

## MECHANICAL SPECIFICATIONS

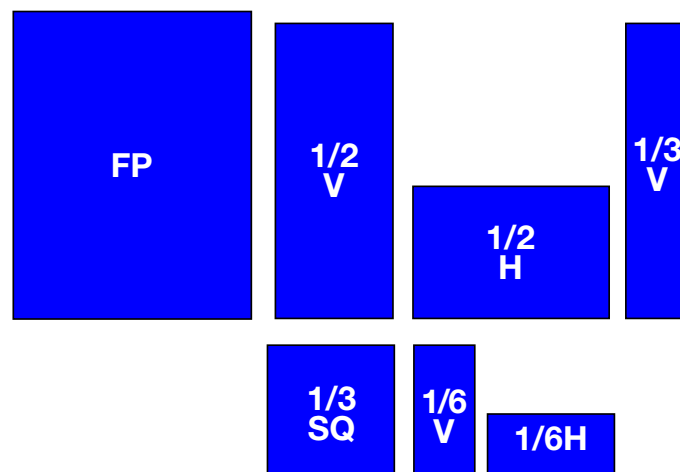
Ad Size	Width		Height
Full Page (Trim)	8 3/8	X	10 7/8
Full Page (Bleed)	8 5/8	X	11 1/8
1/2 Page Vertical	3 1/2	X	9 7/8
1/2 Page Horizontal	7 1/4	X	4 3/4
1/3 Page Vertical	2 1/4	X	9 7/8
1/3 Page Square	4 3/4	X	4 3/4
1/6 Page Vertical	2 1/4	X	4 3/4
1/6 Page Horizontal	4 3/4	X	2 1/4

## INSERTS

Special rates apply for preprinted inserts, insert cards, gatefolds and special units. Availability and prices will be provided upon request. Inserts count toward frequency.

## CLOSING DATES

ISSUE OF:	SPACE CLOSE:	MATERIALS BY:
Mar/Apr	Jan 1, 2010	Jan 8, 2010
May/Jun	Mar 1, 2010	Mar 8, 2010
Jul/Aug	May 1, 2010	May 8, 2010
Sep/Oct	Jul 1, 2010	Jul 8, 2010
Nov/Dec	Sep 1, 2010	Sep 8, 2010
Jan/Feb	Nov 1, 2010	Nov 8, 2010



Because of its **great circulation**, *Latitudes* has been a **great media vehicle** for us to reach the well-heeled and savvy travelers who are looking for high-end jewelry and watches. *Latitudes* has **proved to be an effective medium**, giving us the opportunity to reach the passengers while en route to their destinations.

Juan David Ariza, vice president of sales  
DLC Trading (Distributor for Hublot, Romain Jerome,  
Wylar, Graham, Breil watches)

## AD MATERIAL REQUIREMENTS\*

- Electronic files are to be sent in Macintosh format only. Accepted programs include QuarkXpress 6.5, Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
- A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.\*
- Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
- Double-page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

\* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color-control bar) is not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.

## INQUIRIES & SPACE RESERVATIONS

Tracy Ferrer  
Tel: 305-376-4954  
Fax: 305-995-8048  
E-mail: tferrer@hcpaboard.com

## AD MATERIALS SHOULD BE SENT TO

Ileana Falcone  
HCP/Aboard Publishing  
One Herald Plaza  
Miami, FL 33132-1693  
Tel: 305-376-5203  
Fax: 305-995-8108  
E-mail: ifalcone@hcpaboard.com  
eaglelatitudes.com

## PAYMENTS

Checks should be made payable to:  
HCP/Aboard Publishing  
One Herald Plaza  
Miami, FL 33132-1693

Cover: © PeskyMonkey / istockphoto.com

**HCP** | ABOARD  
P U B L I S H I N G

# AMERICAN EAGLE latitudes

ADVENTURES AVENTURAS • CUISINE COCINA • FESTIVALS FESTIVALES

*Latitudes'* core readers are executives and decision makers who travel  
73% of their time for business. But, whether they are traveling for  
business or leisure, they spend as frequently as they fly.



