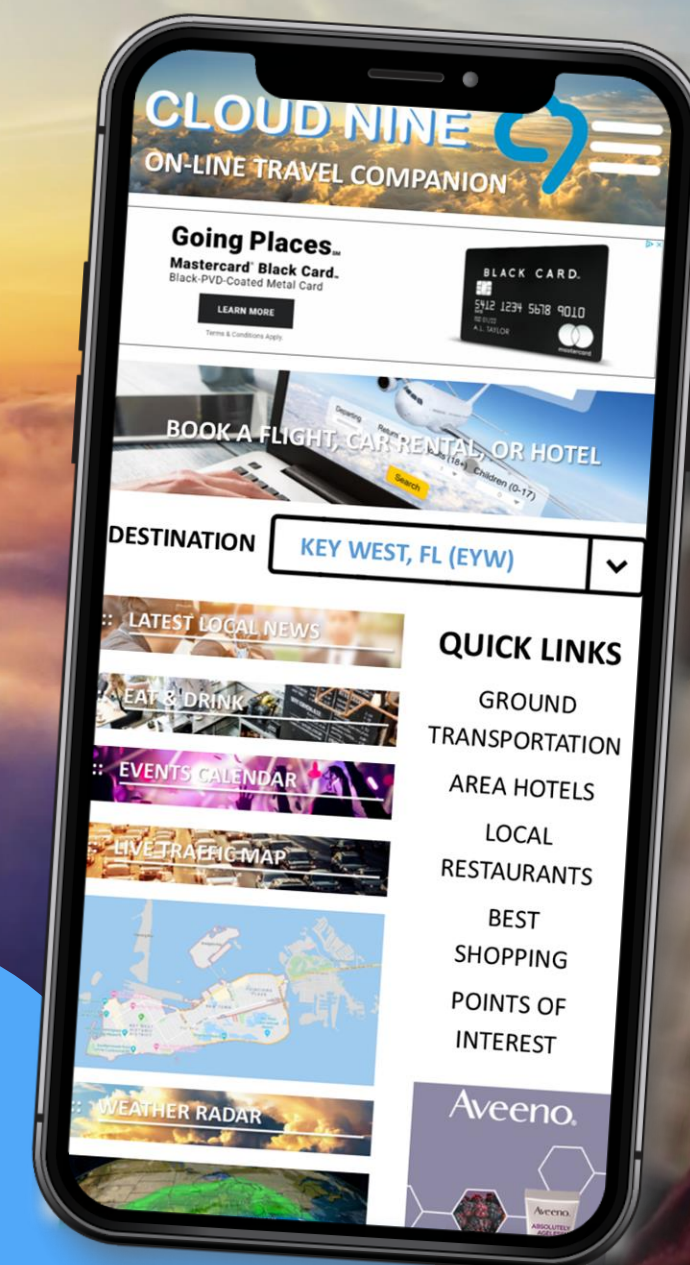




CLOUD NINE

In-Flight Magazine & Companion Travel App



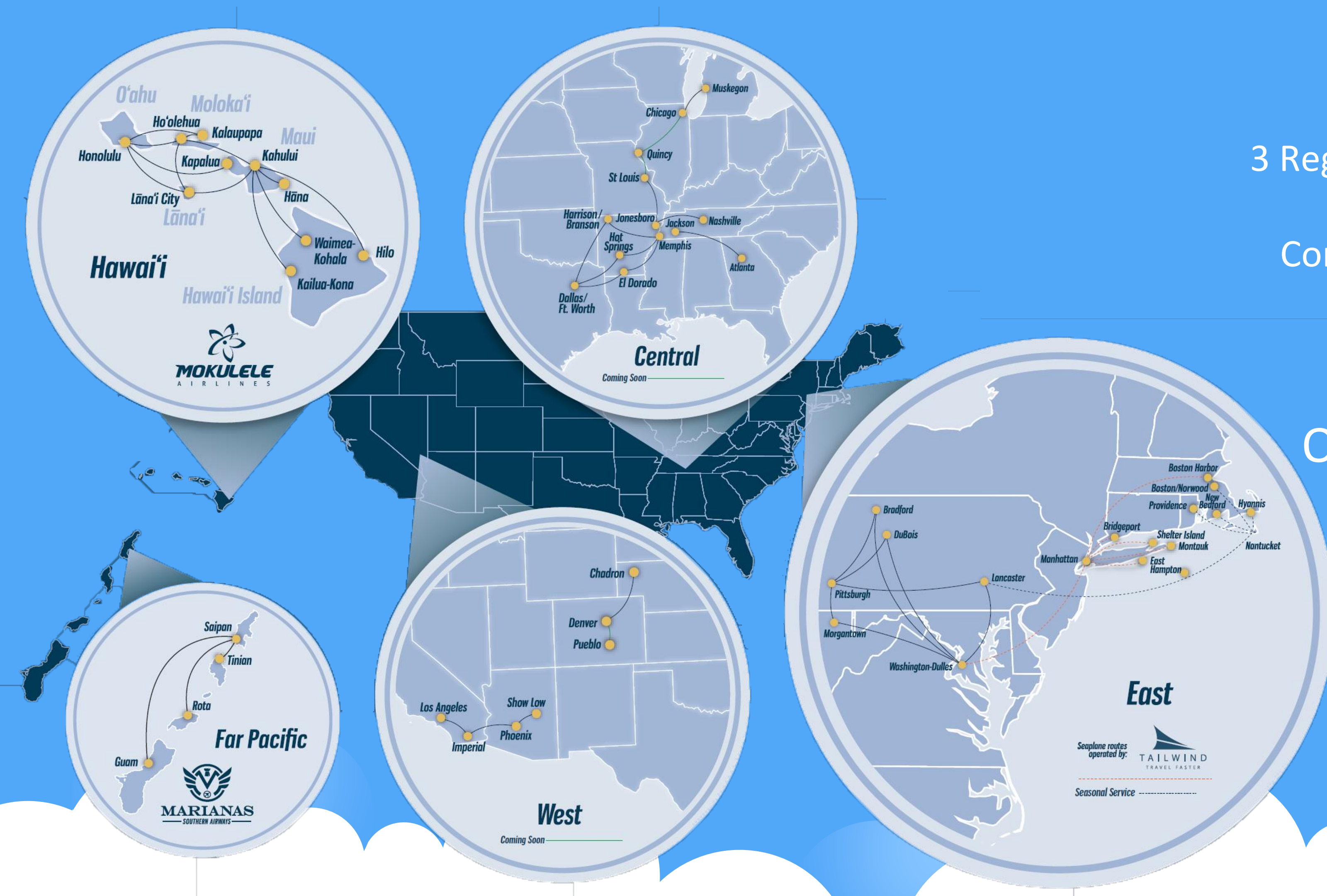
DESTINATIONS & ROUTES

SERVING 49 CITIES

3 Regional Carriers: Southern Airways Express,
Mokulele Airlines, & Tailwind Airlines
Connecting Under-Served Airports to Hubs
Connecting All the Hawaiian Islands
Seasonal Vacation Routes

OVER 250 DAILY DEPARTURES

Also Private Charters
Code Share with Major Carriers
Exclusive Carrier in Most Non-Hub
Domestic US Destinations



THE MAGAZINE

PUBLICATION DATES

Spring 2023 (Mar-May)

Fall 2023 (Sep-Nov)

Spring 2024 (Mar-May)

Summer 2023 (Jun-Aug)

Winter 2023-24 (Dec-Feb)

Summer 2024 (Jun-Aug)

5,000 TOTAL COPIES DISTRIBUTED PER ISSUE

Every Seat on Every Plane, 250+ Daily Flights

All 49+ Destination Airports & Lounges

Destination Hotel & Travel Partners



THE WEBSITE & MOBILE APP

ENHANCED DESTINATION CONTENT

Flight Information
Airport Maps & Information
Area News, Weather, & Traffic
Transportation | Lodging | Dining | Shopping

RESOURCES FOR TRAVELERS

Flight, Car Rental, Hotel, & Restaurant Booking
All Magazine Articles w/ Enhanced Content
Exclusive Original Content



CORE TRAVELER PROFILES

FREQUENT BUSINESS TRAVELERS

Adults 25-64

Tend to Travel Same Routes Routinely

Accessing Under-Served Airports from Hubs

FREQUENT LEISURE TRAVELERS

Adults 35-64 + Retired Couples

Living in Under-Served Airports, Connecting to Hubs

Accessing Remote Vacation Homes



MULTI-MEDIA TRAVELER EXPERIENCE



The Magazine is the starting point for consumer engagement...

