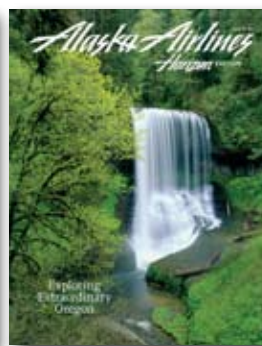


## WELCOME TO HORIZON EDITION MAGAZINE

Horizon Edition Magazine *strives to be the best travel, business and lifestyle publication covering the Alaska Airlines routes flown by Horizon Air.*

*The magazine is designed to engage, entertain and inform the passengers, a sophisticated audience of business and leisure travelers. Well thought-out and cleanly designed, it reflects the quality and integrity of both Alaska Airlines and Horizon Air.*

*We focus on the people and places of the Alaska Airlines route system served by Horizon Air, exploring the issues, trends, attractions and events that shape the region. With superior writing and striking photography, Horizon Edition Magazine spotlights the cultural and visual diversity of the markets served by Horizon Air: from Seattle's high tech to the resorts of Oregon; from Vancouver's sophistication to the ranches of Montana; from the vineyards of Sonoma County to the beaches of La Paz, Mexico.*



## REACHING AN ATTENTIVE AND CAPTIVE AUDIENCE

Frequent fliers are a very select group of travelers. They are successful professionals with sophisticated tastes and the incomes to pursue their interests. On board Horizon Air the average household income of a reader is more than \$103,000.

### ADVERTISING IMPACT

- In-flight magazines place traditional advertising in front of these exclusive consumers when they are not distracted.
- The majority of frequent fliers read the airline's in-flight magazine. Ninety-one percent of frequent-flier program members have read or looked through the airline's in-flight magazine ... readers spend an average of 30 to 40 minutes looking through the magazine.
- Most readers feel they pay closer attention to the in-flight magazine because they are on a plane, and close to seven out of 10 in-flight magazine readers have acted upon information they saw in the magazine.
- Horizon Air does not provide seatback-installed video or audio devices.
- The airline magazine is the only reading material in the seatback pocket.

### DIGITAL EDITIONS

Readers can view the Digital Editions of our award-winning in-flight magazine, link to advertiser Websites and request information directly from advertisers.



[www.AlaskaAirlinesMagazine.com/HorizonEdition](http://www.AlaskaAirlinesMagazine.com/HorizonEdition)



### NEW ISSUES

Ninety-two percent of frequent fliers are aware a new issue of the airline magazine is available each month.



### TRUSTED SOURCE

Ninety percent of airline magazine readers say they trust the information they read in the in-flight publication.

Note: Information extracted from the The Arbitron In-Flight Media Study, 2006.

**HORIZON AIR**

**ENPLANEMENTS** (average total passenger boardings per month): 584,310 passengers

**READERSHIP** *Plog Research* (61% readership)—359,900 average readers per month



Horizon Air has been serving key West Coast markets for 29 years. Renowned for outstanding customer service, the airline has been recognized by the editors of *Air Transport World* magazine as Regional Airline of the Year.

Horizon Air operates a fleet of 48 Bombardier Q400 propjets to 47 destinations. These environmentally-friendly 76-seat aircraft are well-known for their comfort, reliability and preference by travelers. Passengers originate in the Pacific Northwest and Intermountain West, from California, Colorado, Idaho, Montana, Nevada, Oregon, Washington, Baja California Sur (Mexico) and Alberta and British Columbia (Canada).

**PASSENGER PROFILE**

**AVERAGE AGE** ..... 49.1

**GENDER**

Male..... 49%  
Female..... 51%

**MARITAL STATUS**

Married..... 68%  
Single ..... 32%

**EDUCATION**

Attended College ..... 90%  
Graduated College..... 66%

**HOUSEHOLD INCOME**

\$50,000–100,000 ..... 35%  
\$100,001–150,000 ..... 23%  
\$150,001 or more ..... 23%  
Average ..... \$103,400

