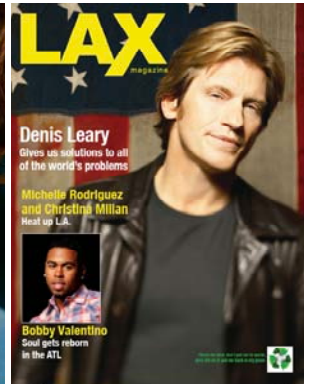
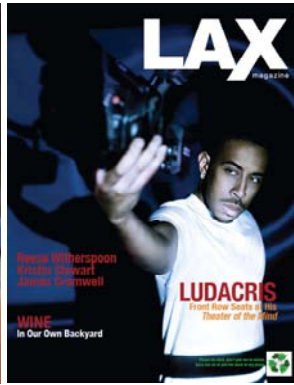


# LAX

magazine



Your direct, intimate connection to the passengers of LAX Airport.

## Mission

The mission of LAX Magazine is to provide travel readers with in-depth articles, interviews and insight into the culture, arts, business, fashion, dining, hospitality, sports, entertainment, civic leaders, communities and history that make Los Angeles one of the most dynamic cities in the world. As the top Origin and Destination airport in the world, with over 61.4 million passengers per year, LAX serves as the global gateway to a modern Los Angeles and poses a breakthrough opportunity for the distribution of the first airport-sanctioned magazine in the country. Comprehensive hospitality, restaurant and entertainment guides, world class articles, celebrity interviews and insider perspectives on work, stay and play in L.A., are just some of the key elements that make LAX Magazine an indispensable read. Our high-quality reader demographics and controlled airport circulation mean efficient delivery of quality advertising demographics, as a captive audience, at an unrivaled price. Our core values are simple: deliver a best-in-class quarterly magazine product that consistently over-delivers for our readers and advertisers. We look forward to your ideas and feedback. In the meantime, we hope you enjoy your reader experience.

# Los Angeles International Overview and Marketing Information

LAX is the top origin and destination airport in the world, serving over 61 million passengers per year.

LAX, as the top origin and destination airport in the world, plays host to 61 million annual passengers per year and provides some of the most desirable, well-qualified customer demographics in the world. A global first, LAX Magazine is the first airport sanctioned, in-terminal magazine, that will allow your brand to reach out and connect with these hard to reach LAX travelers in a captive environment.



## Profile of all LAX Travelers

Los Angeles International Airport is the fifth largest airport in the world, the third largest airport in the nation, and the primary airport serving the Greater Los Angeles area. Over 61 million passengers used LAX in 2006, making it the most traveled 'origin and destination' airport around the globe. As the top gateway to Asia and the Pacific region, it is one of the busiest airports in the country for international traffic, second only to New York's John F. Kennedy International Airport.

LAX serves nearly 90 passenger airlines - primarily American Airlines, Southwest Airlines and United Airlines, for which it is a hub. Delta Air Lines operates its major international flights from there, while many other airlines assist in serving North America, Latin America, Asia, Oceania and Europe.

## Market Penetration

53% of the adults in the Los Angeles DMA traveled by air in the past year; of these adults, 67% departed from LAX. Los Angeles International Airport is the primary point of departure in the Los Angeles DMA.

## Fast Facts

Total passengers:	61,485,269
Total international passengers:	28%
Total domestic passenger:	72%

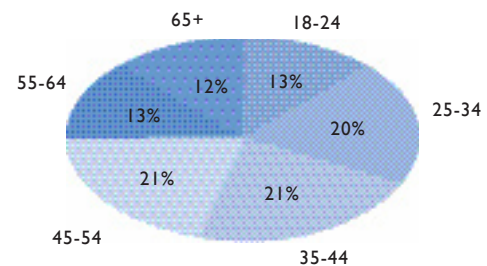
## Traveler Characteristics

Adults in the LA DMA departing from LAX

LAX reaches the most desirable audience of the LA DMA; they are highly educated, affluent individuals with active lifestyles, and they influence major purchasing decisions for the home and business.

