

US AIRWAYS
83 Million Passengers
Domestic & International

DEMOGRAPHICS
Affluent &
Influential Reach

EDITORIAL
Travel trends to
cool new products

ADVERTISING
Rates, Dates &
Specifications

U·S AIRWAYS

Magazine

★
**2014
MEDIA KIT**

CONNECTING YOUR BRAND
WITH A HIGHLY SOUGHT
AFTER DEMOGRAPHIC





Together with its US Airways Express partners, the airline serves approximately **83 million passengers** each year.

The airline has hubs in Charlotte, Philadelphia, and Phoenix, and a focus city in Washington, D.C., at Ronald Reagan Washington National Airport.



US Airways operates nearly **3,125 flights per day** and **serves close to 200 communities** in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, and Central and South America.

US Airways is a **Star Alliance network member**, offering its customers more than 21,900 daily flights to 1,328 airports in 195 countries.

*Source: U.S. Department of Transportation T-100 Report (2012)

US Airways Group, Inc.; Star Alliance Reference Guide



Domestic & International Reach to Business & Leisure Markets



HUB & FOCUS MARKETS

Charlotte-Douglas	18,179,614
Philadelphia	10,439,552
Phoenix	9,800,453
Washington-National.....	3,495,252

56 INTERNATIONAL DESTINATIONS:

EUROPE, CANADA, MEXICO,
THE BAHAMAS, BERMUDA,
CARIBBEAN, CENTRAL AND
SOUTH AMERICA, MIDDLE EAST

US AIRWAYS TOP MARKETS

Akron/Canton	Columbia	Jacksonville	Portland
Albany	Columbus	Knoxville	Providence
Allentown	Detroit	Long Beach	Raleigh/Durham
Augusta	Fresno	Louisville	Richmond
Baltimore	Fort Walton Beach	Manchester	Roanoke
Bangor	Grand Junction	Martha's Vineyard	Santa Barbara
Birmingham	Greensboro	Memphis	Savannah
Boston	Greenville/Spartanburg	Monterey	St. Thomas, U.S. Virgin Islands
Burlington	Gulfport/Biloxi	Myrtle Beach	Syracuse
Charleston	Harrisburg	New York - La Guardia	Tallahassee
Charlottesville	Hartford	Newport News	
Chattanooga	Houston-Intercontinental	Norfolk	
Cincinnati/Covington	Huntsville/Decatur	Pittsburgh	



US Airways Magazine Readers Are:

2012 Passengers.....83,229,044
 Audience Per Issue3,219,845
 Readers Per Copy.....10.6
 Median Age 56
 Median Household Income (HHI).....\$115,000

Demographics	Comp %
Men	63%
Women	37%

Age	Comp %
Age 25-54	44%
Age 35-54	40%

Education	Comp %
College Educated	92%
Graduated College Plus	70%
Post-Graduate Degree	33%

Employment	Comp %
Employed Full Time	80%
C-Level Officer/ Owner-Partner	14%
Senior Vice President/ Vice President	7%
Director	10%
Manager	14%
Professional	23%

Affluence	Comp %
HHI \$100,000+	54%
HHI \$150,000+	28%
HHI \$200,000+	18%

Source: US Airways Reader Demographic & Travel Survey Conducted by Readex Research (March 2013 and August 2013), US Airways Group Inc, Star Alliance Reference



BUSINESS INFLUENCERS

- ★ **51%** have taken a flight for business in the past year
- ★ **23%** have taken 6+ business round trips in the past year
- ★ **41%** are involved in making business purchase decisions for their companies
- ★ **45%** are managers or higher
- ★ **92%** are college educated
- ★ **54%** have a household income of \$100,000+

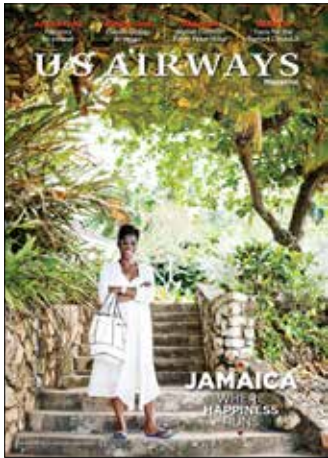


VACATIONERS

- ★ **86%** have taken a flight for leisure purposes in the past year
- ★ **41%** have taken 4+ vacations in the past year
- ★ **52%** have visited areas outside the US in the past year
- ★ **64%** have spent \$3,000+ on leisure trips in the past year
- ★ **43%** have spent \$5,000+ on leisure trips in the past year
- ★ **81%** have traveled with their spouse or mate in the past year
- ★ **38%** have traveled with their children in the past year

