

WESTJET

UPMAGAZINE.COM

UP MAGAZINE

KEEP
ME



2015 MEDIA KIT

INFORMATIVE
ENTERTAINING
FOR EVERYONE

EXPLORE

A NEW WORLD

up! connects with adventurers, business travellers, sightseers and experience-seekers with a monthly print and digital issue, an up-to-the-minute website and a bimonthly newsletter. The official inflight publication of WestJet, *up!* guides its audience through every stage of the journey as they explore more than 90 destinations in North America, the Caribbean and Europe.

DISCOVER

Covering destinations, activities, shopping, dining and off-the-beaten-path experiences, *up!* is an indispensable resource and a seriously good read—and as of 2015, it's revitalized, with more beautiful photography and comprehensive content than ever.



WHERE



CANADA

Abbotsford Brandon Calgary Charlottetown Comox
 Deer Lake/Corner Brook Edmonton Fort McMurray
 Fort St. John Grande Prairie Halifax Hamilton Kamloops
 Kelowna Kitchener – Waterloo London Moncton Montréal
 Nanaimo Ottawa Prince George Quebec City Regina Saskatoon
 St. John's Sydney Terrace Thunder Bay Toronto Vancouver
 Victoria Whitehorse Windsor Winnipeg Yellowknife

U.S.A

Chicago Dallas-Fortworth Fort Lauderdale Fort Myers
 Honolulu Kona Kauai (Lihue) Las Vegas Los Angeles
 Maui (Kahului) Miami Myrtle Beach New York (LaGuardia & JFK)
 Orlando Orange County-Anaheim Palm Springs Phoenix
 San Diego San Francisco Tampa

INTERNATIONAL

Antigua and Barbuda Aruba Bermuda Bridgetown, Barbados
 Cabo San Lucas, Mexico Cancun, Mexico Cayo Coco, Cuba
 Costa Rica (Liberia) Cozumel, Mexico Curacao Dublin, Ireland
 Freeport, Bahamas Grand Cayman, Cayman Islands
 Glasgow, Scotland Holguin, Cuba Ixtapa/Zihuatanejo, Mexico
 Kingston, Jamaica La Romana, Dominican Republic
 Loreto, Mexico Manzanillo, Mexico Mazatlan, Mexico
 Montego Bay, Jamaica Nassau, Bahamas Port of Spain, Trinidad
 + Tobago Puerto Vallarta, Mexico Punta Cana, Dominican Republic
 Puerto Plata, Dominican Republic San Juan, Puerto Rico
 St. Lucia (Hewanorra) Samana, Dominican Republic
 Santa Clara, Cuba St. Maarten/St. Martin, Netherlands Antilles
 Turks & Caicos (Providenciales) Varadero, Cuba

90+
 DESTINATIONS

3,000
 FLIGHTS PER WEEK

AUDIENCE



MAGAZINE

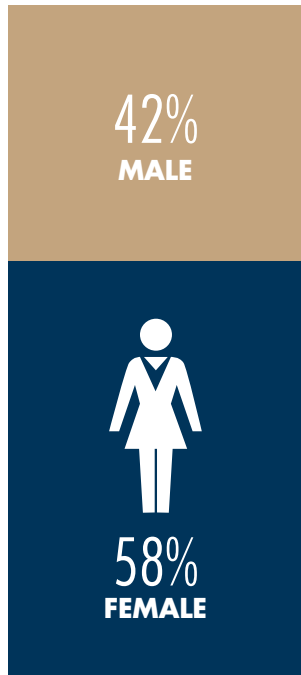
ENGAGED



90%

WESTJET GUESTS
LOOK AT UP!

FOR EVERYONE



EDUCATED & AFFLUENT



90%

HAVE POST-SECONDARY
EDUCATION

75%

HOME-OWNERS

42%

HOUSEHOLD INCOME
OF \$80,000

INFLUENCERS

38%
BETWEEN
34-54
YEARS OLD

AVID TRAVELLERS



95%

WILL TRAVEL FOR LEISURE
WITHIN THE NEXT YEAR



46%

WILL TRAVEL FOR BUSINESS
WITHIN THE NEXT YEAR

ACTIVE & INVESTED



TRAVEL/TOURISM



FOOD/DRINK/ ENTERTAINMENT



HOME/GARDEN/HOME DÉCOR



PHYSICAL ACTIVITIES



SHOPPING

AUDIENCE



WEB



DIGITAL ISSUE

ENGAGED



5.4x

A WESTJET GUEST WILL VISIT UPMAGAZINE.COM 5.4 TIMES/YEAR (DOUBLE THE INDUSTRY AVERAGE)

