

# 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:** 850,000 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, Kahala Mall

**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	\$16,000	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	11/8/2019	11/25/2019
March / April	1/9/2020	1/23/2020
May / June	3/5/2020	3/26/2020
July / August *Hawaii Feature	5/7/2020	5/21/2020
September / October	7/9/2020	7/23/2020
November / December *Hawaii Feature	9/10/2020	9/24/2020

\*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) 469-4828  
 Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)