

**FEATURED IN EACH MONTHLY ISSUE**



**IN THE KNOW**

**WHAT'S NEW** The latest Alaska Airlines events, accomplishments and accolades.

**PEOPLE BEHIND THE SPIRIT** Profiles of the airlines' "Legends" and "Pathfinders".

**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 from 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 trendsetters.

**SAVVY TRAVELER** Expert travel consultants offer spot-on travel advice.



**THE FEED - A series of short takes**

**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** Inspiring takes on 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 updates.



FEATURED IN EACH MONTHLY ISSUE (CONTINUED)



**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.



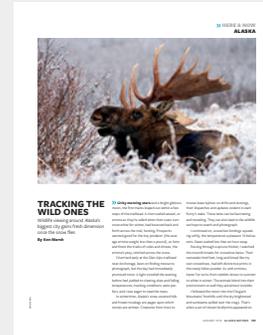
**NEAR & FAR**

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 WEST COAST**

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



**HERE & NOW**

Celebrating the intriguing character of the hometown areas of Alaska Airlines—Seattle and Portland—as well as cities in Alaska and California. Favorite foods, music, excursions and daily adventures will be highlighted and explored.



**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.

**JANUARY**

San Francisco Bay Area  
Higher Education  
Business Meeting Tips



**FEBRUARY**

Inland NW Spotlight  
Alaska Travel  
Romantic Hawai'i

**MAY**

Seattle/Puget Sound Area  
West Coast Wines  
Hawaiian Cowboy Culture

**AUGUST**

Oregon Revealed  
Alaska Culture  
Mileage Plan Partner Guide

**NOVEMBER**

Winter Sports  
Coachella Valley/Palm Springs  
Holiday Gift Guide

**MARCH**

California Dreaming  
Home Away From Home  
Health & Wellness

**JUNE**

Spotlight on Washington  
Sonoma/Napa  
Alaska Adventures

**SEPTEMBER**

Food and Wine  
Educational Pursuits  
Mexico Top Beaches

**DECEMBER**

NW Getaways  
Philanthropy: Giving Back  
Explore Mexico

**APRIL**

National Parks  
Golf  
San Diego  
Boise

**JULY**

Los Angeles  
Real Estate Design  
Alaska Escapes

**OCTOBER**

Best of California  
Mixed-use Real Estate  
Portland Business  
Idaho