## AMERICAN EAGLE ARRIVALS/DEPARTURES BY DESTINATION

### FOR 2010, LATITUDES HAS ADDED 79 NEW DESTINATIONS, HELPING YOU REACH 40 MILLION REPEAT AND AFFLUENT AMERICAN AIRLINES/AMERICAN EAGLE PASSENGERS.

- *Latitudes* is the in-flight magazine of the world's largest regional airline.
- Each issue of *Latitudes* will reach well over 6,000,000 repeat and affluent passengers across the American Airlines/American Eagle flight network in the United States, the Caribbean basin, Mexico, Canada and more.
- The award-winning *Latitudes* is more than just an in-flight magazine. It is your direct connection to a discerning captive audience who is ready to engage with your brand, product or service.
- Beyond its onboard distribution, *Latitudes* reaches its repeat and sophisticated readers in the following ways:
  - o Online on [aa.com](http://aa.com) and [eaglelatitudes.com](http://eaglelatitudes.com).
  - o At 36 Admirals Club and Flagship lounges, whose traffic in 2009 exceeded 6 million travelers.

### VIP REACH, VIP EXPOSURE

With more touchpoints to directly reach the upwardly mobile, the Admirals Club and Flagship lounges puts you in contact with the Admirals Club members, American Airlines' first- and business-class passengers, and AAdvantage Platinum and AAdvantage Executive Platinum members flying internationally.

*Latitudes* enjoys prominent distribution in more than 36 American Airlines Admirals Club and Flagship lounges in the following cities:

Atlanta, Austin, Boston, Chicago, Dallas, Denver, Dubuque, Fort Worth, Flushing, Hawaii, JFK, Kansas City, LaGuardia, Los Angeles, Miami, Morrisville, Nashville, Newark, Philadelphia, Pittsburgh, San Diego, San Francisco, San Jose, Santa Ana, St. Louis, Toronto, Washington, D.C. and Dulles.

#### Admirals Club members at a glance:

Men	75%
Women	25%
HHI of \$250,000+	48%
Net worth \$1M+	51%
Spend more than \$5,000 in hotels for business	68%
Spend more than \$10,000 in vacations	37%
Spend more than \$5,000 in dining	51%
Spend more than \$3,000 in entertaining out	83%
Executive Platinum or Platinum	73%
Spend more than \$3,000 on jewelry/watches	41%

Source: 2008 Admirals Club Members Base Analysis, Admirals Club, 10/07/08. Celebrated Living Online Reader Survey based on 5,039 Admirals Club members. 2007 American Way Road Warrior Search from 1,848 Admirals Club members.



### YOUR ONLINE ADVERTISING ADVANTAGE: ACCELERATE THE RETURN ON YOUR INVESTMENT!

All *Latitudes* advertisers receive a FREE profile in [eaglelatitudes.com](http://eaglelatitudes.com) with color pictures, description and valuable links to their website on our popular companion website with link to [aa.com](http://aa.com).

**How do we drive so many leads to you and how can you add an additional 21 million page impressions to your campaign with online editorial and rich media?**

Our website advertising campaign includes travel magazines (which reach more than 35 million affluent travelers), Yahoo Travel and Trip Advisor by special affiliate arrangements, paid campaigns with Google and MSN search, and our own parent company newspapers and destination and in-flight websites. PLUS: included in the *AAirmail* monthly communication to American Airline's frequent flyers.

Our advertisers directly benefit from HCP's annual advertising investment of a staggering \$1.5 million annually.

### DEMOGRAPHIC PROFILE

<b>Gender</b>		<b>Plans in the next 12 months</b>	
Male	59%	Take a vacation	76%
Female	41%	Invest in stocks/bonds	41%
<b>Occupation</b>		<b>HHI of \$100,000+</b>	70%
Sr. Executive	17%	<b>HHI of Admirals Club</b>	
Exec/Mgmt	22%	<b>Members \$250,000+</b>	48%
Professional	23%		

