

Delta Sky

Reach Japanese International Travelers via Delta's In-Flight Magazine

Delta Sky magazine is a bi-monthly, stylish, lifestyle magazine focused on leisure and business. This magazine appeals to frequent Japanese travelers. It is effective for destination promotion, sales promotion and branding strategy.

Issuance: Bi-Monthly | **Language:** Japanese | **Circulation:** 1,074,632 seats/issue (all classes to and from Japan) | **Cost for Readers:** Free

Distribution: All flights to/from Japan & all class seats, airport lounges, Delta Airlines offices and Delta-related events in Japan

Designated Media for Merchants at: Ala Moana Center, Royal Hawaiian Center

Past Topics Featured: Past Topics Featured: Hawaii, Honolulu Downtown Meets Past And Present



Gender

48% Female

52% Male

Median Age

late 30's ~ early 40's

House Hold Income

\$70,000 ~ \$100,000

Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$15,000	W210mm x H287mm	W216mm x H293mm	W206mm x H282mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross

- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates

- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

Media Schedule

Issue Date	Space Deadlines	Material Deadlines
January/ February	11/9/2017	11/29/2017
March / April	1/11/2018	1/25/2018
May / June	3/8/2018	3/29/2018
July / August *Hawaii Feature	5/10/2018	5/24/2018
September / October	7/12/2018	7/26/2018
November / December *Hawaii Feature	9/13/2018	9/27/2018

*Issue dates of Hawaii Feature are subject to change.

Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

FTP Information

URL: <ftp://ftp.ftphawaii.com>
 Username: forclients
 Password: Tempfile!

Send color proofs to:
 Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814

Contact Info

For more information please contact:



Advertising Department
 PacRim Marketing Group, Inc.
 1585 Kapiolani Boulevard, Suite 888
 Honolulu, Hawaii 96814
 Tel: (808) 469-4817
 Email: advertising@pacrimmarketing.com