

# Southwest<sup>®</sup>

The Magazine



# 2017 Media Kit



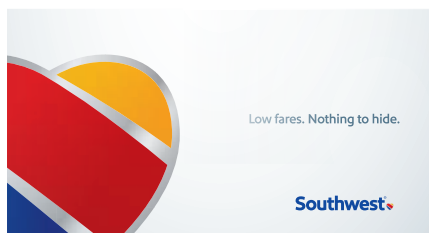
# We Are Southwest Airlines®

Hard work. Perseverance. The relentless pursuit to find a better way. Southwest has stood for these values for 45 years, and each is reflected in a customer base over 149 million strong. 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 2016—here are some highlights.



## Transparency

Southwest Airlines launched a multimedia advertising campaign centered around the Company's Transparency philosophy, which says that Customers should be treated honestly and fairly, and low fares should stay low—meaning no hidden fees.



## New Services

### Mexico, Cuba, & Long Beach, CA

Southwest Airlines brought their legendary Customer Service to Long Beach, California, as well as non-U.S. cities, including destinations in Mexico, Cuba, and the Bahamas.



## 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.

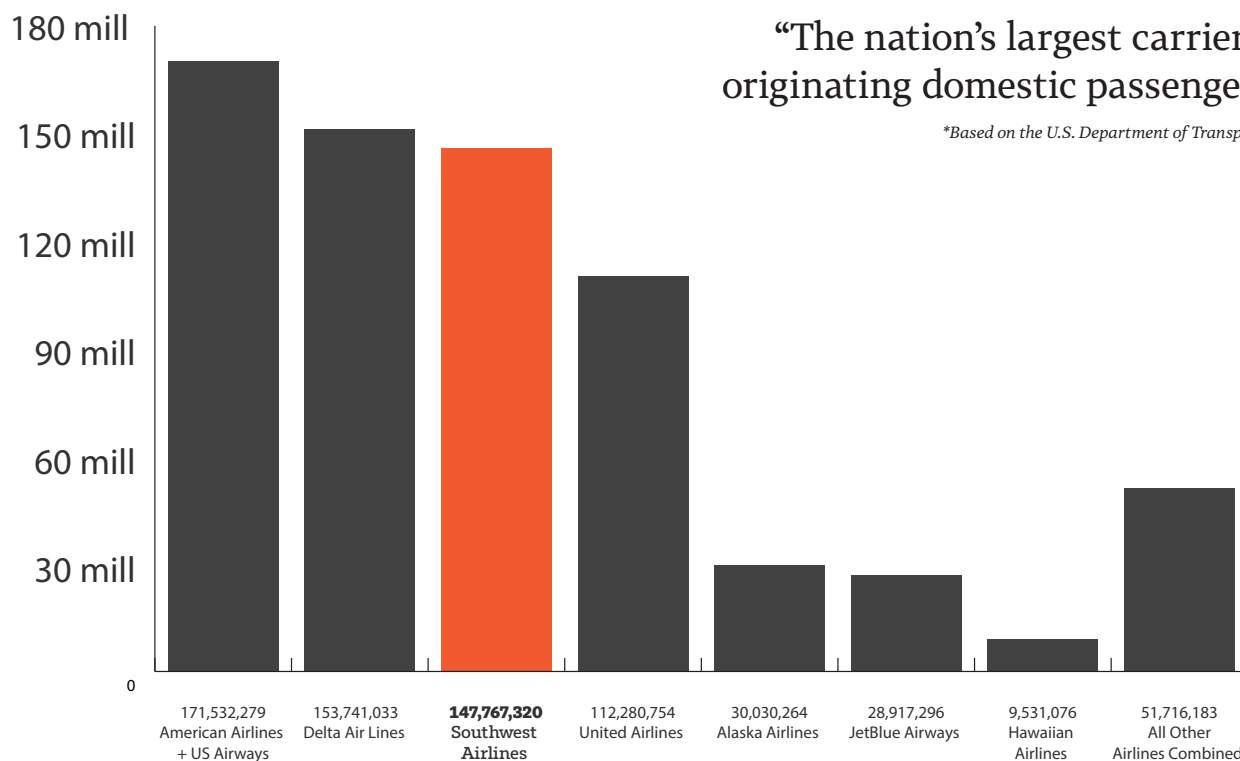


# Where We Fly

Southwest serves **97 destinations.**



# More Passengers



Source: U.S. Department of Transportation T-100 Report/Year 2015 - Onboard Passengers