**EMPLOYMENT**

Professional/Managerial..... 46%

**REASON FOR TRAVEL**

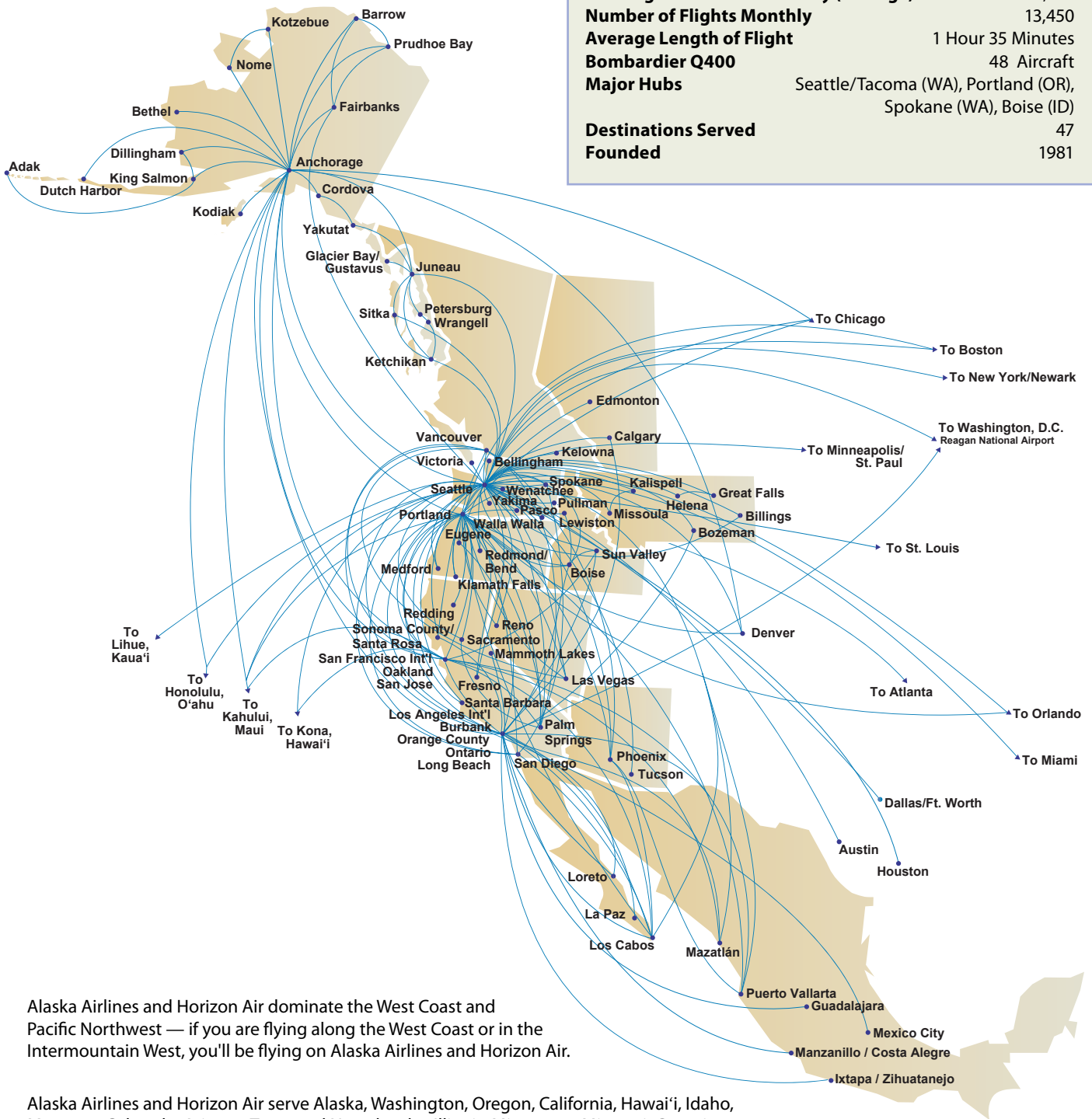
Business..... 46%  
Vacation ..... 45%

**TRAVEL FREQUENCY**

Number of round trips in the last year ..... 6.5  
Nights away from home in the last year ..... 42.3  
Staying in hotel/resort/rental home ..... 67%

**HORIZON AIR QUICK FACTS**

<b>Passengers Boarded Monthly (average)</b>	584,310
<b>Number of Flights Monthly</b>	13,450
<b>Average Length of Flight</b>	1 Hour 35 Minutes
<b>Bombardier Q400</b>	48 Aircraft
<b>Major Hubs</b>	Seattle/Tacoma (WA), Portland (OR), Spokane (WA), Boise (ID)
<b>Destinations Served</b>	47
<b>Founded</b>	1981



Alaska Airlines and Horizon Air dominate the West Coast and Pacific Northwest — if you are flying along the West Coast or in the Intermountain West, you'll be flying on Alaska Airlines and Horizon Air.