Source: US Airways Reader Demographic & Travel Survey Conducted by Readex Research (March 2013 and August 2013)





US Airways Magazine's editorial direction is created specifically for the 6 million passengers who fly the airline each month. Content focuses on travel, lifestyle, entertainment, and business to produce a magazine which is informative, experiential, and engaging for our affluent audience. Our award-winning editorial team partners with first-rate journalists to bring our influential audience the newest trends in food, wine & spirits, great escapes, adventure treks, golf, and cool products.



JANUARY

Main Feature: **Eleuthera**

FEBRUARY

Main Feature: **Winter Park, Florida**

MARCH

Main Feature: **Mayakoba, Mexico**

APRIL

Main Feature: **Barcelona**

MAY

Main Feature: **Vancouver**

JUNE

Main Feature: **Austin**

JULY

Main Feature: **The Adirondacks**

AUGUST

Main Feature: **Puerto Rico**

SEPTEMBER

Main Feature: **Anguilla**

OCTOBER

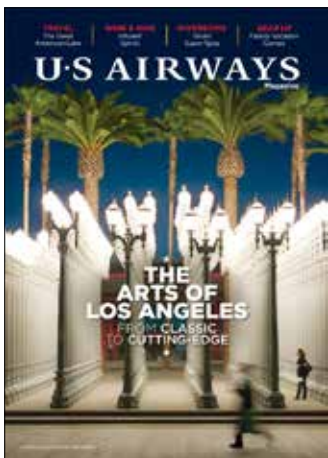
Main Feature: **Boston**

NOVEMBER

Main Feature: **Skiing the French Alps**

DECEMBER

Main Feature: **Paris**



Editorial Departments

Embark

Did You Know? News, notes, and insights including a better understanding of the how's and why's of flying.

Making it Happen: The Story Behind Your Flight: From how aircraft are routed to the importance of de-icing, US Airways is sharing the inside scoop.

Explore

Diversions: Activities and entertainment off the beaten path from farmers' markets to stargazing destinations.

Wine and Dine: Contributing editor Nick Passmore shares his knowledge of all things oenological, and sometimes spirits and food.

Adventure: From climbing Rainer to scalloping in Florida we've got an adventure for every weekend warrior.

Hub Crawl: Each month we help travelers best use and enjoy their time at different airports.

Gear Up: The newest cool products you need to know about.

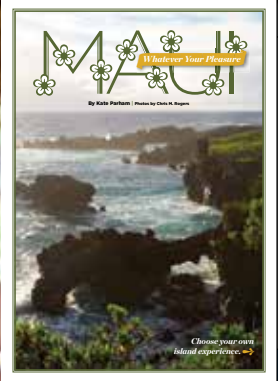
Feature Well

Travel and destination coverage of the places you want to go with tips on what to do there.

Engage

Inflight Entertainment & Services: Airline information and updates, route maps, and hub terminal maps

Window or Aisle? A Q&A with a frequent flyer.



Special Sections Calendar

Sponsored Promotional Sections

JANUARY

Arizona's Cactus League
Health Focus
Executive Education

CLOSING: NOVEMBER 15
MATERIALS: NOVEMBER 20

MAY

Health Focus
Executive Education

CLOSING: MARCH 14
MATERIALS: MARCH 19

SEPTEMBER

Executive Education
Health Focus

CLOSING: JULY 15
MATERIALS: JULY 21

FEBRUARY

Health Focus

CLOSING: DECEMBER 13
MATERIALS: DECEMBER 19

JUNE

Urban Living

CLOSING: APRIL 14
MATERIALS: APRIL 17

OCTOBER

Health Focus
Executive Education

CLOSING: AUGUST 15
MATERIALS: AUGUST 20

MARCH

Urban Living

CLOSING: JANUARY 14
MATERIALS: JANUARY 20

JULY

Franchise Opportunities

CLOSING: MAY 16
MATERIALS: MAY 21

NOVEMBER

Marketplace - Holiday Theme
Urban Living

CLOSING: SEPTEMBER 15
MATERIALS: SEPTEMBER 19

APRIL

Health Focus
Executive Education

CLOSING: FEBRUARY 12
MATERIALS: FEBRUARY 17

AUGUST

Executive Education
Urban Living

CLOSING: JUNE 13
MATERIALS: JUNE 19

DECEMBER

Health Focus
Marketplace - Holiday Theme

CLOSING: OCTOBER 14
MATERIALS: OCTOBER 20



Advertising with us is Customized for you

US AIRWAYS AND US AIRWAYS MAGAZINE

Generating ROI through
customized programs that
provide innovation and value.