## Top 10 Airports

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

CITY	DAILY DEP.	NONSTOPS	GATES
Chicago (Midway)	233	64	34
Las Vegas	214	59	24
Baltimore	208	61	29
Denver	184	57	22
Dallas (Love Field)	180	51	18
Phoenix	167	48	24
Houston (Hobby)	161	51	19
Atlanta	126	37	18
Los Angeles	124	26	15
Orlando	113	40	16

Source: southwest.com as of April 2016

## Onboard Passengers by City

CITY	PASSENGERS	SHARE	RANK
Chicago-Midway	10,295,838	95.00%	1
Las Vegas	9,136,916	45.00%	1
Baltimore	8,277,429	72.00%	1
Denver	7,965,279	31.00%	2
Phoenix	7,196,035	35.00%	2
Dallas-Love	6,728,621	91.00%	1
Houston-Hobby	5,765,479	93.00%	1
Orlando	5,013,594	31.00%	1
Atlanta	4,885,634	11.00%	2
Los Angeles	4,471,514	17.00%	4
Oakland	3,982,039	72.00%	1
San Diego	3,954,988	40.00%	1
St. Louis	3,471,663	54.00%	1
Nashville	3,441,727	58.00%	1
Tampa	3,368,481	38.00%	1
Kansas City	2,674,943	51.00%	1
Sacramento	2,552,435	54.00%	1
San Jose	2,520,795	54.00%	1
Fort Lauderdale	2,336,625	22.00%	1
Austin	2,234,970	38.00%	1
Orange County	2,224,317	46.00%	1
New Orleans	2,161,240	40.00%	1
San Francisco	1,705,808	9.00%	4
San Antonio	1,700,905	43.00%	1
Seattle/Tacoma	1,592,492	9.00%	3
Milwaukee	1,578,459	49.00%	1
Washington-National	1,541,346	14.00%	2
Burbank	1,516,328	75.00%	1
Portland, OR	1,456,283	18.00%	2
Albuquerque	1,365,055	56.00%	1
New York-La Guardia	1,327,145	10.00%	3
Boston	1,282,649	9.00%	5
Indianapolis	1,226,619	31.00%	1
Ontario	1,219,658	60.00%	1
Columbus	1,215,768	37.00%	1
Salt Lake City	1,172,543	11.00%	2
Raleigh/Durham	1,167,223	24.00%	2
Philadelphia	1,084,717	8.00%	2
Pittsburgh	1,040,175	27.00%	2
Minneapolis/St. Paul	953,565	6.00%	3
Fort Myers	909,733	23.00%	2
Birmingham	840,806	35.00%	1
Providence	829,756	47.00%	1
Hartford	824,221	28.00%	1
Buffalo	813,595	35.00%	1
Detroit	792,998	5.00%	3
Reno	735,599	44.00%	1
Omaha	713,315	35.00%	1
El Paso	713,044	52.00%	1
Oklahoma City	677,612	37.00%	1
Newark	662,951	5.00%	5
Manchester	587,534	57.00%	1

CITY	PASSENGERS	SHARE	RANK
Long Island-MacArthur	576,825	95.00%	1
Cleveland	557,272	14.00%	3
Albany	554,715	43.00%	1
Jacksonville	538,832	20.00%	3
Louisville	509,426	31.00%	1
Tucson	500,566	32.00%	2
Tulsa	485,734	35.00%	1
San Juan	460,510	12.00%	4
Spokane	368,134	24.00%	2
Boise	360,132	24.00%	2
Akron/Canton	353,646	46.00%	1
West Palm Beach	344,768	11.00%	4
Memphis	338,413	18.00%	3
Midland/Odessa	304,843	55.00%	1
Charleston	298,526	18.00%	3
Norfolk	294,620	19.00%	3
Little Rock	277,713	28.00%	1
Washington-Dulles	265,639	4.00%	4
Rochester	251,633	21.00%	3
Lubbock	236,141	52.00%	1
Charlotte-Douglas	222,935	1.00%	4
Grand Rapids	218,225	17.00%	4
Panama City	191,808	44.00%	2
Harlingen	187,186	72.00%	1
Flint	176,916	42.00%	1
Wichita	173,712	22.00%	3
Richmond	171,442	10.00%	5
Amarillo	170,718	48.00%	1
Dayton	170,624	16.00%	4
Greenville/Spartan-	153,171	16.00%	3
Portland, ME	128,546	15.00%	4
Des Moines	122,889	11.00%	4
Corpus Christi	121,919	36.00%	1
Pensacola	115,936	15.00%	3
<b>TOTAL FOR 2015: 148,112,579</b>			