Alaska Airlines and Horizon Air serve Alaska, Washington, Oregon, California, Hawai'i, Idaho, Montana, Colorado, Arizona, Texas and Nevada, plus Illinois, Minnesota, Missouri, Georgia, Massachusetts, New York/New Jersey, Washington D.C., Florida, Western Canada and Mexico.

Notes: Some nonstop routes shown are operated seasonally.

**CALIFORNIA**

Burbank.....	5,343
Fresno .....	4,644
Long Beach.....	4,722
Los Angeles.....	24,597
Mammoth Lakes.....	1,897
Oakland.....	6,552
Ontario .....	5,052
Palm Springs .....	1,343
Redding .....	5,053
Sacramento .....	14,248
San Francisco .....	8,371
San Jose .....	11,448
Santa Barbara.....	3,258
Sonoma County/Santa Rosa.....	8,947

**TOTAL .....** 105,473

**IDAHO**

Boise.....	25,585
Lewiston .....	4,100
Sun Valley .....	1,699

**TOTAL .....** 31,383

**MONTANA**

Billings.....	3,869
Bozeman.....	3,097
Great Falls.....	3,534
Helena .....	2,743
Kalispell.....	3,427
Missoula.....	4,729

**TOTAL .....** 21,398

**NEVADA**

Las Vegas .....	1,817
Reno/Lake Tahoe .....	11,898

**TOTAL .....** 13,714

**OREGON**

Eugene.....	9,363
Medford .....	9,873
Portland .....	109,096
Redmond/Bend.....	9,313

**TOTAL .....** 137,644

**WASHINGTON**

Bellingham.....	8,861
Pasco (Tri-Cities).....	7,820
Pullman (Moscow).....	5,191
Seattle/Tacoma .....	176,236
Spokane.....	32,599
Walla Walla.....	2,441
Wenatchee.....	3,911
Yakima .....	4,336

**TOTAL .....** 241,395

**CANADA**

Calgary .....	4,398
Edmonton .....	4,534
Kelowna .....	3,927
Vancouver .....	11,507
Victoria .....	7,060

**TOTAL .....** 31,426

**MEXICO**

La Paz .....	820
Loreto.....	1,057

**TOTAL .....** 1,877

*Total Average Monthly Enplanements .....* 584,310

*Annual Enplanements.....* 7,011,724

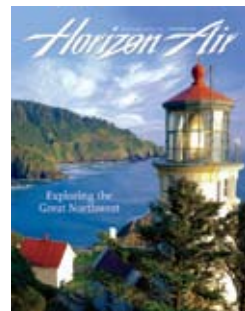
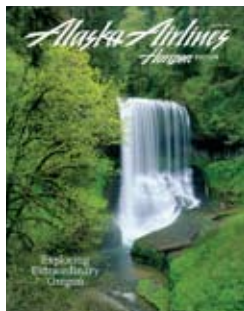
**TRAVEL+LEISURE MAGAZINE**

**Top 10 Domestic Airlines 2004–2008**

*Travel+Leisure* magazine is widely considered one of the premier publications in the travel industry. *Travel+Leisure* readers have voted Horizon Air among the top 10 domestic airlines as part of the publication's annual "World's Best Awards." *Travel+Leisure* scores airlines in five areas: cabin comfort, food, in-flight service, customer service and value.

