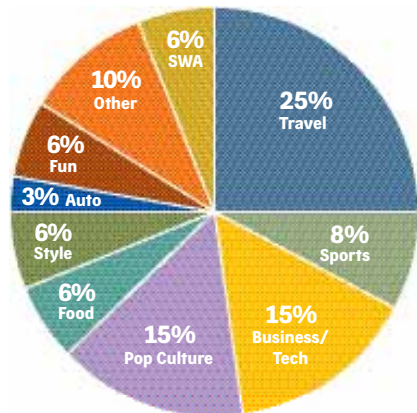


Editorial Overview



Editorial Content Mix

Designed using sophisticated reader-behavior studies, *Southwest Airlines Spirit* is a general-interest magazine that appeals to the upscale consumer. We explore a wide array of subjects, including pop culture, business, personal technology, sports, health, food, and drink. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to the reader, in their own voices.

(Every Issue)

GARY'S GREETING

The president gets personal (English and Spanish)
Inside information on the world of Southwest Airlines from president Gary Kelly, along with tips for the Southwest customer.

STAR OF THE MONTH

The airline's best
A short, engaging profile of one of Southwest Airlines' 35,000-plus employees. A reader favorite.

FREEDOM STORY

Brief overview of a dedicated Southwest Airlines traveler.
Southwest salutes a Rapid Reward flyer in their own Freedom Story.

FROM THE EDITOR

Focusing the reader's attention
A humorous personal letter that highlights one or two stories and expands upon their themes.

DEAR SPIRIT

Our letters column
Spirit is the most interactive magazine of its kind—not just with its Web strategy but with reader participation. True, we highlight our favorite letters here. But unlike other magazines, every letter gets answered.

YOUR PICTURES

Grab your camera!
Spirit readers feel connected to the magazine and express it in part through photos submitted at spiritmag.com. In fact, a man once proposed to his girlfriend on this page (and she said "yes").

MEDIA CENTER

The best of this month in entertainment
We give the reader short takes on the best media—TV, DVD, film, paperback, hardback, concerts, video games, and more—being released that month. A distinctive graph ties them together. All mediums are accessible to readers regardless of where they live, bringing us back to the goal of full reader participation.

THE NUMBERS

Useful, fun data for travelers
The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends researched by our field editors. Here *Spirit* picks up the pace with a potpourri of just-in, front-and-center information, with an emphasis on numbers, data, and quick solutions, spanning a range from baby-boomer stats to advertising.

LIFE APPS

The data travelers need, with a glair for the visual

Spirit plots everything travelers need to know—from health, to management to luggage to personal finance to appliances to cocktail recipes—in an interactive, graphic format. They're like iPhone apps applied to life. That's why we call them Life Apps.

BUSINESS PITCH/PERK/HOTEL/LUNCH/Dictionary

Quick hits for busy businesspeople

Our business section gives readers mini-profiles on innovative start-ups as described by their founders ("Business Pitch"), hot new products and experiences for executives ("Business Perk"), the best hotels for business travelers in America ("Business Hotel"), the best dining establishments for business travelers ("Business Lunch") and the latest business jargon ("Business Dictionary"). Take "ping", "big-time", and "bucketize." These word make the rounds in the business world, but do you know where they came from? Or even what the mean? Spirit does—or will at least find out in this humorous look into today's business lingo.

YOUR ADVENTURE IN...

Travel guide catered to you

Our interactive guide asks readers questions to gauge their personality and guide them to their ideal hotels, restaurants, shops, and activities. Four main adventures are featured, each one appealing to a different area of interest..

LIFE ADVENTURE

Taking adventures a step further

We break down what it's like to live in a particular city by providing facts on areas like health care, work, and local events. Through interviewing some of the city's most influential people, such as the mayor and CEOs, we let residents explain why their city is a great place to live, work, and play.

FEATURES

Drilling down into the core topics

The feature well beckons the reader's eye to linger on narrative stories and lavish photo spreads, covering travel, pop culture, sports, and health, among other subjects. Past features ranged from a Q&A with "Dirty Jobs" host Mike Rowe to a photo feature on American craftsmen to packages on entrepreneurialism and cocktails ("The Spirit Guide to Spirits").

CALENDAR

A graphic look at the future

Key dates and events for the current and upcoming two months are rendered graphically, followed by a list of events gathered by our field editors. Another favorite.

FUN

Puzzles and more

Our crosswords and puzzles section is the largest and most diverse in the category, and one of the most popular for readers.

BLESSINGS COUNTED

Leaving them inspired

A bit of inspiration as a final gift to readers. We pause to allow a well-known or accomplished person in business or entertainment to give thanks—following the lead of Bing Crosby, who in a popular song counted his blessings.

