

# American Way

 MEDIA KIT **2020**



# American Way

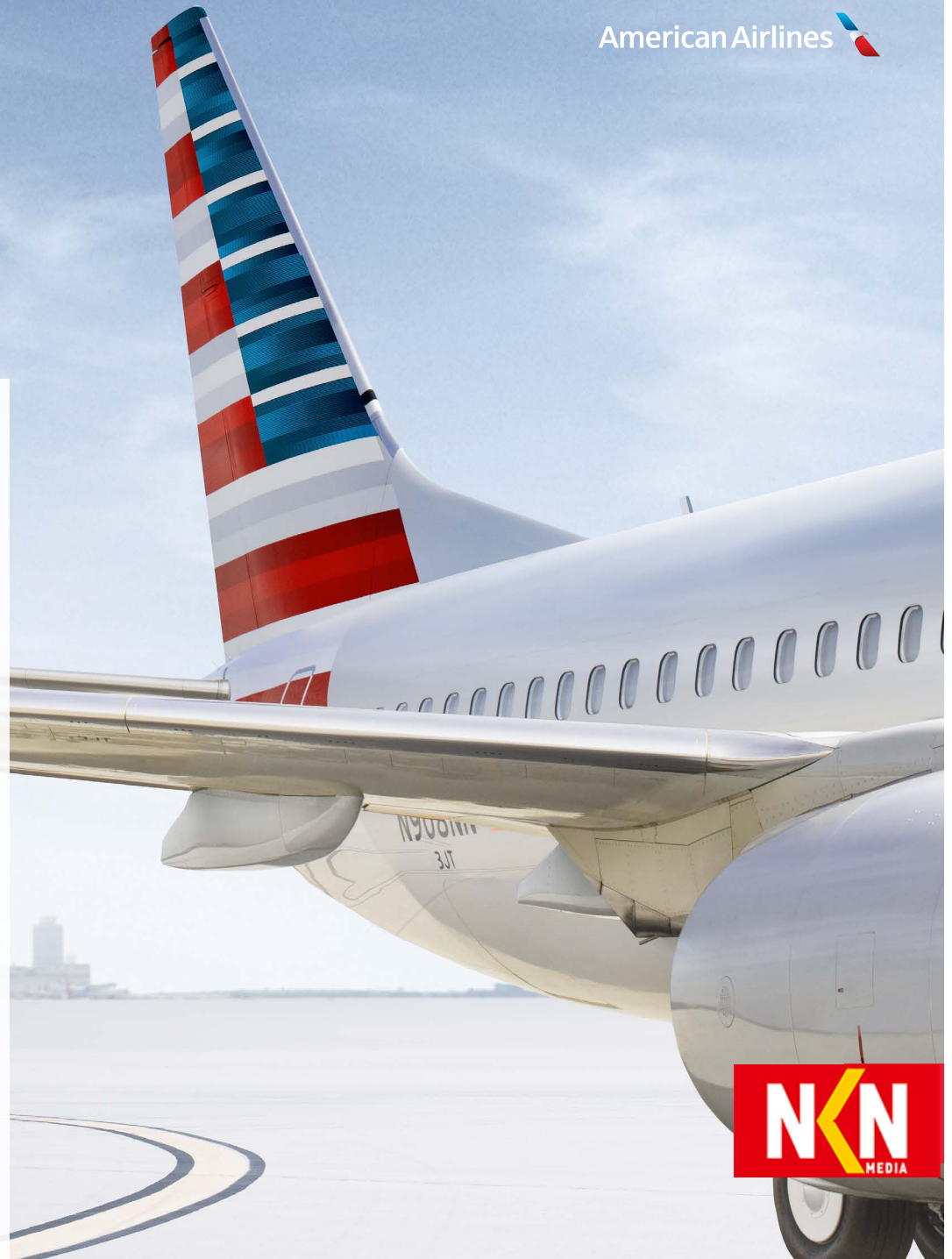
American Airlines 



## AMERICAN IS THE LARGEST AIRLINE IN THE WORLD

From the airline who brought the world the first transcontinental jet flight, the first VIP lounge and the first loyalty program, comes a stunning magazine worthy of the world's largest airline.