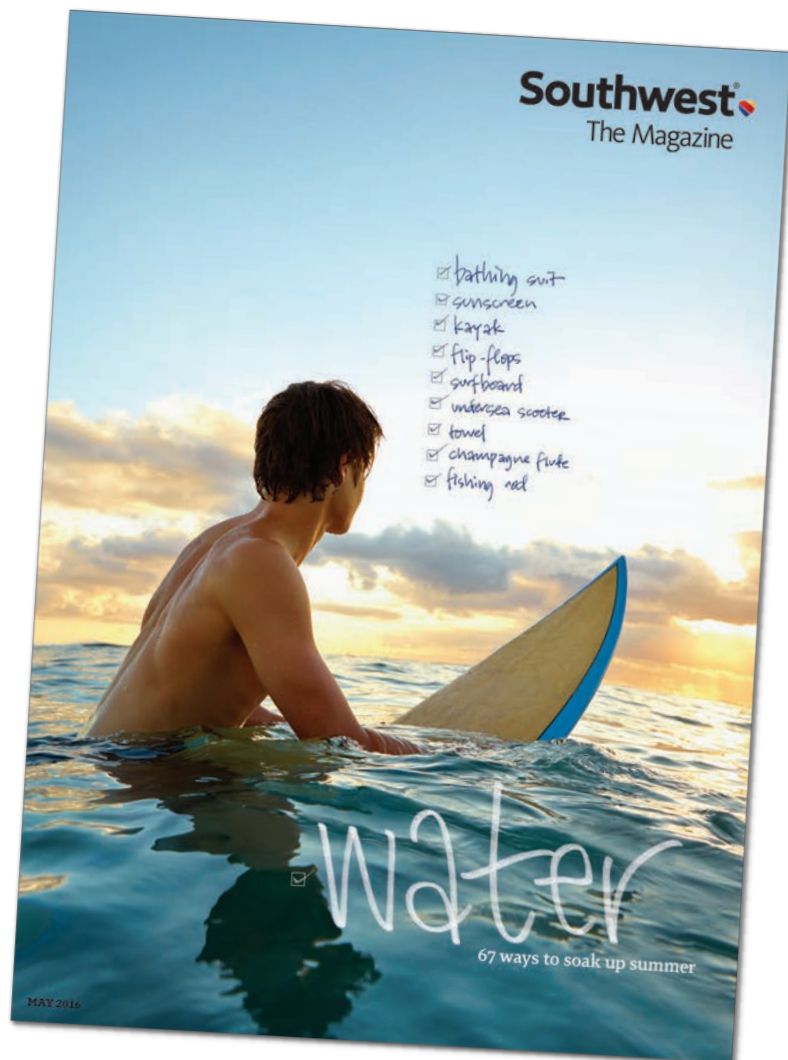
Source: U.S. Department of Transportation T-100 Report/Year 2015

CITY	PASSENGERS
Cancun, Mexico	284,538
Montego Bay, Jamaica	136,282
Punta Cana, Dominican Republic	108,634
San Jose Cabo, Mexico	108,267
Puerto Vallarta, Mexico	87,235
Mexico City, Mexico	72,943
Aruba	63,101
San Jose, Costa Rica	56,297
Liberia, Costa Rica	43,334
Nassau, Bahamas	29,688
Belize City, Belize	28,832
<b>INTERNATIONAL TOTAL: 1,019,151</b>	

Source: Southwest Airlines Report as of 9/10/16

# We Have Affluent Readers

*Southwest: The Magazine* reaches nearly 5.5 million (2016 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



5,462,000

Median Age



49

Readers Per Copy



12.2

Median Household Income (HHI)



\$108,187

Median Personal Income (IEI)



\$63,622

Source: 2016 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.

