

Coming November 2017

PALM SPRINGS DESERT RESORTS

SPECIAL EDITORIAL SECTION NET RATES!

AD SIZE

Full Page \$6,319.75

2/3 Page 4,959.75

1/2 Page \$4,577.25

1/3 Page \$2,983.50

1/6 Page \$2,218.50

Co-op Page* \$2,222.75

*Co-op ad requires a minimum of 4 ads
sold to run on a full page.

Positions are limited.

Call now to reserve your space!

Ad Space Deadline: September 15, 2017

Materials Due: September 22, 2017

Alaska
Beyond
Alaska Airlines Magazine

Alaska Beyond Magazine reaches more than 2 million travelers monthly, predominantly located throughout the western U.S., plus Alaska Airlines continues to expand throughout the U.S., including Texas, the Midwest and the East Coast!

EDITORIAL

Our annual destination editorial section on the Palm Springs Desert Resorts area will appear in the **November 2017** issue of *Alaska Beyond Magazine*. This story will present itinerary suggestions for visitors to the Palm Springs area, as well as activities and services available to visitors and residents alike.

TARGET AUDIENCE

- The majority of our readers are successful professionals with the income to pursue their travel and leisure interests.
- 54% of readers earn in excess of \$100,000; 15% earn in excess of \$150,000 annual HHI.
- Arbitron Research shows that 80% of frequent flyers read the current months issue.
- 68% of readers have acted upon information seen in the magazine.
- 902,000 travelers are on flights to/from California each month.
- Alaska Airlines is the #1 airline servicing Palm Springs.

ADDED VALUE

- Free Advertising Index listing.
- A website link for your ad will appear at AlaskaBeyondMagazine.com/advertisers.
- Digital editions of Alaska Beyond Magazine can be accessed at AlaskaBeyondMagazine.com.

To reserve your space, call **Yael Kallin** at
206.441.5871 x27 or e-mail **ykallin@paradigmcg.com**