

# LIFESTYLE365



**In-Flight Media Associates (IMA)** would like to feature your company in our in-flight video series called *Lifestyle 365*, now airing on Delta Air Lines. We work with companies around the globe creating in-flight video features that profile trendsetters in lifestyle. "Where you Live"... "How you Live..." and "What you do"... it's your *Lifestyle 365*. The in the sky lifestyle show case, brings Delta Air Line passengers to the people and places that are on the rise. We reach your target audience for 30 consecutive days in a captive and receptive environment, while they are traveling.

In a fast-changing industry where main screen content seen by every passenger is quickly being replaced by seatback video-on-demand and satellite TV options, there's still a way to reach this unique captive audience right here on Delta Air Lines. Produced by In-Flight Media, your company profile can be part of a 5 minute episode airing on all flights in and out of the United States. IMA is a video entertainment partner of Delta Air Lines and we have worked for more than a decade producing original themed and destination video features.

<b>Frequency</b> ■	Monthly Air Time Slots
<b>Number Of Flights</b> ■	17,375 average per month
<b>Audience Size</b> ■	2,600,000 Delta passengers
<b>Placement</b> ■	Main Screen
<b>Rates</b> ■	
<b>Creative Services</b> ■	IMA to provide script, voice over and video production creative services at no additional charge, excluding all on-location shoot services
<b>Reservations</b> ■	Limited space available each month; please contact IMA sales for availability and reservations

2010 AIRDATES

In-Flight Media  
Associates, Inc.

1646 North Coast Highway 101  
Encinitas, CA 92024

ph. 760.944.6575  
fx. 760.944.6576

[www.in-flightmedia.com](http://www.in-flightmedia.com)



In-Flight Media Associates



<b>Viewer Profile</b> ■	Male Female	53% 47%
<b>Age</b> ■	18 to 49 25 to 54 35 to 49	67% 70% 37%
<b>Household Income</b> ■	\$75,000+ \$100,00+	61% 46%

**AIRLINE PROFILE**

Delta Air Lines is the worlds largest airline. Delta, its Northwest subsidiary and Delta Connection carriers offer service to 368 destinations in 66 countries and serve more than 170 million passengers each year.

**ADDITIONAL OPPORTUNITIES**

Maximize your exposure to this affluent, lifestyle driven audience with IMA's combined package.



<b>Frequency</b> ■	Monthly Air Time Slots
<b>Number Of Flights</b> ■	More than 2,700 average per month
<b>Placement</b> ■	Scheduled to air on 767 aircrafts PED's on domestic and international flights
<b>Rates</b> ■	



<b>Frequency</b> ■	Monthly Air Time Slots
<b>Number Of Flights</b> ■	More than 2,153 average per month
<b>Placement</b> ■	Scheduled to air within the first two hours of overhead main screen programming on domestic and international flights
<b>Rates</b> ■	

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