

# SPIRIT OF NEW ORLEANS 2007



Final  
Space  
Close:  
08.17.07

A special  
advertising  
section in the  
October issue  
of *Spirit*



FEBRUARY 2007

For more information  
about *Spirit*, go to  
[spiritmag.com](http://spiritmag.com).

## DISTRIBUTION

*Spirit of New Orleans* will reach more than 3.2 million frequent travelers on board the largest domestic airline. Southwest Airlines is #1 in Louisiana (New Orleans).

## EDITORIAL

*Spirit of New Orleans* will highlight the best in dining, hotels, resorts, sites, excursions, gaming, real estate, golfing, shopping and everything else Louisiana has to offer.

## AUDIENCE

- One-fifth of *Spirit* readers visited New Orleans in the past three years.
- *Spirit* readers are 3 times more likely than the average reader to have made 2+ trips to New Orleans in the past year.
- One in five *Spirit* readers participate regularly in casino gaming, and one in four gambled in the past year.
- 38% played golf in the past year.
- 20% visit spas on a regular basis.
- 45% own additional real estate or a secondary residence.
- *Spirit* readers spent an average of 18 nights in hotels in the past year.

## BONUS FEATURES

*Spirit of New Orleans* bonus features include Reader Service Listing, Online Exposure, and Sponsorship Opportunities.

Sources: 2006 MRI Fall; 2006 Spring; 2006 Mendelsohn Affluent Survey; US Department of Transportation

**FOR MORE  
INFORMATION  
CONTACT:**

**Brian Speranzini**  
212.808.6562  
[brian@paceco.com](mailto:brian@paceco.com)

**S**pirit  
SOUTHWEST AIRLINES

Southwest Airlines Spirit Magazine / [spiritmag.com](http://spiritmag.com)

Pace Communications / 1301 Carolina Street / Greensboro, North Carolina 27401 / phone 336.383.5599 / fax 336.383.5575 / [pacecommunications.com](http://pacecommunications.com)