Source: 2016 GfK MRI Spring

## Reader Demographics

DEMOGRAPHICS	COMP%	INDEX
Men	52.3%	108
Women	47.7%	92
Married	55.8%	105
Single	42.2%	94

AGE	COMP%	INDEX
Age 25-54	52.9%	102
Age 35-49	27.2%	108
Age 35-54	38.8%	113

EDUCATION	COMP%	INDEX
College Educated	65.2%	165
Graduated College or Further	52.3%	177
Post-Graduate Degree	22.1%	210

EMPLOYMENT	COMP%	INDEX
Professional/Managerial	35.9%	149
Top Management	9.1%	226

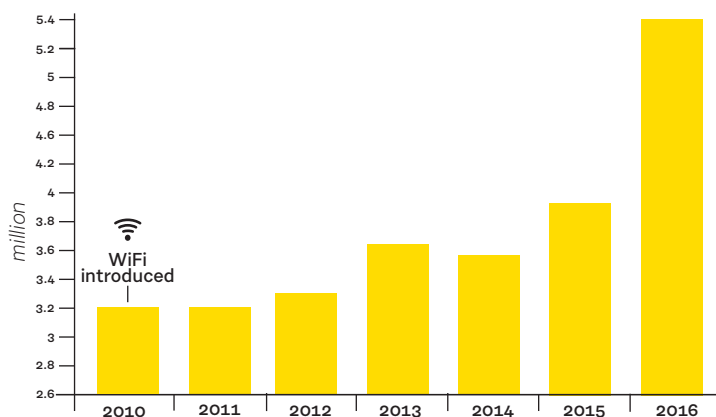
HOME OWNERSHIP	COMP%	INDEX
Owns a Home	70.4%	106
Value of Owned Home: \$300,000+	35.8%	177
Value of Owned Home: \$500,000+	14.9%	195

AFFLUENCE	COMP%	INDEX
HHI \$100,000+	53.7	185
HHI \$150,000+	31.1%	240
HHI \$200,000+	16.7%	291
IEI \$75,000+	30.0%	246
IEI \$100,000+	17.9%	272
IEI \$150,000+	7.4%	322
IEI \$200,000+	3.2	285

2016 GfK MRI Spring

## 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.



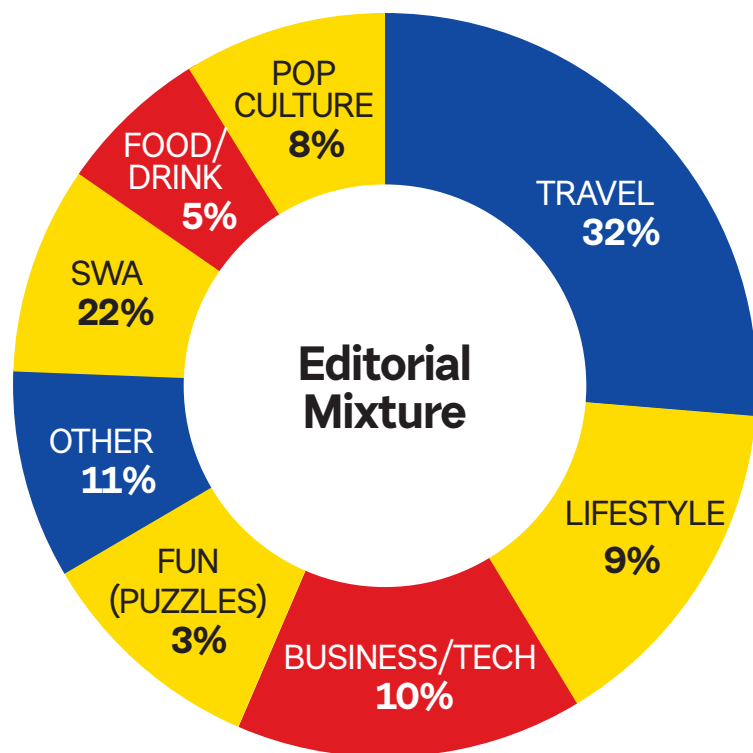
Source: 2008 GfK MRI Spring - 2016 GfK MRI Spring





