



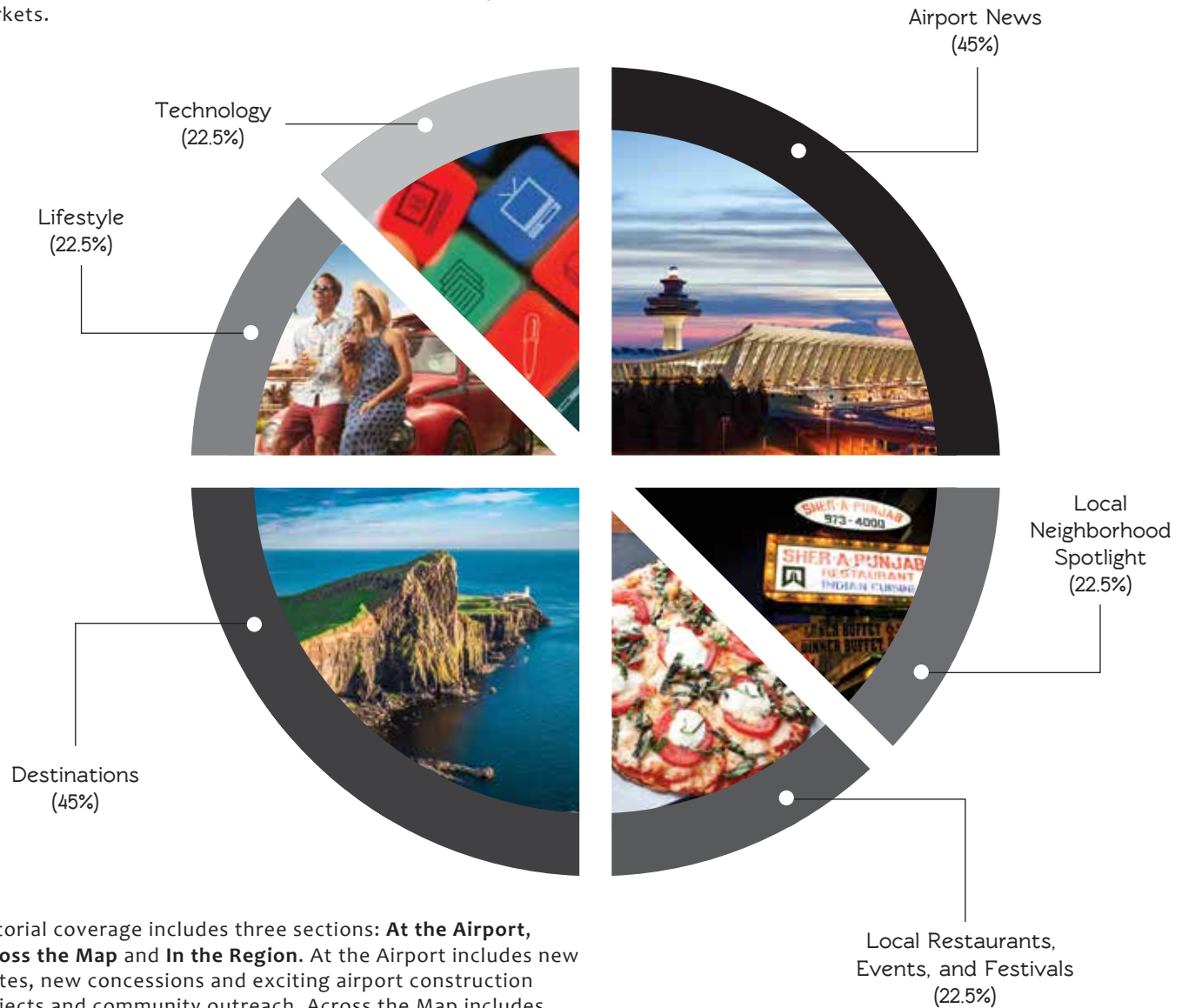
NATIONAL
MEDIA
KIT

2019

#FLYWASHINGTON 
AIR **CHICAGO**
LAX
magazine

EDITORIAL PROFILE

Ten Thirty Media publications include *LAX Magazine*, *Air Chicago* and *#FlyWashington*. Our airport-branded magazines provide an elegant and tactile connection to a captive audience of affluent travelers who live and work in top US markets.