3+ pleasure trips/year 62%  
3+ business trips/year 73%

<b>HUB</b> .....	<b>19,381,824</b>
Boston, Massachusetts.....	670,325
Chicago O'Hare, Illinois.....	6,276,614
Dallas Fort Worth, Texas.....	7,129,318
Los Angeles, California.....	895,196
Miami, Florida.....	1,388,268
New York LaGuardia, New York.....	846,805
New York JFK, New York.....	756,936
Raleigh/Durham, North Carolina .....	927,533
St. Louis, Missouri.....	1,208,148
Washington, D.C.....	670,949

<b>CANADA</b> .....	<b>855,347</b>
Halifax, Nova Scotia.....	42,271
Montreal, Canada.....	244,840
Ottawa, Ontario.....	63,403
Toronto, Ontario.....	504,833

<b>CARIBBEAN</b> .....	<b>2,461,043</b>
Anguilla, British West Indies.....	17,439
Antigua, British West Indies.....	35,222
BVI, Tortola.....	121,862
Bridgetown, Barbados.....	10,798
Dominica.....	30,550
Fort De France, Martinique.....	22,016
Freeport, Bahamas.....	101,188
Georgetown, Bahamas.....	18,441
Governors Harbour, Bahamas.....	1,029
Grenada, British West Indies.....	14,502
La Romana, Dominican Republic .....	21,459
Marsh Harbour, Bahamas.....	30,433
Nassau, Bahamas.....	354,841
Nevis, British West Indies.....	2,940
North Eleuthera, Bahamas.....	874
Pointe A Pitre, Guadeloupe.....	20,853
Port of Spain, Trinidad.....	20,502
Puerto Plata, Dominican Republic .....	11,959
Punta Cana, Dominican Republic .....	66,328
San Juan, Puerto Rico.....	976,172
Santo Domingo, Dominican Republic .....	150,314
Santiago, Dominican Republic.....	22,741
St. Croix, Virgin Islands.....	151,410
St. Kitts, British West Indies.....	26,785
St. Maarten, Netherlands Antilles .....	58,299
St. Thomas, Virgin Islands.....	139,172
Treasure Cay, Bahamas.....	926
Vigie Field, St. Lucia.....	31,988

<b>NORTHEAST REGION</b> .....	<b>2,212,549</b>
Baltimore, Maryland.....	111,744
Buffalo, New York.....	94,353
Charleston, West Virginia.....	12,316
Cincinatti, Ohio.....	342,727
Evansville, Indiana.....	111,009
Flint, Michigan.....	83,588
Hartford, Connecticut.....	179,661
Kalamazoo, Michigan.....	83,324
Newark, New Jersey.....	80,946
Norfolk, Virginia.....	107,173
Philadelphia, Pennsylvania.....	126,969
Pittsburgh, Pennsylvania.....	336,882
Richmond, Virginia.....	156,292
Rochester, New York.....	91,696
Syracuse, New York.....	91,834
Toledo, Ohio.....	59,834
Washington Dulles.....	39,776
White Plains, New York.....	102,425

<b>SOUTH REGION</b> .....	<b>2,587,103</b>
Austin, Texas.....	26,962
Brownsville, Texas.....	35,288
College Station, Texas.....	68,508
Corpus Christi, Texas.....	208,817
Fort Smith, Arkansas.....	102,232
George Bush, Houston, Texas.....	61,309
Houston Hobby, Texas.....	279,254
Kansas City, Missouri.....	46,030
Lampasas, Texas.....	267,202
Lawton, Oklahoma.....	119,529
Longview, Texas.....	48,078
Manhattan, Kansas.....	19,938
Northwest Regional, Arkansas.....	335,040
Oklahoma City, Oklahoma.....	147,105

<b>MIDWEST REGION</b> .....	<b>4,372,026</b>
Bloomington, Illinois.....	95,947
Cedar Rapids, Iowa.....	279,154
Central Wisconsin.....	53,160
Champaign/Urbana, Illinois.....	146,824
Cleveland, Ohio.....	420,541
Columbus, Ohio.....	505,975
Dayton, Ohio.....	42,974
Des Moines, Iowa.....	361,952
Detroit, Michigan.....	297,170
Dubuque, Iowa.....	63,776
Fort Wayne, Indiana.....	123,605
Grand Rapids, Michigan.....	215,977
Green Bay, Wisconsin.....	103,919
Indianapolis, Indiana.....	298,040
La Crosse, Minnesota.....	91,584
Madison, Wisconsin.....	274,860
Marquette, Michigan.....	36,879
Milwaukee, Wisconsin.....	283,292
Minneapolis/St. Paul, Minnesota.....	98,868
Moline, Illinois.....	118,435
Omaha, Nebraska.....	115,824
Peoria, Illinois.....	130,769
Rochester, Minnesota.....	108,370
Springfield, Illinois.....	33,687
Traverse City, Michigan.....	70,445