**CONDÉ NAST BUSINESS TRAVEL AWARDS**

• **Top Domestic Single-Class Airlines 2002–2008**



**JANUARY**

Winter in Yellowstone Country  
Arts Corps  
Preparing for Retirement  
Special Section:  
Meeting Planners' Guide\*  
**Ad Close Date: Nov 15, '11**

**FEBRUARY**

Baja: Loreto and La Paz  
Succulent Steamers  
Special Section: Spokane\*  
**Ad Close Date: Dec 15**

**MARCH**

Consumer Technology  
Travel Apparel  
Real Estate/Home Design\*\*  
Boise  
**Ad Close Date: Jan 13, '12**

**APRIL**

Great Escapes  
Sonoma County  
Golf 2012\*\*  
**Ad Close Date: Feb 13**

**MAY**

Montana Scenic Adventures  
Outstanding Okanogan  
Photo Contest  
Special Section: Seattle\*  
**Ad Close Date: Mar 15**

**JUNE**

Mammoth Mountain Summer  
Aerial Masterpieces  
Portland Business  
Special Section: Washington\*  
**Ad Close Date: Apr 13**

**JULY**

2012 Summer Olympics  
Gourmet Ice Cream  
Real Estate/Home Design\*\*  
Southern Oregon  
**Ad Close Date: May 15**

**AUGUST**

Eastern Washington Wine Trail  
Wildlife Expert Jack Hanna  
Cyclocross  
Destination Oregon\*\*  
**Ad Close Date: Jun 15**

**SEPTEMBER**

Pac-12 Football  
Higher Education  
Romantic Resorts  
Mileage Plan Partners Guide\*  
**Ad Close Date: Jul 13**

**OCTOBER**

Great Escapes  
Portland Recreation  
Special Section: Idaho  
**Ad Close Date: Aug 15**

**NOVEMBER**

Growing Up Green  
Health and Fitness  
Skiing/Winter Recreation  
Western Canada\*\*  
**Ad Close Date: Sept 14**

**DECEMBER**

Mentors Making a Difference  
Sensory Science  
Exotic Lynx  
Special Section: Great Northwest\*  
**Ad Close Date: Oct 15**

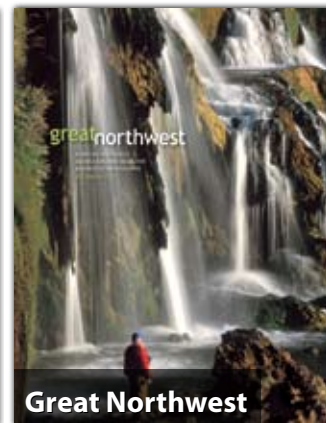
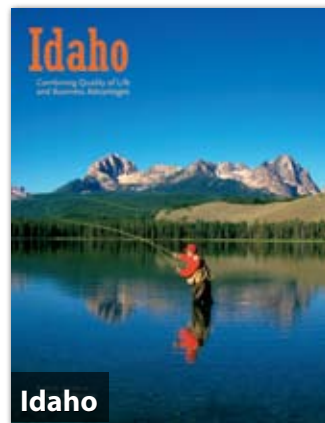
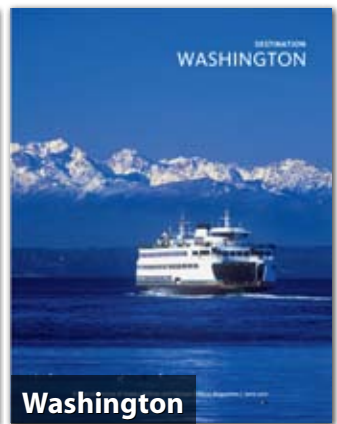
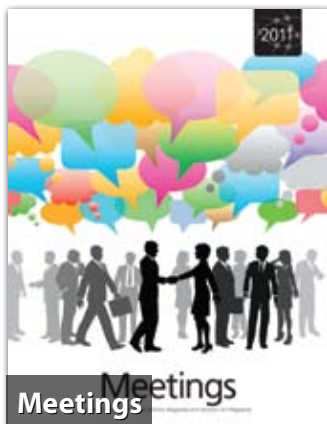
**Plus:** The Region: A review of business, trends and recreation; and Air Time: An engaging essay about life in the Northwest.

\* These Special Sections are published in both *Horizon Edition Magazine* and *Alaska Airlines Magazine* and are overprinted.

\*\* Western Canada, Real Estate/Home Design, Golf, and Oregon will also appear in both *Horizon Edition Magazine* and *Alaska Airlines Magazine*.



The special editorial sections shown below, in addition to appearing in Horizon Edition Magazine and/or Alaska Airlines Magazine, are also overprinted at quantities between 5,000 and 10,000 for special distribution through visitor bureaus, economic development agencies, Alaska Airlines Board Room airport club locations, and by mail to specialty lists.