Editorial coverage includes three sections: **At the Airport**, **Across the Map** and **In the Region**. At the Airport includes new routes, new concessions and exciting airport construction projects and community outreach. Across the Map includes everything readers need to know about visiting top destinations around the globe. In the Region covers the latest restaurants, hotels and events in each market.

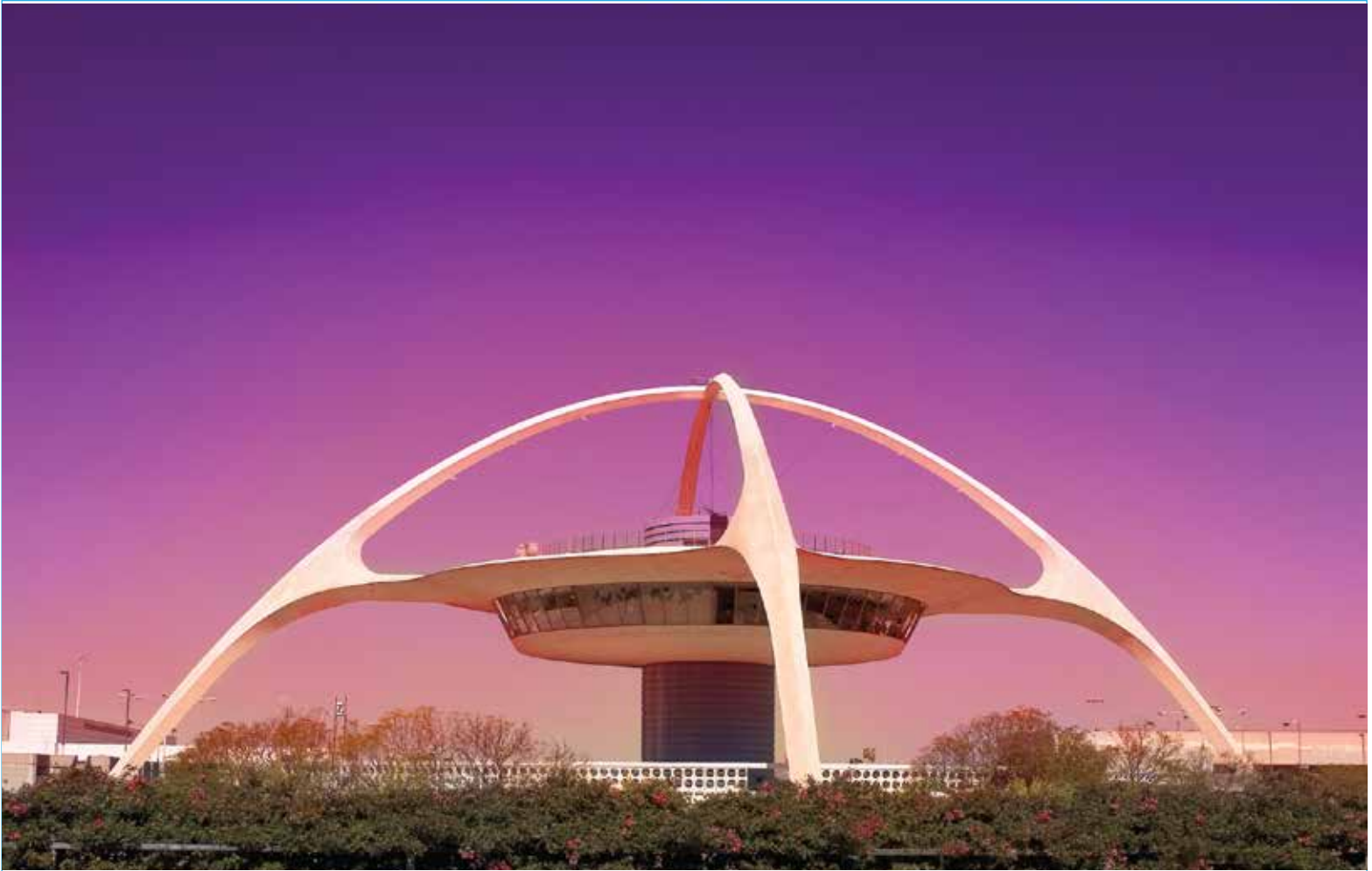
Local Restaurants,
Events, and Festivals
(22.5%)