San Antonio, Texas.....	28,319
Springfield, Missouri.....	275,502
Texarkana, Texas.....	55,442
Tulsa, Oklahoma.....	135,678
Tyler, Texas.....	94,619
Waco, Texas.....	99,262
Wichita, Kansas.....	132,989

<b>SOUTHEAST REGION</b> .....	<b>5,947,397</b>
Alexandria, Louisiana.....	59,845
Atlanta, Georgia.....	154,510
Baton Rouge, Louisiana.....	193,452
Birmingham, Alabama.....	31
Charleston, South Carolina.....	98,129
Charlotte, North Carolina.....	238,412
Chattanooga, Tennessee.....	77,566
Columbia, South Carolina.....	82,452
Fort Myers, Florida.....	67,779
Fort Walton Beach, Florida.....	155,172
Greensboro, North Carolina.....	101,235
Greenville, South Carolina.....	100,538
Gulfport/Biloxi, Mississippi.....	85,694
Huntsville, Alabama.....	25,223
Jackson, Mississippi.....	217,925
Jacksonville, Florida.....	197,383
Key West, Florida.....	207,081
Knoxville, Tennessee.....	204,927
Lafayette, Louisiana.....	95,007
Lake Charles, Louisiana.....	21,673
Lexington, Kentucky.....	75,936
Little Rock, Arkansas.....	540,367
Louisville, Kentucky.....	189,376
Memphis, Tennessee.....	112,932

Mobile, Alabama.....	76,749
Monroe, Louisiana.....	51,066
Montgomery, Alabama.....	30,217
Nashville, Tennessee.....	428,610
New Orleans, Louisiana.....	138,530
Pensacola, Florida.....	166,509
Savannah, Georgia.....	110,780
Shreveport, Louisiana.....	173,440
Tallahassee, Florida.....	80,583

<b>WEST REGION</b> .....	<b>2,510,312</b>
Abilene, Texas.....	167,729
Albuquerque, New Mexico.....	49,334
Amarillo, Texas.....	207,591
El Paso, Texas.....	1,153
Fresno, California.....	125,309
Grand Junction, Colorado.....	69,880
Laredo, Texas.....	96,122
Lubbock, Texas.....	279,663
Midland/Odessa, Texas.....	157,195
Monterey, California.....	79,447
Montrose, Colorado.....	17,597
Roswell, New Mexico.....	77,492
San Angelo, Texas.....	116,937
San Diego, California.....	455,453
San Jose, California.....	354,439
Santa Barbara, California.....	154,808
Santa Fe, New Mexico.....	19,880
Wichita Falls, Texas.....	80,283

**TOTAL\***.....**40,532,351**  
\*Includes all AMR Eagle/AACX stations where *Latitudes* is/and or will be distributed and exposed in 2010

### PUBLICATION RATES 2010

<b>BLACK &amp; WHITE</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page	8,640	7,600	7,215
1/2 Page	5,670	4,995	4,740
1/3 Page	4,820	4,235	4,015
1/6 Page	4,340	3,820	3,620
<b>FOUR-COLOR</b>			
Full Page	11,870	10,455	9,920
1/2 Page	7,790	6,855	6,510
1/3 Page	6,620	5,830	5,540
1/6 Page	5,970	5,250	4,980
<b>COVERS</b>			
Back Cover	15,430	13,590	12,890
Inside Front	14,510	12,765	12,125
Inside Back	13,645	12,000	11,395
<b>SPECIAL POSITIONS</b>			
Cover or 2-page spread	28,495	25,090	22,600
Page Opposite TOC	13,660	12,020	11,470
Map Page	13,990	12,230	11,670