The Website & Mobile App experience extends the relationship throughout the journey, creating multiple touch points & greater frequency of the advertising message...

REGIONAL CONTENT SECTIONS

Allowing Regional Advertisers to
better target consumers coming and
going from their primary service
areas...



East

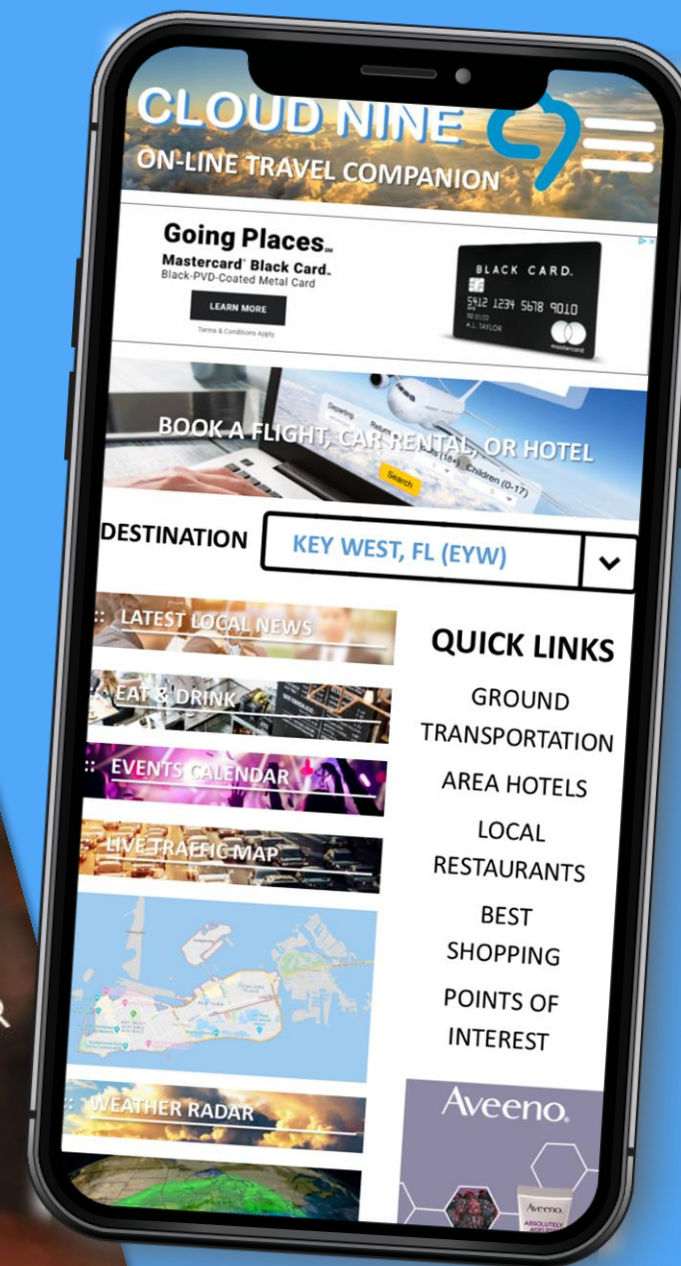
Central

West

Hawaii

Far Pacific

SPECIAL PLACEMENTS



Front Cover
Back Cover
Inside Front/Back
Cover Story
Regular Features
Head in the Clouds
9 Questions With
9 Things About
Regional Sections
Puzzles