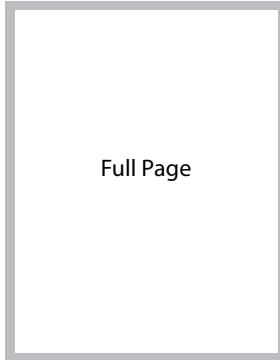


**REACHING A CAPTIVE, TARGETED AUDIENCE**

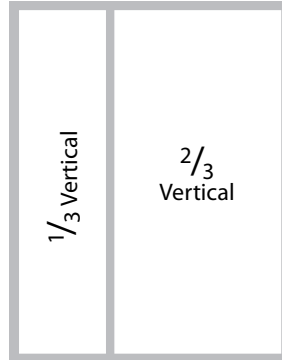
- *American Demographics* describes the in-flight audience: "Whether they're on a business trip or vacation, these travelers are often in a spending mode, and captive to marketing messages."
- *Advertising Age* states: "The reality for advertisers is that they get in front of people with real disposable incomes, much more so than other magazines."
- *Washingtonpost.com*: "When you look at the affluent statistics of in-flights, what lies behind that is a portrait of a reader who is extremely culturally aware, who participates in outdoor sports and museums, and is a very socially sophisticated kind of person."



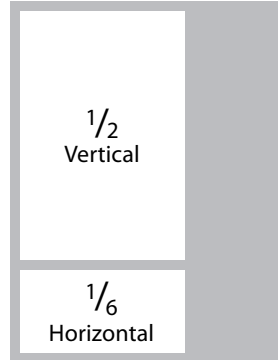
AD FORMATS



Full Page

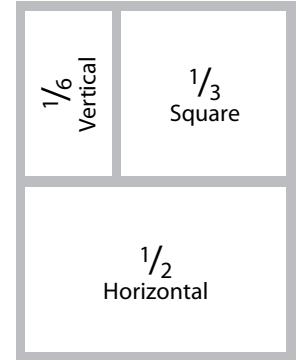


1/3 Vertical  
2/3 Vertical



1/2 Vertical

1/6 Horizontal



1/6 Vertical  
1/3 Square

1/2 Horizontal

AD DIMENSIONS SIZE

	WIDTH	DEPTH
Spread bleed	17-1/4"	11-3/8"
non-bleed	15-3/4"	9-7/8"
1/2-page spread bleed	17-1/4"	5-7/16"
non-bleed	15-3/4"	4-13/16"
Full-page bleed	8-7/8"	11-3/8"
trim size	8-3/8"	10-7/8"
non-bleed	7-5/16"	9-7/8"
2/3-vertical	4-13/16"	9-7/8"
1/2-vertical	4-13/16"	7-5/16"
1/2-horizontal	7-5/16"	4-13/16"
1/3-vertical	2-5/16"	9-7/8"
1/3-square	4-13/16"	4-13/16"
1/6-vertical	2-5/16"	4-13/16"
1/6-horizontal	4-13/16"	2-5/16"

SUBMISSION REQUIREMENTS

**Printing:** Heat-set web offset **Trim:** 8-3/8" x 10-7/8"  
**Binding:** Alaska Airlines: Perfect Horizon Edition: Saddle-stitch  
**Color:** 4-color process (AAAA/MPA/SWOP)  
**Publication Trim and Bleed Specifications:** On bleed ads keep live matter 5/16" from trim.  
**1 Page Trim:** 8-3/8" x 10-7/8" — Bleed: 8-7/8" x 11-3/8"  
**Spread Trim:** 16-3/4" x 10-7/8" — Bleed: 17-1/4" x 11-3/8"  
**1/2 Page Spread Trim:** 16-3/4" x 5-1/16" — Bleed: 17-1/4" x 5-7/16"  
**Line Screen:** 133-line screen. Dot size 5% to 95%.  
**Density:** Overall printing density of all colors cannot exceed 300%.  
**PDF files:** Ads should be submitted as press-ready PDF files (PDF-X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. On bleed ads include crop marks offset to 1/4" outside of the trim area.  
**Graphics and Photos:** Include all high-resolution digital photo scan and graphics files (at a resolution of 300 dpi or higher at the size which they will be used). Save graphics files as EPS or TIFF files. Save color photos in CMYK format.  
**Native Files:** Ads may also be submitted as native files using recent versions of InDesign, Illustrator, FreeHand and PhotoShop. Include all screen fonts and high-resolution graphics files.  
**Proofs:** A SWOP-standards contract proof of the final file is required for color matches on press. Output proof at 100%, showing crop and bleed marks. Publisher will not accept responsibility for color reproduction if the client-supplied proof does not meet SWOP specifications.

