

SPECIAL ADVERTISING SECTION

Focus on Franchises



Southwest: The Magazine will highlight franchise opportunities and trends in every issue.

Top 10 Airports

The top 10 cities for Southwest based on number of daily departures.

1. Chicago
2. Baltimore
3. Las Vegas
4. Denver
5. Phoenix
6. Dallas (Love Field)
7. Houston (Hobby)
8. Orlando
9. Los Angeles
10. Atlanta



Southwest travelers display extra-ordinary earning power, with a median HHI of \$116,753—80 percent greater than the median U.S. HHI.



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

Readership

AUDIENCE PER ISSUE

6,358,000

READERS PER COPY

14.2

MEDIAN AGE

46

MEDIAN HOUSEHOLD INCOME

\$116,753

Source: 2018 GfK MRI Spring

2019 Deadlines

ISSUE	CLOSING	MATERIAL
January	Nov. 15, 2018	Nov. 20, 2018
February	Dec. 15, 2018	Dec. 20, 2018
March	Jan. 15, 2019	Jan. 22, 2019
April	Feb. 15, 2019	Feb. 20, 2019
May	Mar. 15, 2019	Mar. 20, 2019
June	April 15, 2019	April 20, 2019
July	May 15, 2019	May 21, 2019
August	June 15, 2019	June 20, 2019
September	July 16, 2019	July 21, 2019
October	Aug. 15, 2019	Aug. 20, 2019
November	Sept. 17, 2019	Sept. 20, 2019
December	Oct. 15, 2019	Oct. 22, 2019

▼ Ad Size

▼ NET Rates

Full page	\$19,975
2/3 page	\$16,975
1/2 page horizontal	\$14,131
1/3 page square	\$12,475
1/3 page vertical	\$9,377

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