MARKETS



Chicago is the coolest town in the United States because it's a city filled with people who are passionate for life. Chicagoans love their town, their teams, their steaks and booze. Currently in the middle of a culinary renaissance, Chicago restaurants are serving the best food in the country. With an arts scene including theater, fine arts, comedy and live music, there are no dull moments in Chicago. Chicago is a large and diverse marketplace and is a national center for biotech, business consulting and technology. The region is home to 31 *Fortune* 500 headquarters. Chicago draws over 50M annual visitors. The Chicago Marathon (October) has an estimated attendance of 1.8M, with the Taste of Chicago (July) pulling in 1.4M attendees, and 1M people attend the Chicago Auto Show (February).

AIR**CHICAGO**



Every person on earth longs to visit Los Angeles, and many do. Home to the entertainment industry, Silicon Beach and endless sunshine, Los Angeles continues to grow with more people moving to and visiting the area. With a booming culinary and arts scene, Los Angeles is eclipsing other markets as the culture capital of the West Coast. Diversity rules in Los Angeles where all are welcome from surfer dudes to ambitious business people. With 75 miles of coastline, and close proximity to skiing and snowboarding, Los Angeles is the active person's dream destination.

LAX
magazine

Known as the political axis of the world, Washington, D.C. is also a dynamic business mecca. Our powerful Washington, D.C. audience includes a diverse segment of *Fortune 500* companies, 19 colleges and universities, government and policy leaders and primary industries including energy, defense biotechnology, finance, media and hospitality.

Our nation's capital is also a top destination for tourism worldwide – welcoming over 20 million visitors every year who spend over \$7.1B. The annual Cherry Blossom Festival welcomes 1.5M visitors every spring.

#FLYWASHINGTON 



PRINT QUANTITY



spring



summer



fall



winter

#FlyWashington

50K

100K

70K

80K

Air Chicago

20K

50K

20K

30K

LAX Magazine

25K

25K

25K

25K



National distribution of #FlyWashington, Air Chicago and LAX Magazine is offered as a passenger amenity at Los Angeles International, Reagan National, Dulles International, Chicago O'Hare and Chicago Midway airports. Distribution racks are located throughout terminals and first class lounges. 470,000 copies are printed annually and distributed at 56 distribution points located pre-and post-security. Total annual estimated readership of over 1.8M.

PRODUCTION SCHEDULE | 2019



spring

release deadline

#FlyWashington	2/1	1/5
Air Chicago	3/15	2/21
LAX Magazine	3/15	2/21



summer

release deadline

#FlyWashington	5/1	4/4
Air Chicago	6/15	5/25
LAX Magazine	6/15	5/25



fall

release deadline

#FlyWashington	8/1	7/7
Air Chicago	9/15	8/10
LAX Magazine	9/15	8/10



winter

release deadline

#FlyWashington	11/1	10/8
Air Chicago	12/15	11/24
LAX Magazine	12/15	11/24



LAX Magazine, Air Chicago and #FlyWashington are quarterly publications. Our busy seasons are Summer and Holidays.

[We print in the United States using soy ink. Ten Thirty Media is an ACDBE/WBE/DBE certified business.]

RATES

One Time *Four Times* *Three Years* *One Time* *Four Times* *Three Years*

Total Buy Out	\$202.5K	N/A	N/A	\$75K	N/A	N/A
Back Cover	\$20.25K	\$18.225K	\$16.402K	\$7.5K	\$6.75K	\$6.075K
Inside Front Cover Spread	\$21.6K	\$19.44K	\$17.496K	\$8K	\$7.2K	\$6.48K
Inside Front Cover	\$14.85K	\$13.365K	\$12.028K	\$5.5K	\$4.95K	\$4.455K
Inside Back Cover	\$14.85K	\$13.365K	\$12.028K	\$5.5K	\$4.95K	\$4.455K
Double Page Spread	\$13.5K	\$12.15K	\$10.935K	\$5K	\$4.5K	\$4.05K
Full Page	\$9.45K	\$8.505K	\$7.654K	\$3.5K	\$3.15K	\$2.835K
Half Page	\$5.4K	\$4.86K	\$4.374K	\$2K	\$1.8K	\$1.62K
Third Page	\$4.05K	\$3.645K	\$3.28K	\$1.5K	\$1.35K	\$1.215K



