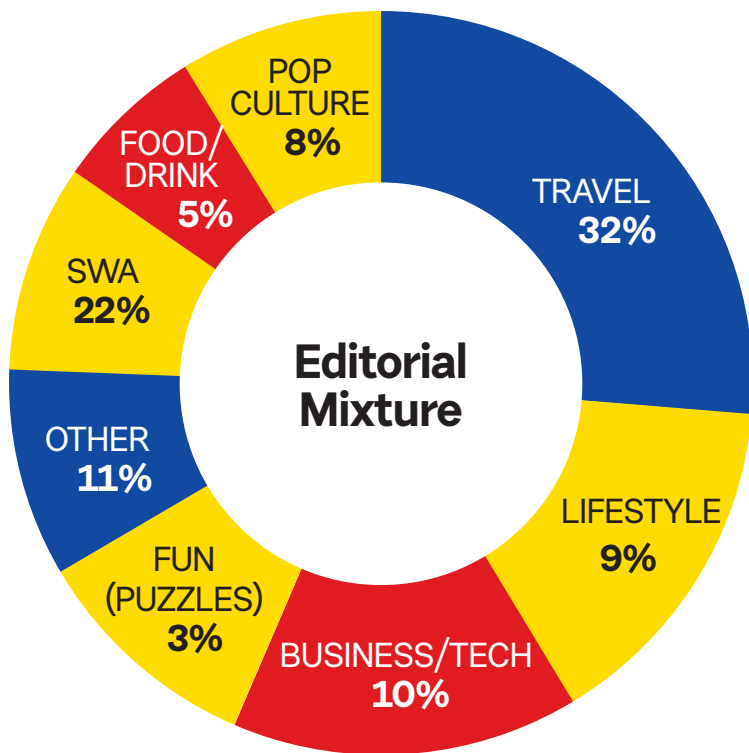
Source: 2008 GfK MRI Spring - 2017 GfK MRI Spring





# We Tell Vivid Stories

One of the world's most admired companies deserves a top quality in-flight publication. *Southwest: The Magazine's* mission is to be at the heart of the Southwest Airlines brand, upholding their tradition with impassioned storytelling about real places and real people. Our award-winning editorial dives into business, travel and lifestyle, artfully blending quick-hit content with long-form features to create a well-rounded, appealing package for upscale consumers.



# Edit Overview

What makes us different? Our **award-winning** mix of business, travel, and lifestyle editorial.

Innovative content takes a cue from booking on southwest.com: In short, are you traveling for **Work** or **Play**?

## Work

- **Number:** A newsworthy stat that reveals a business trend.
- **Takeaway:** Insight from a top executive.
- **Trip:** Four places to eat, drink, and entertain, within walking distance of a hip business hotel.
- **Tool & App:** Top tech products and our favorite new smartphone apps.
- **Solution:** A conversation with a top business mind who shares useful advice.
- **Startup:** Entrepreneurs describe their new ventures.

## Agenda

**A roundup of exciting events across the country:** From a barbecue block party in the Big Apple to a tap festival in The City by the Bay, our monthly roster of coming events is a collection of the country's most entertaining celebrations, competitions, and festivals.

## Play

- **Number:** Timely and surprising stats on culturally relevant topics.
- **Shop:** An influencer in a Southwest destination curates a list of unique, locally made products.
- **Solution:** A lifestyle expert offers useful tips for everything from napping to vacations to organization.
- **Eat:** A delicious food trend, and three to four places across the country where you can try it.
- **Drink:** Top bartenders from cocktail hotspots share their mouth-watering recipes.
- **Sleep:** Spotlight on a new or newly renovated hotel or resort.

## One Question

**Celebrities speak their minds:** We ask stars of television and film, top athletes, and best-selling authors a single, thought-provoking question.



# Features

**We wear our heart on our sleeve.**

Southwest: The Magazine features can be broad, like when we devoted an entire issue to animals, or they can go deep, like when we filled the feature well with tributes to the power of place. Often, they evoke emotion, like when we profiled an artist who photographs her tears under a microscope. Whatever the topic, they all have one thing in common: heart. We celebrate the Southwest Airlines brand by telling stories that reflect the character, compassion, and indelible perseverance of the people who work there.

## Special Sections

**Topical guides driven by advertisers:** From women's health to education, and small businesses to destination travel, our themed special sections cater to advertisers who understand the power of great storytelling. Through engaging copy, interviews with industry insiders, and colorful imagery, we capture reader interest and deliver results.