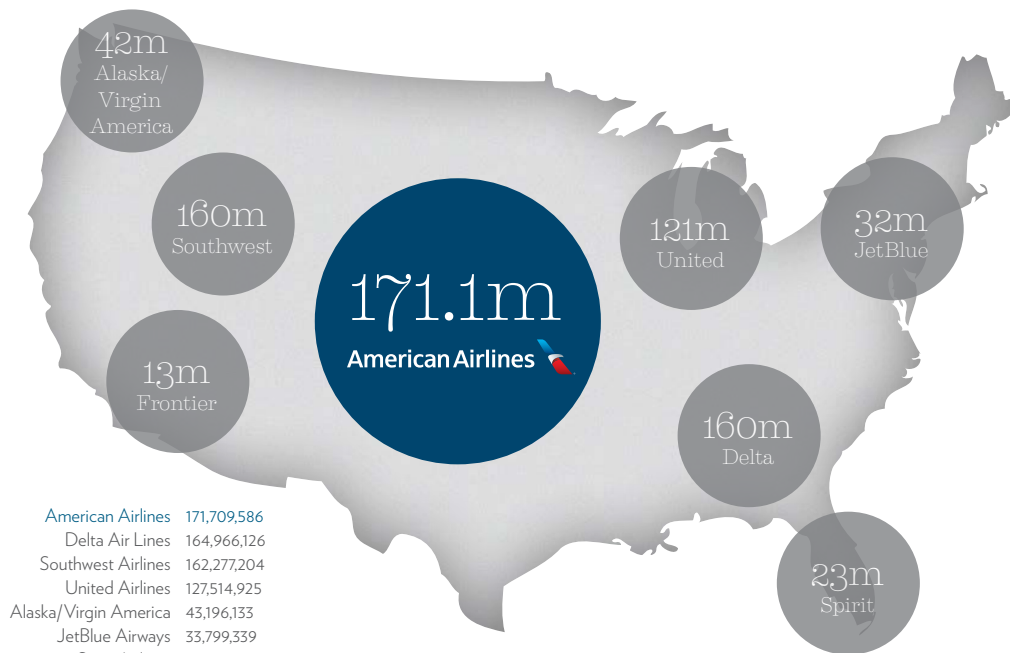
A familiar brand yet fresh and beautifully reimagined to reflect American's leadership position.





## U.S. LARGEST AIRLINE

Domestic Coverage



Source: U.S. Department of Transportation / Cirium / diioMI / American Airlines Corporate Communications

## WORLD'S LARGEST AIRLINE

Worldwide Coverage



## LARGEST AIRLINE DEPARTING THE U.S.

International Coverage

American Airlines	31,676,842
United Airlines	30,053,353
Delta Air Lines	27,224,696
Air Canada	13,926,480
JetBlue Airways	8,227,942
British Airways	7,464,566
Lufthansa	6,058,685
WestJet	5,267,225