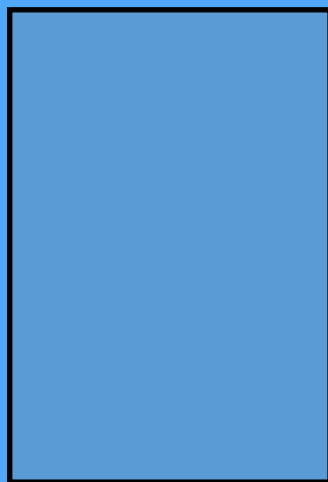
RATE INFORMATION

FULL-COLOR DISPLAY ADVERTISING

Four Sizes Available
Premium Positioning Choices
Subject to Availability

ALL DISPLAY ADS INCLUDE BASIC DIGITAL PLAN

See Digital Rate Information
(Next Page)



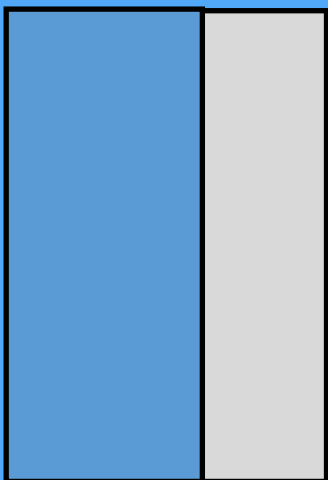
Full Page

	4x	2x	1x
Back Cover	\$ 3,400	\$ 4,100	\$ 4,500
Inside Front/Back	\$ 2,600	\$ 3,100	\$ 3,500
Cover Story	\$ 2,600	\$ 3,100	\$ 3,500
Features	\$ 1,600	\$ 1,900	\$ 2,100
Regional Focus	\$ 2,100	\$ 2,500	\$ 2,800
Run of Publication	\$ 1,400	\$ 1,700	\$ 1,900



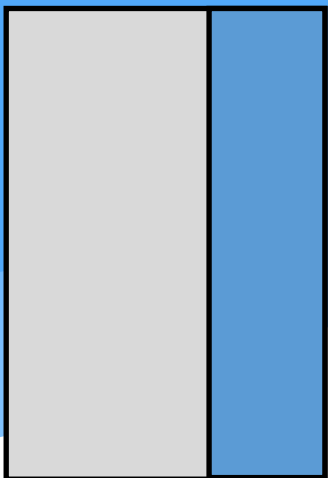
Half Page

	4x	2x	1x
Puzzles	\$ 1,000	\$ 1,200	\$ 1,300
Regional Focus	\$ 1,300	\$ 1,550	\$ 1,700
Run of Publication	\$ 800	\$ 950	\$ 1,100



2/3 Page

	4x	2x	1x
Run of Publication	\$ 1,200	\$ 1,400	\$ 1,600



1/3 Page

	4x	2x	1x
Run of Publication	\$ 900	\$ 1,100	\$ 1,200

All Rates Quoted Net

RATE INFORMATION

DIGITAL ADVERTISING PLANS

Dates Correspond with Each Published Issue

Spring 2023 (Mar-May)
Fall 2023 (Sep-Nov)
Spring 2024 (Mar-May)

Summer 2023 (Jun-Aug)
Winter 2023-24 (Dec-Feb)
Summer 2024 (Jun-Aug)

Subject to Availability

Basic Plan Included With All Display
Ads through Spring 2023, Basic Plan
Included Beginning Summer 2023



	4x	2x	1x
Premium Plan (1)			
Leaderboard	\$ 1,700	\$ 2,050	\$ 2,250
Clickable Logo Integration	or	or	or
Articles About You (2x/mo)	\$ 1,100	\$ 1,350	\$ 1,450
Social Posts (1x/wk)	(w/ Print)	(w/ Print)	(w/ Print)
Email Newsletter (1x/mo)			
Basic Plan Elements			
Enhanced Plan (7)			
Section Sponsor	\$ 1,300	\$ 1,550	\$ 1,700
Social Posts (1x/wk)	or	or	or
Email Newsletter (1x/mo)	\$ 700	\$ 850	\$ 900
Basic Plan Elements	(w/ Print)	(w/ Print)	(w/ Print)
Basic Plan			
Articles About You (1x/mo)	\$ 600	\$ 700	\$ 800
Social Posts (1x/mo)			
ROS Advertising			

All Rates Quoted Net

FOR MORE INFORMATION



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