Alaska Beyond Magazine represents the voice and personality of Alaska Airlines. Upbeat, genuine and authentic, its content is written from a West Coast perspective that gets below the surface and provides meaningful insights to inspire more than 2.2 million flyers every month.

FEATURED IN EACH MONTHLY ISSUE

INSIDE ALASKA AIRLINES

WHAT’S NEW—The latest Alaska Airlines events, accomplishments and accolades.


CREW TIPS—Alaska Airlines employees reveal their takes on traveling like a pro.

AIRLINE 101—A behind-the-scenes look at what makes Alaska Airlines work.

COMMUNITY—Alaska Airlines reaching out.

OLD-SCHOOL—Lighthearted celebrations of Alaska Airlines’ rich 85-year history.

ON POINT

FRESH TAKES—Guest chefs speak their minds on the dynamic intersection of food and travel.

VIEW—Exploring art and entertainment scenes, up-and-coming artists, musicians and cultural trend setters.

SAVVY TRAVELER—Travel consultant and frequent flyer Johnny Jet offers spot-on travel advice.

THE FEED

A rotating series of short takes on travel, lifestyle and trending culture:

THE MIX—Arts and cultural events throughout the Alaska Airlines route system.

IN FOCUS—Profiles of innovators and thought shapers.

#WEEKENDWANDERER—Three-day trips brought to life with eye-catching images and clever travel ideas.

WHEN IN ...—Local gems, trends and happenings to explore while in a favorite city.

OUT & ABOUT—Exploring a city in two ways: urban tours and hiking excursions just outside of town.

PLATES & POURS—Getting to know a destination through its food and beverages.

LIKES—Trending adventures, beaches, food, short getaways, shopping and much more.

LOOKS—Fashionable clothing and functional gear for travelers.

FINDS—The latest in gear, apps and accessories.

IN PLAY—Sports, athletes and sporting events.

FIT—Health tips and fitness recommendations for everyday flyers.

WHEELS—Autos update.

PERSONALITY PROFILE

In-depth profiles of West Coast personalities, including actors, musicians, athletes and prominent business leaders who are grounded in the authentic, caring and sometimes unconventional attitudes characteristic of the West Coast.

NEAR & FAR

A focus on domestic and international travel destinations chock-full of suggestions for what to see and do, helping readers “travel like a local.”

DISTINCTIVE DESTINATIONS & TOPICS

A variety of travel destinations and other topics guaranteed to inspire and inform curious travelers.

HERE & NOW - Every monthly issue

Celebrating the intriguing character of the hometown areas of Alaska Airlines: Seattle and Portland, as well as cities in Alaska and California, where favorite foods, music, excursions and daily adventures will be highlighted and explored.
FEATURED IN EACH MONTHLY ISSUE

FLYER GUIDE
Valuable information about the Alaska Airlines inflight experience, including alaskaair.com, airport services, Alaska’s fleet, beverage offerings, inflight entertainment, Mileage Plan, global partners, airport maps and more than 115 destinations served by Alaska Airlines.

FUN AND AMUSEMENT
Games—In addition to a crossword puzzle, the Games section includes Sudoku and brain-teasing content.
#iFlyAlaska—The final editorial page in the magazine focuses on a single photo, or a montage of photos, drawn from the #iFlyAlaska hashtag.

EDITORIAL HIGHLIGHTS

JANUARY
California Business
Higher Education
Business Meeting Tips

FEBRUARY
Inland NW Spotlight
Alaska
Romantic Hawai’i

MARCH
California Dreaming
Home Design
Health & Wellness

APRIL
National Parks/Sustainability
Golf
San Diego

MAY
Seattle / Puget Sound Area
West Coast Wines
Sports Tourism

JUNE
Spotlight on Washington
Portland Culture
Alaska

JULY
Los Angeles
Second-Home Real Estate
Alaska

AUGUST
Oregon Revealed
San Francisco Bay Area
Mileage Plan Partner Guide

SEPTEMBER
Wine Country
Back to School/Education
Mexico Travel

OCTOBER
Best of California
Resort Real Estate
Portland Business

NOVEMBER
Winter Sports
Coachella Valley/Palm Springs
Holiday Gift Guide

DECEMBER
NW Getaways
Philanthropy-Giving Back
Explore Mexico