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## A POWERFUL PRESENCE

Nine major U.S. hubs

Leading U.S. carrier to the Caribbean and Latin America

31 million passengers served, internationally

Leading U.S. Carrier to Spain, Chile, Colombia, Peru and the United Kingdom

29%

Share of **SOUTH AMERICAN** market

30%

Share of **CARIBBEAN** market

19%

Share of **MEXICAN** market

17%

Share of **CENTRAL AMERICAN** market



85.7M

Passengers to the top ten DMAs



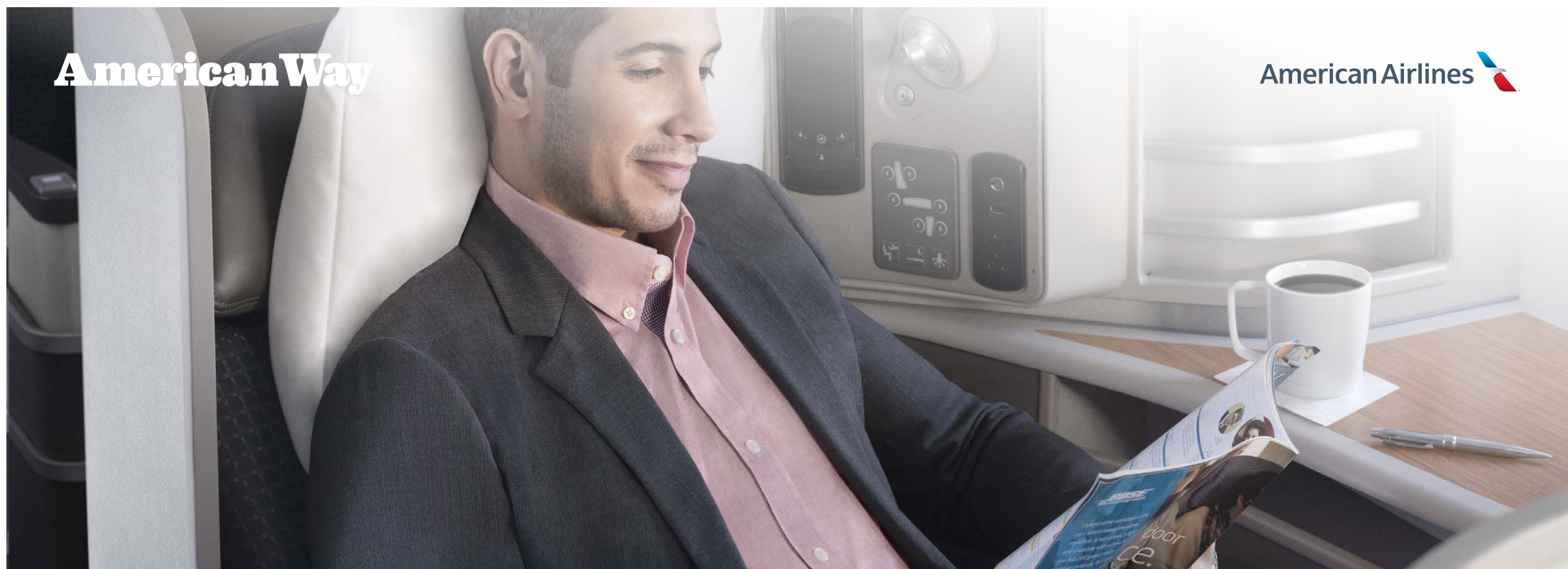
The Northeast Power corridor

## AMERICAN AIRLINES IS THE OVERALL LEADING GLOBAL AIRLINE FROM THE U.S. TO

Antigua and Barbuda, Bahamas, Bermuda, Cayman Islands, Cuba, Curacao, Grenada and South Grenadines, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, Turks and Caicos Islands, Belize, Guatemala, Nicaragua, Argentina, Bolivia, Brazil, Ecuador, Uruguay and Venezuela.

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## A COVETED AUDIENCE OF AFFLUENT GLOBAL SPENDERS

American Way passengers have a

**\$491,043**

Median Net Worth

**\$140,400**

Median Household Income

**\$86,000**

Median Individual Income

### In the Past Year, American Airlines passengers have spent

**\$926b**

on business  
expenditures

**\$368.5b**

on most recent  
purchase/leased vehicle

**\$17.6b**

on home  
remodeling

**\$1.7b**

on Smartphone/mobile  
phone purchases

**\$62.5b**

on vacations

**\$11.1b**

online/catalog  
shopping

**\$6.4b**

on home  
furnishings/furniture

**\$4b**

on sports apparel/  
athletic shoes

**\$3.3b**

on dining out in  
the past 30 days

**\$14.7b**

on fashion clothing/  
fashion shoes

**\$1.3b**

on bedding/linens  
and bath goods

**\$1.4b**

on sporting goods and  
camping equipment

**\$649m**

on dining at fine  
restaurants in the  
past 30 days

**\$3.3b**

on fine jewelry  
& watches

**\$14.3b**

on most recent  
home computer

**\$1.6b**

on perfumes/  
cologneshome  
computer



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## HOW DO WE COMPARE?