ALL TITLES/
NATIONAL



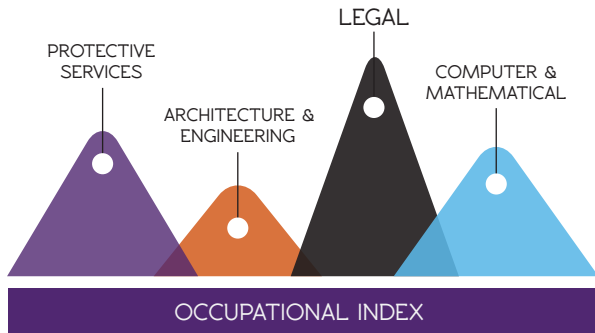
VOLUME
DISCOUNT



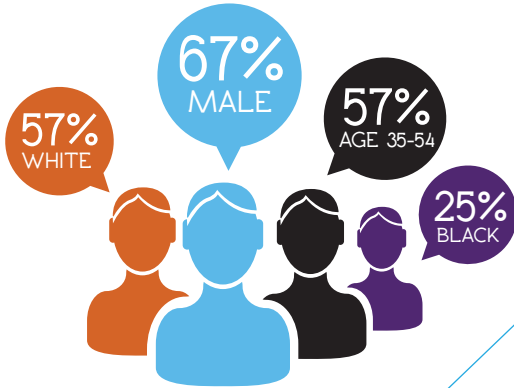
REGIONAL



TRAVELER STATS



#FLYWASHINGTON

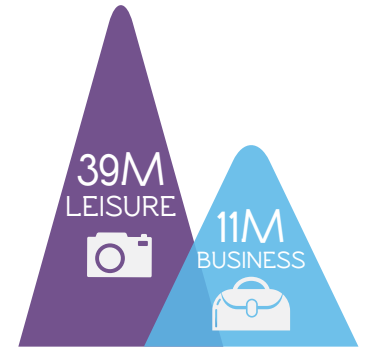


BUSINESS TRAVELER DEMOGRAPHIC

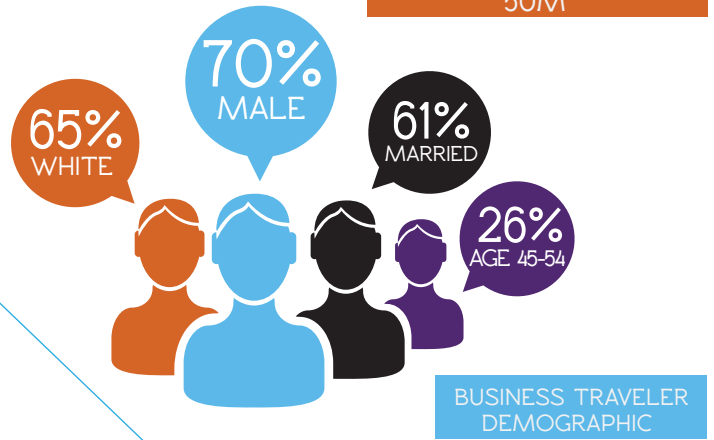
CHICAGO O'HARE RANKED



PASSENGERS/YR: 78M



CHICAGO VISITORS/YR: 50M



BUSINESS TRAVELER DEMOGRAPHIC

LAX
magazine

AIRCHICAGO

23% of LAX passengers earn an annual income of \$100K - \$200K placing them in the "Heavy Consumer" category and 46% more likely to consume LUXURY GOODS

46% BUSINESS MANAGEMENT EXEC'S & OWNERS

LAX Business Passenger Annual Household INCOME: \$103,064

YOUR REACH. ON THE GROUND.

