



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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DELTA SKY is a dynamic, consumer lifestyle publication that embodies the energy, reach and influence of Delta Air Lines. Sky's editorial elevates the Delta brand by humanizing it, bringing it personality, and placing an emphasis on authenticity and first-person storytelling. Through stellar images and contributions from some of the world's leading tastemakers and thought-leaders, Sky's mission is to introduce its readers to the people, places and subjects that define our ever-evolving world and engage them in a cultural dialogue.

MARKET SERVED

DELTA SKY serves Delta Air Lines domestic and international passengers and airline sales personnel. Multi-Copy Same Addressee circulation is audited only to the point of distribution. An agreement not more than one year old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

CHANNELS

DELTA SKY MAGAZINE



6 Issues in the period
607,862 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
DELTA SKY MAGAZINE (6 issues in period)	-	607,862	607,862

MAGAZINE CHANNEL

Official Publication of: Delta Air Lines/Established: 1971

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
12	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

**NC – None Claimed

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	607,862
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	607,862

**NC – None Claimed

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	607,862	100.0	607,862	100.0
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	607,862	100.0	607,862	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	607,862	100.0	607,862	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	607,325
August	608,450
September	607,750
October	608,500
November	606,950
December	608,200

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2016 This issue is 0.2% or 1,095 copies below the average of the other 5 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
Multi-Copy Same Addressee	606,950	100.0
TOTAL QUALIFIED CIRCULATION	606,950	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	606,950	-	-	606,950	100.0
Rosters and Directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	606,950	-	-	606,950	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	606,950	-	-	606,950	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	604,892	604,146	601,937	603,162	603,312	607,862
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	-	-	-	-	-	-
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	604,892	604,146	601,937	603,162	603,312	607,862
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2016 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,825		Kentucky	4,300	
New Hampshire	675		Tennessee	11,375	
Vermont	500		Alabama	4,525	
Massachusetts	13,100		Mississippi	1,550	
Rhode Island	2,900		EAST SO. CENTRAL	21,750	3.6
Connecticut	5,500		Arkansas	2,250	
NEW ENGLAND	24,500	4.0	Louisiana	2,950	
New York	44,275		Oklahoma	1,800	
New Jersey	13,000		Texas	24,150	
Pennsylvania	10,525		WEST SO. CENTRAL	31,150	5.1
MIDDLE ATLANTIC	67,800	11.2	Montana	4,250	
Ohio	15,000		Idaho	1,000	
Indiana	7,375		Wyoming	700	
Illinois	14,475		Colorado	7,100	
Michigan	42,725		New Mexico	1,400	
Wisconsin	12,500		Arizona	6,400	
EAST NO. CENTRAL	92,075	15.2	Utah	17,100	
Minnesota	43,000		Nevada	9,200	
Iowa	1,200		MOUNTAIN	47,150	7.8
Missouri	9,750		Alaska	350	
North Dakota	3,450		Washington	12,850	
South Dakota	1,475		Oregon	7,100	
Nebraska	3,000		California	48,200	
Kansas	900		Hawaii	5,350	
WEST NO. CENTRAL	62,775	10.3	PACIFIC	73,850	12.2
Delaware	-		UNITED STATES	550,500	90.7
Maryland	1,600		U.S. Territories	3,650	
Washington, DC	7,500		Canada	4,350	
Virginia	5,875		Mexico	1,150	
West Virginia	300		Other International	47,300	
North Carolina	8,825		APO/FPO	-	
South Carolina	3,550		TOTAL QUALIFIED CIRCULATION	606,950	100.0
Georgia	65,700				
Florida	36,100				
SOUTH ATLANTIC	129,450	21.3			

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			EUROPE	12,900	2.1
China	3,800		NORTH AMERICA	559,650	92.3
Japan	22,600		CENTAL AMERICA	750	0.1
Korea, Republic Of	800		ASIA PACIFIC	50	-
Philippines	400		TOTAL QUALIFIED CIRCULATION	606,950	100.0
Singapore	1,950				
Taiwan	1,500				
Thailand	2,550				
Subtotal	33,600	5.5			

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Copies are available to Delta Air Lines domestic and international passengers. Copies are distributed within airplane cabins in seat pockets. Multi-Copy Same Addressee circulation is audited only to the point of distribution. An agreement not more than one year old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

AVERAGE NON-QUALIFIED CIRCULATION: 5,309 COPIES

PARAGRAPH 4:

Other sources include 1 source of circulation for a quantity of 606,950 copies or 100%, including distribution agreement with Delta Air Lines.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Anne Toal, Publisher
Bea Jaeger, Director, Audience Development
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:
This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 12, 2017
State	Minnesota
County	Hennepin
Received by BPA Worldwide	January 12, 2017
Type	CBJ
ID Number	S466B0D6

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.