	American Way	Forbes	FORTUNE	Condé Nast Traveler	TRAVEL+ LEISURE
Median Age	45.5	42.1	46.3	54.6	54.5
Median Household Income	\$140,400	\$89,400	\$96,000	\$101,500	\$107,500
Median Individual Income	\$86,000	\$47,900	\$67,500	\$63,500	\$55,200
Median Value of Home	\$366,946	\$283,614	\$335,069	\$359,587	\$298,974
Median Household Net Worth	\$491,043	\$308,683	\$379,372	\$385,399	\$391,589
M/F Ratio	53.9%/46.1%	66.0%/34%	73.4%/26.6%	42.3%/57.7%	44.4%/55.6%
Married/Single	60.2%/39.8%	47.4%/52.6%	53.2%/46.8%	65.9%/34.1%	62.6%/37.4%

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## HOW DO WE COMPARE?

	American Way	Forbes	FORTUNE	Condé Nast Traveler	TRAVEL+ LEISURE
College Education	140	126	127	123	132
Graduated College Plus	191	151	183	157	161
Professional/Managerial	194	129	141	139	139
Top 9 Job Titles	190	141	145	131	116
Top Management	344	131	191	156	138
C-Suite Executive	372	136	202	94	12
Household Net Worth: \$1,000,000+	234	140	160	225	183
HHI \$100,000+	199	130	143	149	158
HHI \$150,000+	259	156	129	190	184
HHI \$200,000+	339	159	173	205	171
HHI \$250,000+	423	193	246	244	186

# American Way

A  
**WORLD-CLASS**  
TITLE







# American Way

AMERICAN WAY has been the world's most beloved airline magazine for over five decades. Now beautifully re-imagined to match the aspirations of the 201+ million discerning passengers flying American Airlines, the world's largest airline, the new American Way is a stunning exercise in the art of modern magazine making. Touting a fresh design and an inspirational editorial mix of international celebrity, world class destinations and extraordinary stories, the new American Way directly mirrors the interests and passions of its affluent and loyal readership.





# American Way

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## RESPECTED

AN INCREDIBLY LOYAL READERSHIP,

American Way readers send hundreds of emails per day—36,500 per year—to our editors, the majority via inflight wi-fi

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## STATURE

AMERICAN WAY, reaches more than 16.7 million passengers every month

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## AIRBOURNE

DISTRIBUTED CABIN-WIDE across the entire American Airlines fleet and in Admirals Club premium lounges





## THE COVER STORY

**WE CELEBRATE DESTINATIONS.** There's nothing like traveling to a location and having someone who lives there show you what they love about it—they might take you to a hidden beach, or a non-descript barbecue joint with miraculous brisket. In our cover story each month, five notable locals guide us to what they love about their hometown.





## THE REGULARS

### Need To Know

Whether it's coffee-powered buses or maple bacon doughnuts, learn about the latest in travel, food, technology, entertainment and beyond in this hyper-timely, info-packed section.

### On The Spot

Attending a silent retreat. Discovering what's underneath Amsterdam's river. Becoming Santa Claus. These first-person narratives and expert perspectives focus on giving the reader a more in-depth look at places to go and people to see.

### Features

Our feature stories take you on journeys—in-depth, beautifully photographed and immersive—carrying you to places you've never been, introducing you to people you need to meet, and offering the world as you've never seen it.





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## FLAVOR EMPIRE

HOW THE NORTHEAST KINGDOM, A REMOTE  
CORNER OF VERMONT, CAME TO PRODUCE  
SOME OF THE MOST DELICIOUS FOOD AND  
DRINK IN THE WORLD