CLUB ROOMS



TRAY TABLES

US AIRWAYS'
DIVIDEND MILES
DIVIDEND MILES
FOR YOUR CUSTOMERS



INFLIGHT VIDEO



EMAIL BLASTS



USAIRWAYS.COM
RUN OF SITE &
GEO-TARGETING



POWER-
NAP SACK



ONBOARD WI-FI



BRANDED
COLLATERAL



BOARDING
PASSES



SNACK BOX
SAMPLING/
ADVERTISING

CUSTOM ADVERTISING PROGRAMS → CONNECT features with content direction and messaging designed to build your brand

INTEGRATED MARKETING → usairways.com: banner ads, confirmation pages, e-blasts (geo-targeting available on some products) → Club promotions → Onboard: WI-FI, product sampling, tray tables, napkin, power-nap sacks



2014 DEADLINES

Issue	Space	Materials
January	11/15/13	11/20/13
February	12/13/13	12/19/13
March	1/14/14	1/20/12
April	2/13/14	2/19/14
May	3/14/14	3/19/14
June	4/14/14	4/17/14
July	5/16/14	5/21/14
August	6/13/14	6/19/14
September	7/15/14	7/21/14
October	8/15/14	8/20/14
November	9/15/14	9/19/14
December	10/14/14	10/20/14

Space Reservation: 45 days prior to issue date.
Material: 40 days prior to issue date.
Ad Index Listing: 45 days prior to issue date.
Web site Listings: 35 days prior to issue date.

Materials: Materials should be submitted using our FTP site. Instructions may be found at <http://www.usairwaysmag.com/contact>. If supplying native files please include a PDF, which will be used as a content only proof. If submitting via courier a CD or DVD is acceptable. Please include a color laser at 100% scale or a contract proof. Media will not be returned.

Preferred File: PDF created using the PDF/x-1a:2001 standard setting.

Other File Types Accepted: InDesign, QuarkXpress, Photoshop, and Illustrator. Please supply all links and fonts used in the document.

For both PDF and native files, please follow these rules:

1. Crop and registration marks, if included, should be offset so that they are outside of the bleed. Use .167" or 12pt offset. This only applies to pdfs.
2. Make sure all images are high resolution (300 ppi) in CMYK mode. Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.
3. Convert all spot colors to 4-color process (CMYK).
4. Maximum ink density is 300.

Contract Proofs: A contract proof is recommended, but not required. Only SWOP proofs produced on a Idealliance certified system and following their guidelines will be accepted for matching color on press. We ask for SWOP5 certification on body pages and GRACoL certification on cover pages.

Go to www.idealliance.org/certifications for more information.

Additional Charges: Minimum charge for publisher to correct a problem file is \$250. Any additional work involved such as typesetting will be billed at publisher's standard rates.

ORDERS

Advertising Services Mgr.
US Airways Magazine
Pace Communications
1301 Carolina Street
Greensboro, NC 27401
336-383-5806
Fax: 336-383-5816
jamie.mostofian@paceco.com

MATERIALS

US Airways Magazine
Production
Pace Communications
1301 Carolina Street
Greensboro, NC 27401
336-383-5477

Connect your business, service, product, or destination to our affluent audience of consumers in *US Airways Magazine's* monthly marketplace – **Go Here. Get It.**

Go Here. Get It. is designed as a direct response advertising section to reach our highly sought after consumer at an affordable rate.

GO HERE. GET IT.



JR Cigar's Toro Travel Deal
ASSORTMENT OF 10 PREMIUM CIGARS
Travel Humidor & Cutter

Call 800-572-4427 and mention offer U4 or grab this amazing deal at www.JRCigars.com/U4

\$29.95

JR Cigars is the premier online retailer for cigar enthusiasts nationwide, offering top premium brands at the lowest available prices. Sign up at JRCigars.com to get our 100-page catalog sent directly to your home.

Limit one per customer | Not available to minors | NC customers add appropriate sales tax
Offer Expires 10-31-12 | Surgeon General's Warning: Cigars are not a safe alternative to cigarettes.

