

Title: The Power of In-Flight Magazines: Unlocking Advertising Opportunities with Alaska Airlines



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Introduction

In the world of travel, advertising opportunities are abundant, but few platforms offer the unique advantages of in-flight magazines. These publications have a captive audience of travelers, providing advertisers with a targeted and engaged market. This article will explore the advertising potential of in-flight magazines, with a specific focus on Alaska Airlines and its proprietary publication, Alaska Beyond Magazine. We will delve into the demographics of in-flight magazine readers, the reach and frequency of Alaska Beyond Magazine, and the various advertising options available to businesses.

The Captive Audience

In-flight magazines present a valuable opportunity for advertisers to reach a captive audience. Passengers on Alaska Airlines flights are a sophisticated mix of business and leisure travelers, making them an ideal target market for a wide range of products and services. These travelers have limited distractions during their flight, allowing them to dedicate considerable time to reading and engaging with the in-flight magazine.

According to research, the majority of frequent flyers spend an average of 30-40 minutes per flight engrossed in the contents of the in-flight magazine. This extended period of attention offers advertisers a unique advantage, as their ads are placed directly in front of consumers when they are most receptive.

The Power of In-Flight Advertising

In-flight magazines have a significant impact on their readers, with nearly 7 in 10 readers taking action based on the information they discover within the pages of the publication. This high level of engagement highlights the effectiveness of in-flight advertising as a means of influencing consumer behavior.

Alaska Beyond Magazine, the official in-flight publication of Alaska Airlines, is a prime example of the power of in-flight advertising. With a monthly print run of 95,000 copies, the magazine ensures that every seat on Alaska Airlines flights is equipped with a copy. Additionally, replacement copies are provided to replace those taken off the plane by

passengers or worn out through repeated usage.

The Reach and Frequency of Alaska Beyond Magazine

Alaska Airlines boasts an impressive fleet size, with 155 Boeing 737s and 15 Embraer jets. Each Boeing 737 has an average of 162 seats, amounting to a total of 25,120 seats. The Embraer jets, on the other hand, have 76 seats each, resulting in a total of 1,040 seats. With an average of 18,630 flights per month, Alaska Airlines ensures that its in-flight magazine reaches a broad and diverse audience.

The magazine's extensive reach is further enhanced by its longevity. Many copies of Alaska Beyond Magazine stay on the planes for the next passenger, being read multiple times each day, week, or month. This "green" publishing model, where passengers share issues multiple times, allows Alaska Airlines to keep advertising rates low while maintaining a high level of exposure for advertisers.

Advertising Options with Alaska Beyond Magazine

Alaska Beyond Magazine offers a range of advertising options to suit the needs of various businesses. Advertisers can choose from full-page, half-page, and third-page specifications to showcase their products or services. The magazine's dimensions are 7.75" X 10.25" for a full page, 7.31" X 4.81" for a half page, and 2.31" X 9.88" for a third page.

One essential aspect of in-flight magazine advertising is the actionability of offers. Advertisers must ensure that their offers are easily executable by the traveling consumer, whether through a tear-off coupon, a memorable code, or a URL provided in the ad. This approach maximizes the likelihood of conversions and allows businesses to track the effectiveness of their in-flight advertising campaigns.

Demographics of In-Flight Magazine Readers

In-flight magazines provide advertisers with access to a unique demographic: travelers with disposable income and a propensity for spending. These individuals are often business travelers or leisure travelers who value comfort and luxury during their journeys. By targeting this demographic, businesses can tap into a market of consumers who are more likely to have the means to make purchases and engage with brands.

Advertising with Alaska Airlines: Reach Across the United States and Beyond

Alaska Airlines serves an extensive network of destinations in the United States, Western Canada, and Mexico. From Alaska to Arizona, California to Colorado, and Florida to Hawaii, the airline connects travelers across multiple states and regions. With flights to major cities like New York, Washington, and Las Vegas, Alaska Airlines offers advertisers the opportunity to reach a diverse and geographically dispersed audience.

Conclusion

In-flight magazines such as Alaska Beyond Magazine provide an ideal platform for advertisers to connect with a captive and engaged audience. With Alaska Airlines' extensive fleet, monthly print run, and diverse network of destinations, businesses can leverage the power of in-flight advertising to reach consumers across the United States and beyond. By understanding the demographics of in-flight magazine readers and tailoring their advertising strategies accordingly, businesses can unlock the full potential of this unique marketing channel. So, seize the opportunity and elevate your brand's visibility with in-flight advertising on Alaska Airlines.