



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

CLICK THIS

The interactive side of Spirit

Throughout the magazine you'll find colored pointer balloons that steer the reader to a particular part of spiritmag.com, our innovative new Web site. Nearly every piece of information in the magazine will be actionable. "Click This" starts the action.

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' 34,000-plus employees. A reader favorite.

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.

WANT MY ADVICE?

Tips on travel, gear, and more

Reader-to-reader tips come out at or near the top among favorite departments throughout the magazine industry. We use spiritmag.com, as well as prizes, to encourage readers to participate.

SNAPSHOTS

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 last year proposed to his girlfriend on this page.

LOVE LETTER

Personal inspiration

We solicit letters from top writers, our field editors, and our in-house editors. Topics range from a letter by a woman to her diaries, to a sports fan to his hometown stadiums.

COMING UP IN...

Heads up on travel, sports, tech...

A highly visual look at upcoming months. *Spirit* covers travel, sports, entertainment, fashion, automobiles, technology, and a host of other subjects of special appeal to Southwest passengers.

THE KNOWLEDGE

Business advice from the leaders

Spirit adds the voice of an business expert, recounting lessons learned on the way to the top.

THE NUMBERS

Useful, fun data for travelers

The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends research 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.

ENTERTAINMENT

The best of this month in media

We give the reader short takes on the best media—TV, DVD, film, paperback, hardback, blog, and website—being released that month. A distinctive design element of Venn diagrams ties the items together. All mediums are accessible to readers regardless of where they live, bringing us back to the goal of full reader participation.

KNOW PAIN, KNOW GAIN

A cost-benefit guide to the latest health news

Spirit plots diet, exercise, and lifestyle tips on a handy graph that calculates the pain and gain associated with each new action. One hint from the first installment: Cranberry juice is even better for you than you thought—though it tastes better with a splash of vodka.

GROUND FLOOR

An in-depth look at start-up companies

This business story profiles young companies and organizations, focusing on innovations that inform and inspire. The article covers both the top person or people as well as the big idea they came up with.

SPIRIT BUSINESS DICTIONARY

A lexicon for the modern office

"Ping." "Big timing." "Bucketize." These words make the rounds in the business world, but do you know where they come from? Or even what they mean? *Spirit* does—or will at least find out in this humorous look into today's business lingo.

WHO/WHAT/WHEN/WHERE/WHY/HOW

Personalities, travel, gear, and how-to

A playful, easily navigable general-interest section that segues from a personality ("Who") to a notable object ("What") to an event with a historical emphasis ("When"). "Where" is a very specific destination. "Why" is a short essay that offers a surprising insight into an aspect of life. Finally, "How" gives specific, step-by-step procedures for mastering a cool skill. The topics will cover all the major *Spirit* subject areas, from travel to business to entertainment.

YOUR ADVENTURE IN...

A new way to cover travel

An irresistible travel feature covering a different Southwest destination every month. After taking a fun quiz to identify hidden interests, readers will discover insider-only itineraries for their trip.

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 look inside the secretive world of Mary Kay to an annotated list of 50 ways to woo your lover to a profile of the most quotable man in America.

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.