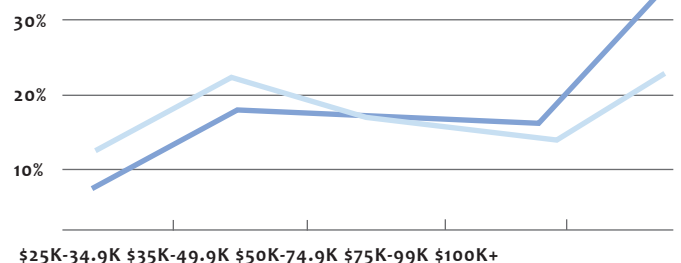
## Percent of Travelers by Age

Male 50% Female 50%



## Household Income

All LAX Travelers  
LA DMA



## Traveler Purchasing and Lifestyle Highlights

LAX travelers buy more luxury items and spend more on entertainment, jewelry and cosmetic products than most adults in the L.A. DMA

### Automotive

- They account for 77% of all the households in the L.A. DMA who plan to pay \$45,000+ for a new vehicle next year.
- They are 94% more likely to own a new Mercedes than the average adult in the L.A. DMA.
- They represent 70% of all new BMW owners in the L.A. DMA.

### Apparel

	Index
Spent \$500+ on men's shoes (yr)	218
Spent \$500+ on men's casual clothing (yr)	183
Spent \$500+ on men's business clothing (yr)	178
Spent \$500+ on women's casual clothing (yr)	163
Spent \$500+ on women's shoes (yr)	149
Spent \$500+ on women's business clothing (yr)	138

### Recreation/Entertainment

	Index
Visited Times Square – New York (yr)	220
Visited Islands of Adventure (yr)	210
Visited Disney World – Orlando (yr)	210
Attended Nissan Open – PGA Tour (yr)	207
Attended LA Lakers basketball game (yr)	178
Attended dance or ballet performance (yr)	176
Visited art museum (yr)	165

- They are 58% more likely to go to the movies four to six times a month than most adults in the L.A. DMA.
- They represent 45% of all the adults in the L.A. DMA who have gone

to Las Vegas to gamble in the last year.

### Jewelry

Index

- 34% have purchased jewelry in the last year.
- They represent 49% of all the adults in the L.A. DMA who spent over \$500 on fine jewelry last year.

### Cosmetics

Index

- 60% bought perfumes, cosmetic/skin care products in the last year.
- They represent 41% of all the adults in the L.A. DMA who spent over \$500 on cosmetic products.

### Top Travel Destinations

Index

#### Domestic (yr)

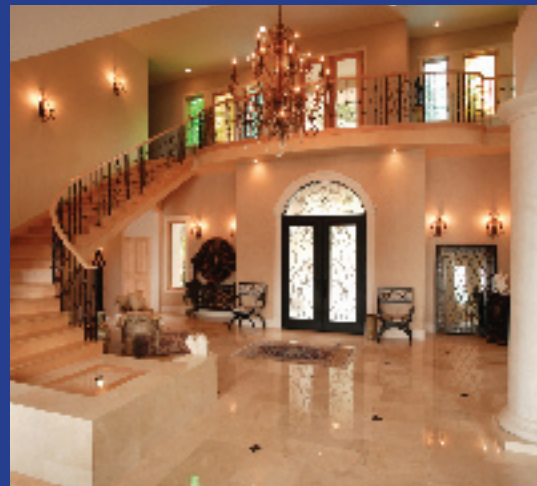
Napa / Sonoma	176
Santa Barbara	173
Lake Tahoe	173
Catalina Island	164
Reno	159

#### International (3 yrs)

Japan, China	231
Europe	222
Australia, New Zealand	220
United Kingdom	212
Central / South America	193

### Leisure/Activity

Stayed at an upscale hotel (yr)	292
Participates in snow skiing	229
Plays tennis	194
Surfs	189
Participates in power boating	174
Belongs to health/exercise club	152
Plays golf	148