## Front of Book

**Big ideas in bold packages:** Divided into two parts—Play and Work—our front of the book pages include profiles of accomplished thought leaders, as well as the latest trends in food, cocktails, boutique hotels, and upscale shopping from across the country.



# Content Ecosystem

Partnering with *Southwest: The Magazine* means **access to our entire content ecosystem**, spreading your message across platforms including print, digital, and social.



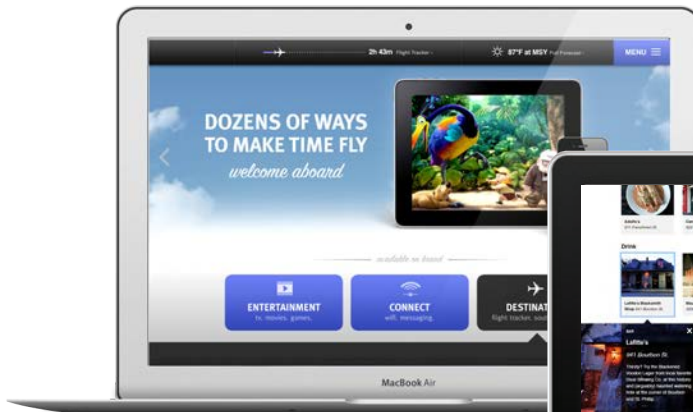
Print Magazine



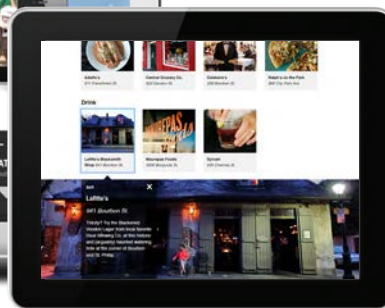
Digital Edition



E-Newsletter



Inflight Wifi





# 2018 Editorial Lineup

Issue schedules for features, travel content, and special sections—it's all here. *\*All deadlines and scheduled content subject to change.*

## January

**Songscape |** We'll spend a week with an up-and-coming musician as she writes

a song inspired by the beautiful public lands outside Salt Lake City.

One Question - Octavia Spencer in Small Town Crime

## Other Sections

**Special Ad Section:** New Year, New You

## Deadlines

**Issue close**

November 14, 2017

**ROB materials**

November 16, 2017

## February

**Girl Scouts**

One Question - Winter Olympics

**Special Ad Section:** Higher Education

**Special Ad Section:** Franchises

**Special Ad Section:** Heart Health

**Issue close**

December 19, 2017

**ROB materials**

December 21, 2017

## March

TBD

**Special Ad Section:** Baltimore

**Special Ad Section:** Arizona

**Special Ad Section:** Tennessee

**Issue close**

January 16, 2018

**ROB materials**

January 18, 2018

## April

TBD

**Special Ad Section:** Texas

**Issue close**

February 13, 2018

**ROB materials**

February 15, 2018

## May

TBD

**Special Ad Section:** California

**Special Ad Section:** New Mexico

**Issue close**

March 13, 2018

**ROB materials**

March 15, 2018

## June

TBD

**Special Ad Section:** Executive Health/  
Concierge Medicine

**Issue close**

April 17, 2018

**ROB materials**

Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publication.

# 2018 Editorial Lineup

Issue schedules for features, travel content, and special sections—it's all here. *\*All deadlines and scheduled content subject to change.*

## July

TBD

### Other Sections

**Special Ad Section:** General Health  
**Special Ad Section:** Nevada

### Deadlines

**Issue close**  
May 15, 2018  
**ROB materials**  
May 17, 2018

## August

TBD

**Special Ad Section:** Education

**Issue close**  
June 19, 2018  
**ROB materials**  
June 21, 2018

## September

TBD

**Special Ad Section:** Men's Health  
**Special Ad Section:** Tennessee

**Issue close**  
July 17, 2018  
**ROB materials**  
July 19, 2018

## October

TBD

**Special Ad Section:** Women's Health  
**Special Ad Section:** Franchises

**Issue close**  
August 14, 2018  
**ROB materials**  
August 16, 2018

## November

TBD

**Special Ad Section:** Reno-Tahoe

**Issue close**  
September 18, 2018  
**ROB materials**  
September 20 2018

## December

TBD

**Special Ad Section:** Health Resolutions  
**Special Ad Section:** Florida

**Issue close**  
October 16, 2018  
**ROB materials**  
October 18, 2018



# 2018 Rates

\*Southwest: The Magazine is published on the 1st of each month. Rates are effective with the January 2018 issue. Recognized AAAA agencies receive a 15 percent agency discount.