¼ Ad Size
3.25" x 4.3125"



Carolina Select Premium Peanuts!
Hand Selected & Roasted to Delicious Perfection

Our goal is simple... produce the freshest, most delicious roasted redbskin peanuts available. Unique, flavorful and extra large, our premium, redbskin peanuts are hand selected for us from local vendors, sent to our Greensboro location, then small batch roasted and seasoned to perfection. There are no comparisons to other nuts in the market, as Carolina Select Nuts are truly a one of a kind specialty crafted fresh product. Great to give, great to receive, simply the best!

www.CarolinaSelectNuts.com
336-549-2702 | Kathy@CarolinaSelectNuts.com



Visit Cuba - Its People & Culture
9 Days from \$2398
Departs October 2012 - March 2013

YMT's People-to-People program will include a full-time schedule of educational exchanges and interaction with local people, intended to give visitors a meaningful understanding of the Cuban culture. This program features:

5 nights in Havana - 2 nights in Cayo Santa Maria - Old Havana Remedios - Che Guevara Museum - Visit a tobacco farm

Includes round-trip airfare from Miami to Cuba, 8 nights hotel accommodations, a professionally-trained Cuban guide and 15 meals.

*Price per person, based on double occupancy. Airfare to/from Miami is extra. Add \$200 for 2013 departures.

License #CF-18935 has been issued to YMT by U.S. Department of the Treasury's Office of Foreign Assets Control.

For reservations & details call 7 days a week:
1-800-736-7300

RATES (NET)

4-COLOR	1X	3X	6X	12X
1/4 Page	\$1,700	\$1,300	\$1,100	\$1,000

2014 RATES & SPECS

RATES

Four Color	1X	3X	6X	9X	12X
Full page	\$21,632	\$20,544	\$19,472	\$18,920	\$18,384
2/3 page	\$16,224	\$15,408	\$14,600	\$14,200	\$13,784
1/2 page	\$12,976	\$12,336	\$11,680	\$11,360	\$11,032
1/3 page	\$9,736	\$9,240	\$8,760	\$8,512	\$8,272
1/6 page	\$6,048	\$5,752	\$5,448	\$5,296	\$5,152
Spread	\$41,088	\$38,944	\$37,840	\$36,768	\$35,472

Covers	1X	3X	6X	9X	12X
2	\$26,392	\$25,064	\$23,752	\$23,080	\$22,432
3	\$25,312	\$24,040	\$22,784	\$22,136	\$21,512
4	\$27,472	\$26,088	\$24,728	\$24,032	\$23,344

PRODUCTION CHARGES:

(non-commissionable)

50/50 split: (each split): \$1,750

Perfect Split: (each split): \$2,100

Typesetting and Design of Ad: \$350

Bind In Charges, BRC and Supplied Inserts: \$1,320

Guaranteed positions:

10% premium added to earned rate.

BRC cards:

Advertiser Supplied:

Rates on request. Purchase of back-up

page required for all BRC cards.

Printed by Publisher:

Rates on request.

Multi-page inserts printed by publisher:

Rates on request

Inserts printed by publisher:

Rates on request

DEADLINES

Issue	Space	Materials
January	11/15	11/20
February	12/13	12/19
March	1/14	1/20
April	2/12	2/17
May	3/14	3/19
June	4/14	4/17
July	5/16	5/21
August	6/13	6/19
September	7/15	7/21
October	8/15	8/20
November	9/15	9/19
December	10/14	10/20

Space Reservation:

45 days prior to issue date.

Covers:

Covers close 90 days prior to space close and are not cancellable.

Material: 40 days prior to issue date.

ORDERS

Advertising Services Manager

US Airways Magazine

Pace Communications

1301 Carolina Street

Greensboro, NC 27401

336-383-5806

Fax: 336-383-5816

advertising@usairwaysmag.com

MATERIALS

US Airways Magazine

Production

Pace Communications

1301 Carolina Street

Greensboro, NC 27401

336-383-5477



CONTACT US:

SOUTHEAST: Kelley Mickler | 336.633.9227 • SOUTH CENTRAL: Sybil Stokes | 336.944.1517 • MID-ATLANTIC/MIDWEST/ARIZONA/CARIBBEAN: Heather Buchman | 336.255.0195 • WEST COAST & LAS VEGAS: Nicole Bordges | 310.490.8178 • CONNECTICUT/NEW JERSEY/NEW YORK: Jordan Grafman | 914.328.3600 x13

usairwaysmag.com 1301 Carolina Street Greensboro, NC 27401 tel 336.383.5806 fax 336.383.5816 advertising@usairwaysmag.com