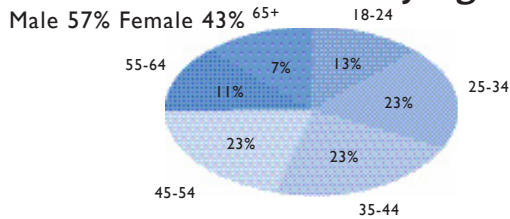
# Profile of LAX Business Travelers

## Traveler Characteristics

Adults in the L.A. DMA departing from LAX for business

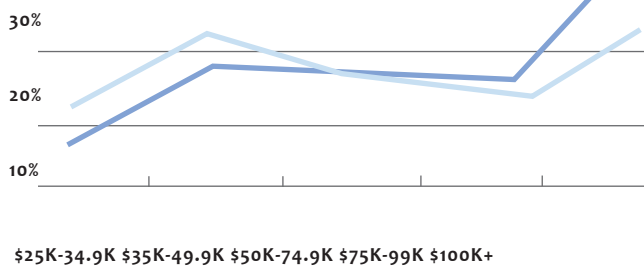
The most important business decision makers and opinion leaders in the country and the world fly through LAX.

## Percent of Travelers by Age



## Household Income

LAX Business Travelers  
LA DMA



## Employment characteristics

% of professionals, by title, flying in the L.A. DMA who depart from LAX

CEO	95%
Owner/Partner	79%
Vice-President	77%
Manager	68%
President	60%

## Traveler Purchasing and Lifestyle Highlights

LAX reaches top managers and business decision makers.

### Corporate Purchasing

Category	Index
Business travel or convention arrangements	281
Information Technology	206
Computer hardware/software	179
Telephone and communications equipment	177
Health care programs	147

### Financial

Category	Index
Individual employment income is \$100,000+	347
Household invested/traded stocks online	172
Household used discount stockbroker	160
Household has real estate property	160
Household used a financial planner	156
Market value of owned home is \$1,000,000+	147
Household has mutual funds	131
Household has stock or stock options	129

### Technology

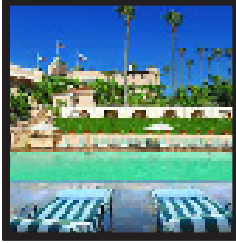
Category	Index
Household spent \$150+ on cellular phone bill (mo)	154
Household spent \$1,000+ on television (yr)	144
Household spent \$500+ on camera/accessories	131

### Credit Cards

- 81% regularly charge their credit cards.
- The number one choice of credit payment among business travelers in the L.A. DMA departing from LAX is VISA Gold/Platinum with 43%, followed by MasterCard Gold/Platinum at 26%, and American Express Gold/Platinum at 16%.
- They are 73% more likely to use their American Express Gold/Platinum card than the average adult in the L.A. DMA.



## Stay Here Now



When travelers come to L.A., half the fun is where you stay. This section includes features on hotels that are new, revamped or noteworthy. Additionally featuring new services, restaurants, bars, leisure programs within pre-existing properties.

## Forks 'N Spoons



Our geographically diverse, discovery-packed foodie department includes spotlights on a new restaurants, a supplemental 'directory' section includes capsule descriptions of 40 of the city's best restaurants, spanning a spectrum of neighborhoods, price ranges and cuisines.

## My Neighborhood



Here's proof that L.A. has more to it than just Hollywood. We'll tell you the story of the neighborhood, point out local happenings, call out notable local businesses, profile a citizen worth knowing, and discover an "urban retreat" that offers that great "getaway" feeling.

## Citizen LAX



Okay, so this person may not be tabloid fodder. But in their field, they are making waves. Rainmakers, civic leaders, entrepreneurs and corporate power players shine in this spotlight — speaking about the issues most important to them.

## Architect/Design Spotlight



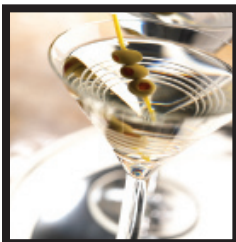
This photo-driven department showcases buildings (either residential or commercial) that stands out from the cityscape. Readers may want to rent space, put in a bid to buy, or just appreciate the aesthetics.

## Obsessions



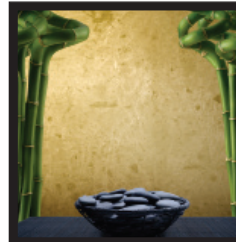
The topics that we're talking about — change from one issue to the next: a just-released top-shelf Scotch, the next Nevis, a social networking site worth its \$1 billion price tag, the buzz band that just might save Interscope... We're insatiable when it comes to obsessions.