# 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.

## 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.

## 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.

## 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 islands. Or they can go deep, like when we filled the feature well with stories on the meaning of light. Sometimes they might even bring a tear, like when we recounted the tale of an inspiring woman who is returning the power of voice to speech-impaired people around the world. But 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

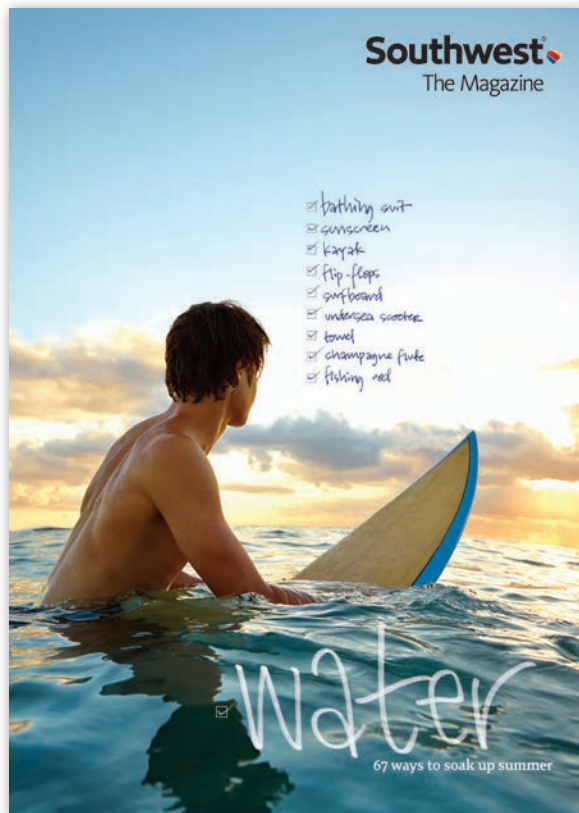
### Big ideas in bold packages:

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.

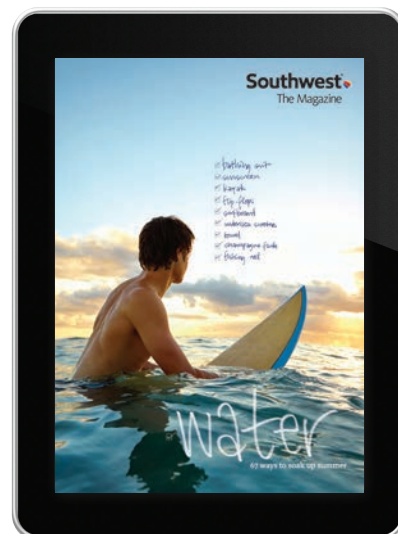


# Content Ecosystem

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



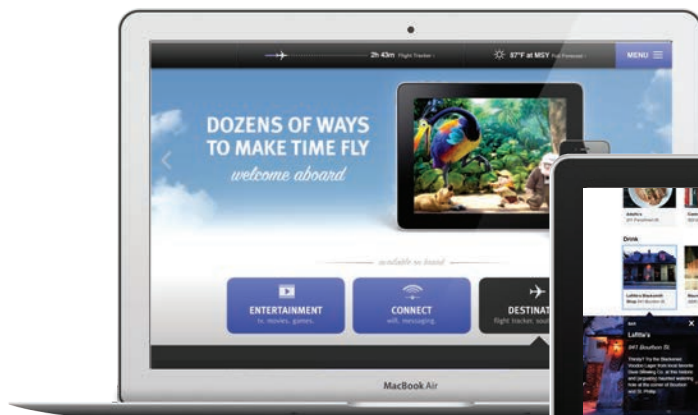
Print Magazine



Digital Edition



E-Newsletter



Inflight Wifi





# 2017 Editorial Lineup

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

## January

**The Parenting Issue** | What kinds of kids will millennials raise? A humorous, instructive look at how budding parents are shaping the next generation. Plus: Let's talk about what our kids are eating—a special photo essay by Gregg Segal.

## Other Sections

**Special Ad Section:** New Year, New You  
**Adventure In:** TBD.

## Deadlines

**Issue close**  
November 14, 2016  
**ROB materials**  
November 18, 2016

## February

**The Mexico Issue** | We'll dive deep into the travel trends that are sweeping our southern neighbor, making it one of the hottest travel destinations in the world.