**FTP Transfers:** Connect to the following Web-based site using current Internet Explorer, Safari or Firefox browsers.

**Site:** www.pcg4.biz **User name:** upload **Password:** inflight

**Please Note:** To avoid additional charges, ads must be supplied in sizes and formats specified. Alterations or additional preparation of artwork or proof changes will be billed separately.

**PMS/Spot Colors:** PMS or spot colors should be converted to 4-color process equivalents in file.

**Production Charges:** Changes in new and existing ads will be subject to additional production charges billed to the customer. Production charges are in addition to space rate.

**In-House Ad Production:** Paradigm Communications Group offers creative design and complete ad-production services at competitive prices. Ask your account executive or contact us directly for an estimate. Production costs are non-commissionable.

2011 DEADLINES

ISSUE	AD CLOSE/ PRODUCTION COPY DUE	AD MATERIALS DUE
January 2011	Nov 15	Nov 22
February	Dec 15	Dec 22
March	Jan 14, '11	Jan 21, '11
April	Feb 15	Feb 22
May	Mar 15	Mar 22
June	Apr 15	Apr 22
July	May 13	May 20
August	June 15	June 22
September	July 15	July 22
October	Aug 15	Aug 22
November	Sept 15	Sept 22
December	Oct 14	Oct 21
January 2012	Nov 15	Nov 22
February	Dec 15	Dec 22
March	Jan 13, '12	Jan 20, '12
April	Feb 15	Feb 22
May	Mar 15	Mar 22
June	Apr 13	Apr 20

Advertising Production Department

**NATIONAL SALES OFFICE**

2701 First Avenue, Suite 250, Seattle, WA 98121  
206.441.5871 ext. 31 | Fax 206.448.6939  
sales@paradigmcg.com  
www.alaskaairlinesmagazine.com/horizedition

**ADVERTISING DIRECTOR**

Kenneth J. Krass, ext. 11

**WESTERN WASHINGTON • EASTERN WASHINGTON • FLORIDA • CANADA**

Becca Conversano, ext. 21

**WESTERN WASHINGTON • ILLINOIS • KANSAS • MISSOURI**

Stephany Angelacos, ext. 13

**CALIFORNIA • ARIZONA • NEVADA • TEXAS • MINNESOTA**

Yael Kallin, ext. 27

**OREGON • IDAHO • MONTANA • MICHIGAN • COLORADO**

Clay M. Schurman, ext. 33

**ALASKA**

Duane Epton  
3705 Arctic Boulevard, #452, Anchorage, AK 99503  
907.561.2450 | Fax 907.344.7262

**EAST COAST**

Kenneth J. Krass, ext. 11

**HAWAII**

Debbie Anderson  
3555 Harding Avenue, Suite 2C, Honolulu, HI 96816  
808.739.2200 | Fax 808.739.2201

**MEXICO**

Paloma Martinez  
Calle Presa de la Angostura 8, Mexico D.F. 11500  
011.52.55.2122.3918 | Fax 011.52.55.5395.4985



*Alaska Airlines Magazine and  
Horizon Edition Magazine*  
are published monthly by  
**Paradigm Communications Group**,  
a custom-publishing company founded in 1987  
and dedicated to producing magazines of the  
highest quality. Paradigm Communications Group is  
based in Seattle, Washington.

According to publisher/president Mimi Kirsch,  
"Our mission for these magazines is to  
engage, entertain and inform the passengers  
who fly on Alaska Airlines and Horizon Air."

Kirsch's team works closely with the executives  
of the airlines, as well as with their sales, marketing,  
communications and public affairs staff to create  
publications customized for the passengers of  
Alaska Airlines and Horizon Air. Paradigm  
Communications Group works with the best writers,  
photographers and graphic artists to produce superior  
writing and well-designed magazines that feature the  
people, places and events that characterize the regions  
served by Alaska Airlines and Horizon Air.