## Lush Life



Someone's got to live it. Cocktail culture, wine events, nightlife, fun things to get up to after dark. This department will include a spirits feature, a 300-word venue spotlight. A featured man (or woman) about town will give their "three most fabulous" picks (because nobody knows SIN like people in the industry).

## Body/Mind/Spirit



Angelenos are concerned about the overall health and wellbeing of our psyche. Oh, who are we kidding, and the smoothness of our skin. The presence of a six-pack (in others, if not ourselves).

## Automotive



Angelenos cannot do without their wheels. Though we would very much like to start cutting down on the emissions and the gas-guzzling, stat. With that in mind, we feature environment-minded, future-thinking "everyman's ride" to the six-figure jawdropper.

## Jaunts



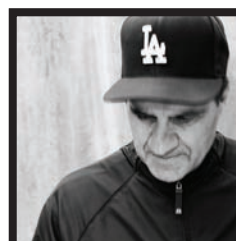
Vacation destinations within three hours' flight time of LAX. This section is tailored toward people who can't necessarily take the trans-global dream vacation, but who are planning a 4-day weekend soon. Destination overview, lodging options, featured restaurants, and activities.

## Hero of the Season



We care about people who are doing amazing things to help humanity/Mother Earth/all that is good. To that end, we highlight them in the LAX spot light — with a special spot reserved for the person we'd canonize, given the chance.

## Celebrity



We love celebrities. We feature the pretty faces you recognize, but where other magazines deliver the same rote profile, we're also sharing Los Angeles thru the celeb's eyes ("My 'hood, my ride, my jam, my Monday night pasta spot"...and most importantly, "my L.A. story.")

# LAX Magazine: An Informed Advertising Decision

**Global Reach:** LAX is the top origin and destination airport in the world. Over 61 million well-qualified passengers per year use LAX.

**Exclusive Access:** In conjunction with Los Angeles World Airports (LAWA), LAX Magazine will be the first airport sanctioned, in-terminal magazine to connect with this desirable travel audience.

**Message Distribution:** LAX Magazine is found throughout the airport, in multiple locations, in each terminal. Your message will not be missed.

**Proven Research:** We deliver proven, quantifiable reader profiles, spending habits and background information to inform your advertising decision.

**Audience Quality:** From automotive to jewelry, research shows that LAX Magazine readers are one of the most desirable spending demographics in the Southern California market and beyond. LAX Magazine is the exclusive, most cost-effective way to comprehensively reach and connect with them.

**Pricing:** While there is no direct competition offering the access, quality and volume of contact with this desirable travel audience, LAX Magazine advertising is still priced lower than regional or national print media in the Los Angeles market that seek to connect with our affluent, highly mobile audience.

**Captive Audience:** LAX Magazine not only provides an exclusive forum for connecting your message with millions of desirable, hard-to-reach readers - it also does so at the right time. Air travelers are a captive audience both in-terminal and in-flight, and research shows that travelers are highly receptive to print messaging during these captive wait and travel times.

**Return on Objective:** Travelers report wanting tactile information for planning decisions such as restaurants, hospitality and entertainment when arriving at an airport. LAX Magazine provides a useful and on-the-go delivery mechanism for this information about your business.

