



2010 COMPARISONS SOUTHWEST AIRLINES

COMPARISONS

AUDIENCE PER ISSUE

Delta Sky	3,898,000
Southwest Airlines Spirit	3,202,000
US Airways Magazine	3,019,000
Continental	2,313,000
United Hemispheres	2,003,000
American Way (1-issue)	1,349,000

2008 DOMESTIC PASSENGERS

Southwest Airlines	101,920,598
American Airlines	90,157,236
Delta Air Lines	67,498,120
US Airways	57,047,994
United Airlines	53,353,566
Continental	35,096,012

CIRCULATION PER ISSUE

Delta Sky*	615,000
Southwest Airlines Spirit	480,310
United Hemispheres**	400,000
US Airways Magazine	339,206
American Way (1-Issue)	333,423
Continental	332,501

CIRCULATION LOWEST COST PER THOUSAND (1P/4C)

Southwest Airlines Spirit	\$78.28
US Airways Magazine	\$79.72
Delta Sky	\$82.50
American Way (1-Issue)	\$93.31
United Hemispheres	\$102.68
Continental	\$107.67

* Sworn - not audited / MSP Communications Estimate Source: 2008 MRI Fall

** Sworn - not audited / Ink Publishing Estimate

Audited Source: BPA 12/2008 Statement

AUDIENCE LOWEST COST PER THOUSAND (1P/4C)

US Airways Magazine	\$8.96
Southwest Airlines Spirit	\$11.74
Delta Sky	\$13.02
Continental	\$15.48
United Hemispheres	\$20.51
American Way (1-issue)	\$23.06

Source: 2009 MRI Spring; Circulation: BPA June 2008; Passengers: U.S. Dept. of Transportation 2008 Mainline Services

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