Words JUDY CARTER-NAVAS  
Photography GRETA KYBUS

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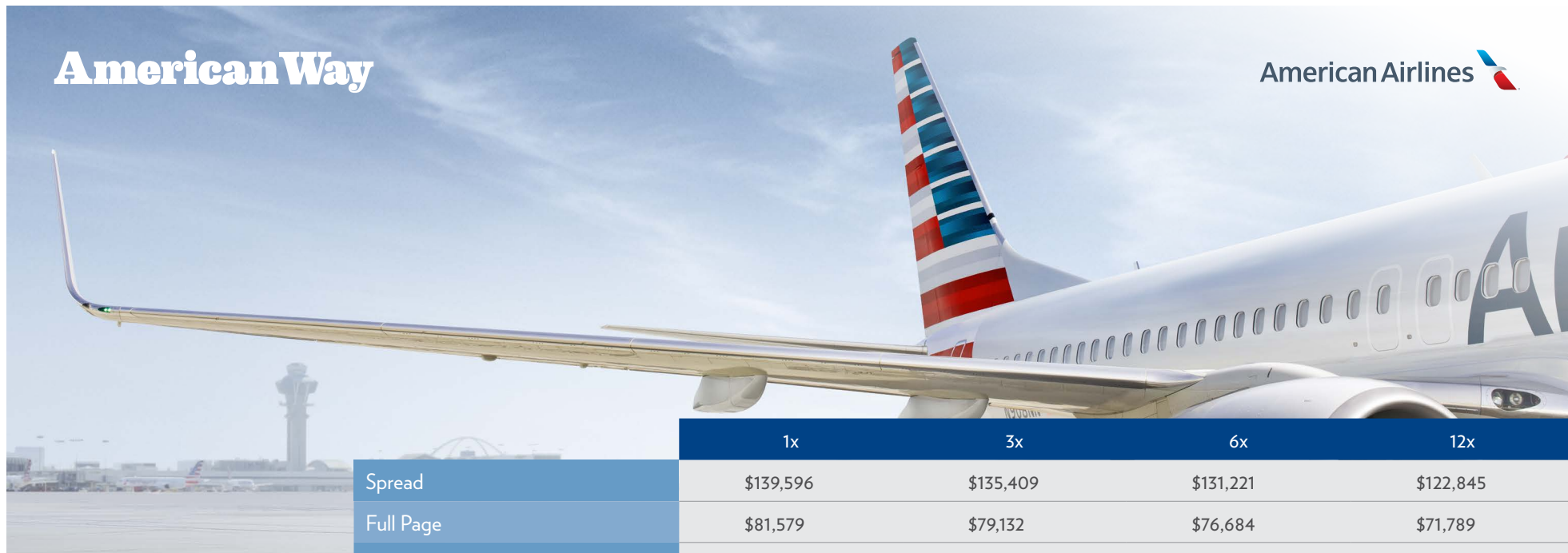
## MY TRAVEL TALES

EACH MONTH, ONE STAR shares a collection of their favorite travel memories and recommendations—along with a highly personalized packing list of their most essential carry-ons.



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## AMERICAN WAY RATES 2020

Rates effective  
with the January  
2020 issue of  
American Way.

Frequency:  
Monthly

	1x	3x	6x	12x
Spread	\$139,596	\$135,409	\$131,221	\$122,845
Full Page	\$81,579	\$79,132	\$76,684	\$71,789
2/3 Page	\$59,947	\$58,149	\$56,351	\$52,754
1/2 Page	\$47,228	\$45,811	\$44,395	\$41,560
1/3 Page	\$34,506	\$33,471	\$32,436	\$30,365
1/4 Page	\$28,138	\$27,294	\$26,450	\$24,762
1/6 Page	\$21,780	\$21,127	\$20,473	\$19,166

Inside Front Cover Spread	\$188,389	\$177,888	\$172,386	\$161,383
Inside Front Cover Page	\$96,223	\$93,336	\$90,450	\$84,677
First Spread	\$164,039	\$159,117	\$154,197	\$144,354
First Right-Hand Page	\$86,535	\$83,940	\$81,343	\$76,151
Inside Back Cover	\$86,535	\$83,940	\$81,343	\$76,151
Outside Back Cover	\$102,034	\$98,972	\$95,912	\$89,790

Banner on Crossword or Sudoku (flat rate per banner)	\$21,511
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\* Banner measures 188.8mm X 31.75mm or 7" X 1.25" All rates are gross.



## CLOSING DATES

ISSUE	MATERIALS DUE	ON-BOARD DATE
January	12/09/2019	01/01/2020
February	01/11/2020	02/01/2020
March	02/01/2020	03/01/2020
April	03/01/2020	04/01/2020
May	04/01/2020	05/01/2020
June	05/01/2020	06/01/2020
July	06/01/2020	07/01/2020
August	07/01/2020	08/01/2020
September	08/01/2020	09/01/2020
October	09/01/2020	10/01/2020
November	10/01/2020	11/01/2020
December	11/01/2020	12/01/2020



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**Ink**