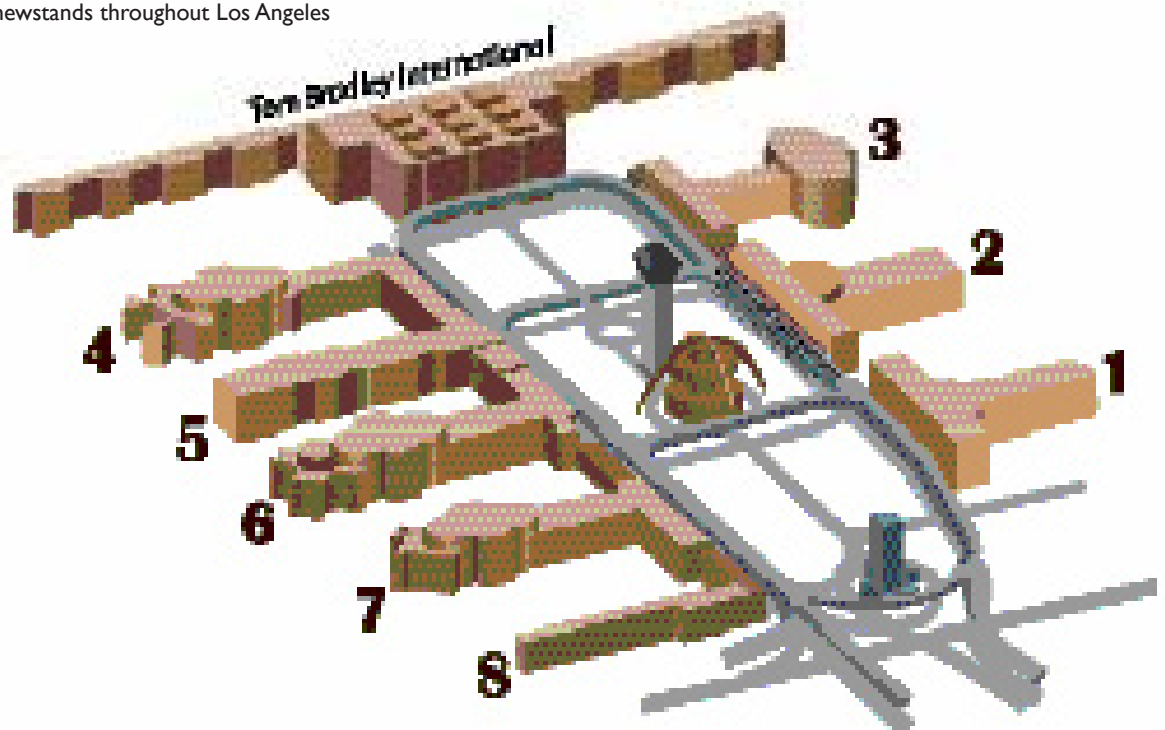
**Content:** LAX Magazine features best-in-class articles, coverage and insight into one of the most fascinating cities on the globe, from writers that count. Our guides and lists for restaurants, hospitality, entertainment and are a must-have for any Southern California traveler or resident.

**Controlled Circulation:** The controlled circulation of an airport environment means rifle shot delivery of your advertising demographics and not one marketing dollar wasted.

**Staying Power:** Our comprehensive guides to restaurants, shopping, entertainment, hotels, trips and city profiles, mean travelers and residents alike keep LAX Magazine post-travel for further reading and reference.

## Los Angeles International Airport

116 free standing distribution stands placed throughout Los Angeles International Airport. In front of & behind security, next to gates. Also placed at luxury hotels and newstands throughout Los Angeles



# Circulation, Editorial Calendar & Pricing

LAX Magazine	Out in Airport	Advertising Deadline
Issue # 10	May 30 — Memorial Day	5/5
Issue # 11	July 4 — 4th of July	6/6
Issue # 12	September 5 — Labor Day	8/8
Issue # 13	November 24 — Thanksgiving	10/27
Issue # 14	December 25 — Christmas	11/28

## Print Run

50,000

## Total Readers Per Issue

320,000

## 2011 Net Ad Rates

	1x	2x	4x
<b>Full Page</b>	\$3,960	\$3,780	\$3,590
<b>2/3 Page</b>	\$3,010	\$2,900	\$2,825
<b>1/2 Page</b>	\$2,150	\$2,030	\$1,955
<b>1/3 Page</b>	\$1,590	\$1,500	\$1,450
<b>1/6 Page</b>	\$1,260	\$1,130	\$1,080

### Special Positioning:

2nd & 4th covers - 25% premium

3rd cover and opposite TOC - 15% premium

### Notes :

1. NEW ADVERTISERS MUST SUBMIT PAYMENT IN ADVANCE OF CLOSING DATE
2. All rates given are gross rates: 15% commissionable for qualifying ad agencies
3. INSERTS - Information available upon request
4. All advertising accepted at discretion of publisher. All rates subject to change without notice

## Contact Information

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