**Special Ad Section:** Heart Health  
**Adventure In:** TBD.

**Issue close**  
December 19, 2017  
**ROB materials**  
December 23, 2017

## March

**Celebrity cover story** | TBD.

**Special Ad Section:** Medical Schools  
**Special Ad Section:** Arizona  
**Special Ad Section:** Baltimore  
**Adventure In:** TBD.

**Issue close**  
January 16, 2017  
**ROB materials**  
January 20, 2017

## April

**The Food Issue** | Food sustains us. It brings us together and heals us when we're sick. We'll take a look at the people and movements who are not only cooking, growing, and harvesting for sustenance, but to help the people around them. Food, as common good.

**Special Ad Section:** Cancer Research  
**Special Ad Section:** Texas  
**Adventure In:** TBD.

**Issue close**  
February 13, 2017  
**ROB materials**  
February 17, 2017

## May

**Summer Travel Guide** | Through an interactive social media campaign, our readers will help create this special travel issue that's part bucket list, part exploration of the things we cherish most. If you had just one day, where would you go? What would you do? Who would you do it with?

**Special Ad Section:** Children's Health  
**Special Ad Section:** California  
**Special Ad Section:** New Mexico  
**Adventure In:** TBD.

**Issue close**  
March 13, 2017  
**ROB materials**  
March 17, 2017

## June

**The National Mural Project** | In teaming up with artists scattered across the country, we'll tell the inspiring story of urban renewal in America.

**Special Ad Section:** Executive Health/  
Concierge Medicine  
**Adventure In:** TBD.

**Issue close**  
April 17, 2017  
**ROB materials**  
April 21, 2017

# 2017 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:** Cancer Care  
**Special Ad Section:** Nevada  
**Adventure In:** TBD.

### Deadlines

**Issue close**  
 May 15, 2017  
**ROB materials**  
 May 19, 2017

## August

TBD.

**Special Ad Section:** Medical Devices/ Health Technology  
**Adventure In:** TBD.

**Issue close**  
 June 19, 2017  
**ROB materials**  
 June 23, 2017

## September

TBD.

**Special Ad Section:** Men's Health  
**Special Ad Section:** Ohio  
**Adventure In:** TBD.

**Issue close**  
 July 17, 2017  
**ROB materials**  
 July 21, 2017

## October

TBD.

**Special Ad Section:** Women's Health  
**Adventure In:** TBD.

**Issue close**  
 August 14, 2017  
**ROB materials**  
 August 18, 2017

## November

TBD.

**Special Ad Section:** Cosmetic Surgery  
**Special Ad Section:** Reno-Tahoe  
**Adventure In:** TBD.

**Issue close**  
 September 18, 2017  
**ROB materials**  
 September 22, 2017

## December

TBD.

**Special Ad Section:** Sports Medicine  
**Special Ad Section:** Florida  
**Adventure In:** TBD.

**Issue close**  
 October 16, 2017  
**ROB materials**  
 October 20, 2017

## 2017 Rates

\*Southwest: The Magazine is published on the 1st of each month. Rates are effective with the January 2017 issue. Recognized AAAA agencies receive a 15 percent agency discount.



### 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 Airlines 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, 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

## 2017 Deadlines

ISSUE	CLOSING	MATERIAL
January	Nov. 14, 2016	Nov. 18, 2016
February	Dec. 19, 2016	Dec. 23, 2016
March	Jan. 16, 2017	Jan. 20, 2017
April	Feb. 13, 2017	Feb. 17, 2017
May	Mar. 13, 2017	Mar. 17, 2017
June	April 17, 2017	April 21, 2017
July	May 15, 2017	May 19, 2017
August	June 19, 2017	June 23, 2017
September	July 17, 2017	July 21, 2017
October	Aug. 14, 2017	Aug. 18, 2017
November	Sept. 18, 2017	Sept. 22, 2017
December	Oct. 16, 2017	Oct. 20, 2017

### SPACE RESERVATION:

45 days prior to issue date

### MATERIAL:

40 days prior to issue date

### READER SERVICE AND WEB LISTING:

45 days prior to issue date