FOUR-COLOR	1X	3X	6X	9X	12X
Full Page	\$43,527	\$42,260	\$41,398	\$40,833	\$39,800
2/3 Page	\$33,250	\$32,283	\$31,622	\$31,190	\$30,400
1/2 Page	\$27,864	\$27,053	\$26,506	\$26,143	\$25,480
1/3 Page Vertical	\$20,967	\$20,358	\$19,944	\$19,672	\$19,168
1/3 Page Square	\$19,061	\$18,507	\$18,131	\$17,883	\$17,426

BLACK/WHITE	1X	3X	6X	9X	12X
Full Page	\$33,518	\$32,542	\$31,874	\$31,440	\$30,642
2/3 Page	\$25,601	\$24,863	\$24,351	\$24,021	\$23,412
1/2 Page	\$21,455	\$20,830	\$20,404	\$20,128	\$19,621
1/3 Page Vertical	\$16,142	\$15,674	\$15,357	\$15,149	\$14,761
1/3 Page Square	\$14,674	\$14,248	\$13,962	\$13,771	\$13,419

COVER	1X	3X	6X	9X	12X
2 or 3	\$50,991	\$49,512	\$48,495	\$47,834	\$46,625
4	\$55,375				

**GUARANTEED POSITIONS**

10% premium will be added to earned rate.

**PRODUCTION CHARGES**

(non-commissionable)

**Split Runs:** 50/50 split

(each split): \$1,750

**Perfect Split:** (each split): \$2,100

**Bind In Charges, BRC,**

**and Supplied Inserts:**

\$1,320-\$2,800 net

**COUPON ADS**

Must be indicated when space is reserved.

**BRC CARDS**

(ADVERTISER SUPPLIED OR PRINTED BY PUBLISHER)

Rates on request. Purchase of back-up page required for all BRC cards.

**MULTI-PAGE INSERTS**

(ADVERTISER SUPPLIED OR PRINTED BY PUBLISHER)

Rates on request.

**ADVERTISER DIRECTORY LISTING**

All display advertisers are eligible to participate free of charge in Southwest: The Magazine's Advertiser Directory, in print and in the digital edition.

**PAYMENT TERMS**

Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. 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.

**TERMS & CONDITIONS**

Invoices are due upon receipt. Interest is assessed at 1.5% per month on invoices more than 30 days past due. A contract period consists of a 12 consecutive month period. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the

representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or sub-

ject matter of such advertisements, including, without limitations claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted unless received in writing prior to space reservation closing date. Covers are not cancelable. Options on cover positions must be exercised at least 30 days

prior to space closing date. If order is not received by such date, cover options automatically lapse. All orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Should a change in rates be made, space orders may be cancelled by the advertiser or its agency at the time the change becomes effective

without incurring short-rate charges. All other cancelled space orders are subject to short-rate charges based on actual frequency and volume. Conditions other than rates are subject to change by publisher without notice. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as

are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published. No amendment to the credit terms shall be effective unless the amendment is in writing and signed by the CFO of Pace Communications. If a past due balance is placed with an outside collection service or attorney, advertiser/agency agrees to reimburse

all costs of collection. When a contract for advertising or frequency is cancelled, the advertiser will be billed listed herein, shall not be binding on Southwest: The Magazine. Publisher does not assume any liability for error in key number or reader service listings or names/addresses or persons receiving reader service fulfillment labels. Publisher shall not be subject to any

liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher, including

the date upon which the magazines are on board the airline. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web Sites due to systems failures or other technological failures of the Web sites or the web. Bonnie McElveen-Hunter, CEO

# 2018 Deadlines

ISSUE	CLOSING	MATERIAL	SPACE RESERVATION:
January	Nov. 27, 2017	Nov. 29, 2017	45 days prior to issue date
February	Dec. 27, 2017	Dec. 29, 2017	<b>MATERIAL:</b> 40 days prior to issue date
March	Jan. 24, 2018	Jan. 30, 2018	<b>ADVERTISER DIRECTORY</b> 45 days prior to issue date
April	Feb. 22, 2018	Feb. 30, 2018	
May	Mar. 23, 2018	Mar. 29, 2018	
June	April 25 2018	April 30, 2018	
July	May 24, 2018	May 29, 2018	
August	June 22, 2018	June 28, 2018	
September	July 26, 2018	July 31, 2018	
October	Aug. 24, 2018	Aug. 29, 2018	
November	Sept. 21, 2018	Sept. 27, 2018	
December	Oct. 24, 2018	Oct. 29, 2018	

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