SPECS

Bleed

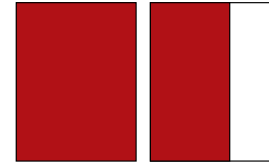
Size	Trim	Bleed	Live Area
Full Page	7.5" x 10.5"	7.75" x 10.75"	7" x 10"
2/3 Page Vertical	4.875" x 10.5"	5.125" x 10.75"	4.375" x 10"
1/2 Page Vertical	4.875" x 7.625"	5.125" x 7.875"	4.375" x 7.125"
1/2 Page Horizontal	7.5" x 5.125"	7.75" x 5.375"	7" x 4.625"
1/3 Page Vertical	2.5" x 10.5"	2.75" x 10.75"	2" x 10"
1/3 Page Horizontal	—	—	—
1/6 Page Vertical	—	—	—
Spread	15" x 10.5"	15.25" x 10.75"	7" x 10" per side

Non-Bleed

Non-Bleed
7.0" x 10.0"
4.625" x 10.0"
4.625" x 7.375"
7.0" x 4.875"
2.25" x 10.0"
4.625" x 4.875"
2.25" x 4.875"

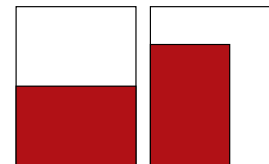


SPREAD



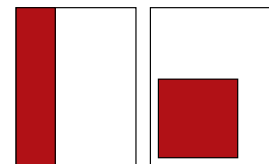
FULL

2/3 PAGE
(VERTICAL ONLY)



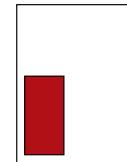
1/2 PAGE
(HORIZONTAL)

1/2 PAGE
(VERTICAL)



1/3 PAGE
(VERTICAL)

1/3 PAGE
(SQUARE)



1/6 PAGE
(VERTICAL ONLY)

For **Bleed ads**, create page layout document to trim size, then pull 0.125" bleed on all four sides to fulfill bleed dimensions. Critical design and type elements must stay within the live area.

For **Non-Bleed ads**, create page layout document to non-bleed size.

DIGITAL ADVERTISING MATERIAL REQUIREMENTS

Materials: If submitting materials electronically they should be submitted via the *US Airways Magazine* FTP site. Instructions may be found at www.usairwaysmag.com/contact. If supplying native files please include a pdf, which will be used as a content-only proof.

Preferred File: PDF created using the PDF/x-1a:2001 standard setting.

Other File Types Accepted: InDesign, QuarkXpress, Photoshop, and Illustrator. Please supply all links and fonts used in the document.

For both PDF and native files, please follow these rules:

1. Crop and registration marks, if included, should be offset so that they are outside of the bleed. Use .167" or 12pt offset. This only applies to pdfs.
2. Convert all spot colors to 4 color process (CMYK)
3. Our maximum Total Area Coverage (TAC) or ink density is 300.

4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.

5. Make sure that all images are high resolution (300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

Contract Proofs: A contract proof is recommended, but not required. Only SWOP proofs produced on a Idealliance certified system and following their guidelines will be accepted for matching color on press. We ask for SWOP5 certification on body pages and GRACoL certification on cover pages.

Visit idealliance.org/certifications for more information.

Additional Charges: Minimum charge for publisher to correct a problem file is \$250. Any additional work involved such as typesetting will be billed at publisher's standard rates.

Terms and Conditions

A contract consists of 12 consecutive months. 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 subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of right of 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 four-color closing date. If order is not received by such date, cover options automatically lapse. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to changes upon notice from publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective with our incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Conditions other than rates are subject to change by publisher without notice. Invoices are due upon receipt. Interest is assessed at 1.5% per month more than 30 days past due. 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 agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by 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. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein shall not be binding on *US AIRWAYS MAGAZINE* unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule. Publisher does not assume any liability for error in key number or advertising index listings. 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. 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. When a contract for advertising or frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. If any controversy should arise between the parties in the performance, interpretation or application of this advertising AGREEMENT, the dispute shall be determined in Greensboro, North Carolina in accordance with the Rules for Commercial Arbitration of the American Arbitration Association. The decision of the arbitrator(s) shall be final and conclusive upon both parties.

Bonnie McElveen-Hunter, President and CEO