

## About Virgin America

Headquartered in California and launched in August 2007, Virgin America is one of the fastest growing start-up U.S. airlines of all time. Virgin America offers guests attractive fares and a host of innovative features aimed at reinventing air travel. In just over two years flying, the airline was named "Best Domestic Airline" in *Condé Nast Traveler's* 2008 and 2009 Readers' Choice Awards and Travel + Leisure's 2008 and 2009 World's Best Awards.

Virgin America flies to San Francisco, Los Angeles, New York, Washington D.C., Seattle, Las Vegas, San Diego, Boston, Orange County and Fort Lauderdale.

## Get Aboard

Nowhere else can you reach over 700,000 affluent airline passengers with such a targeted, interactive media play specific to your business' location. And nowhere else can they reach you with a simple touch of the screen. For more information on how to take part in our **RedHOT** series, please call IMA at 760.944.6575 or visit [www.in-flightmedia.com](http://www.in-flightmedia.com) today.

## Engaged Audience

<b>Male</b>	<b>52%</b>
<b>Female</b>	<b>48%</b>
<b>Age 18-49</b>	<b>66%</b>
<b>Median Household Income</b>	<b>714</b>
<b>College Educated</b>	<b>54%</b>

## Leisure

INDEX SCORE

<b>Spas</b>	<b>21</b>
<b>Dining Out</b>	<b>188</b>
<b>Museums</b>	<b>177</b>
<b>Music Concerts</b>	<b>163</b>
<b>Live Theatre</b>	<b>156</b>
<b>Sports</b>	<b>130</b>
<b>Shopping</b>	<b>124</b>
<b>Music and Video Shopping</b>	<b>125</b>

## Technology

INDEX SCORE

<b>Satellite Radio</b>	<b>172</b>
<b>Email on Cellphones</b>	<b>154</b>
<b>iPods</b>	<b>149</b>
<b>Text Messaging</b>	<b>140</b>
<b>HDTV's</b>	<b>138</b>
<b>DVRs</b>	<b>128</b>



## Travel

INDEX SCORE

<b>Upscale Hotel</b>	<b>206</b>
<b>Car Rental</b>	<b>191</b>
<b>Bed and Breakfasts</b>	<b>161</b>

## Fitness

INDEX SCORE

<b>Snow Skiing</b>	<b>229</b>
<b>Hiking</b>	<b>184</b>
<b>Tennis</b>	<b>179</b>
<b>Golf</b>	<b>175</b>
<b>Yoga</b>	<b>174</b>
<b>Cycling</b>	<b>150</b>