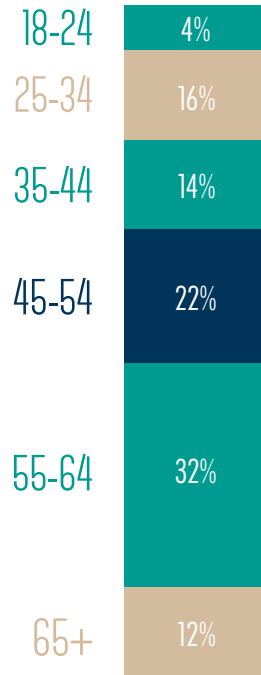
45+

2/3 OF UPMAGAZINE.COM VISITORS ARE 45+ WITH DISPOSABLE INCOME FOR: SHOPPING, FOOD/COOKING/ ENTERTAINING, HOME DECOR

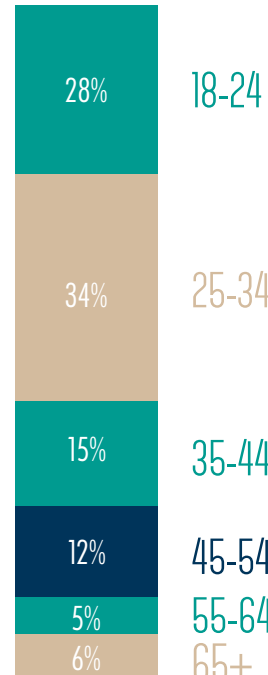
GENDER



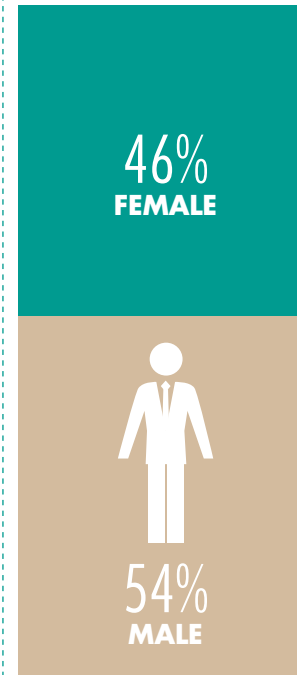
AGE



AGE



GENDER



INTERESTS



CONTENT

JANUARY 2015

WHERE TO GO IN 2015

The best new resorts, innovative tours, emerging arts scenes and special events of 2015.

Plus: Road tripping eco attractions, shopping, dining and tourist experiences of the Florida Keys.

FEBRUARY 2015

DESTINATION WEDDINGS

Romantic, memorable and exotic places to get hitched, from the Caribbean to the Okanagan.

Plus: The top restaurants, galleries, shops and resorts that are making Bermuda a must-visit destination.

MARCH 2015

CALIFORNIA ROAD TRIP

B&Bs, coastal towns, culinary gems and kayaking in Northern California.

Plus: A food lover's guide to Mexico's remarkable culinary scene.

APRIL 2015

THE GOLF ISSUE

Course reviews, trip ideas and insider tips on the best courses across North America, the Caribbean and Ireland.

Plus: A tour of Brooklyn's diverse neighbourhoods, from organic food trends to arts and start-ups.

MAY 2015

CANADA'S UNEXPECTED ADVENTURES

Coast-to-coast in Canada, including big-wall diving in Newfoundland and walking with wolves in British Columbia.

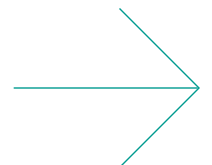
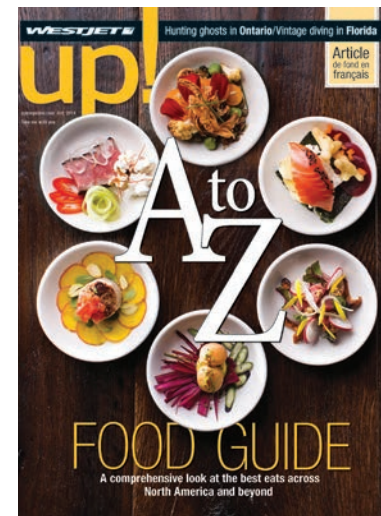
Plus: A local's guide to the big sites and off-the-beaten-path neighbourhoods of Chicago.

JUNE 2015

SMALL IS BIG

North America's most authentic destinations, local products and made-to-order travel experiences, from handcrafted spirits to artisanal goods.

Plus: An artistic celebration of a summer in the Yukon, featuring the all-night-long Sunstroke Festival in Whitehorse.



CONTENT

JULY 2015

CHRISTMAS IN JULY

When to book, where to stay and what to eat when you celebrate Christmas in Hawaii, Jamaica, Orange County, Bahamas and Turks & Caicos.

Plus: Tips, insider advice and itineraries for Vancouver Island's communities, culinary gems, trails, marine adventures, golf courses and spa treatments.

AUGUST 2015

THE FOOD ISSUE

The hotly anticipated third annual Taste of Travel Issue presents culinary tours, local favours, restaurants, chefs, cooking schools and city dining tips.

Dining, shopping and eco adventure in the Scottish, Irish and Acadian communities of Cape Breton Island.

SEPTEMBER 2015

BACK TO SCHOOL

Four unique, hands-on "edventures," from Irish Dancing in Dublin and DJ school in Miami, to photography in Costa Rica and Mexican cooking in Puerto Vallarta.

Plus: Exploring the revitalized downtown Las Vegas, including bars and restaurants, hotel restorations and Container Park.

OCTOBER 2015

DOUBLE FUN DESTINATIONS

Combining beach escapes with city adventures in Port of Spain (Trinidad) and Tobago, Havana and Varadero, New York City and Lake Placid, and Vancouver and the Sunshine Coast.

Plus: Resorts, shopping, spas, dune buggies and hot air balloons in Phoenix/Scottsdale.

NOVEMBER 2015

GIVE BACK GETAWAYS

Five "Voluntourism" opportunities like saving coral reef in the Yucatan Peninsula and teaching children literacy skills in St. Lucia.

Plus: Hawaii's islands for a variety of travellers and tastes, from dining and shopping to chilling out and outdoor adventure.

DECEMBER 2015

CARIBBEAN SECRETS

Secluded beaches, hidden resorts, unlikely excursions and under-the-radar restaurants in St. Lucia, the Dominican Republic, Jamaica, St. Maarten, Tobago, Cuba and beyond.

Plus: A gift guide for travel lovers including a bonus guide on the latest gear for avid travellers in 2016.

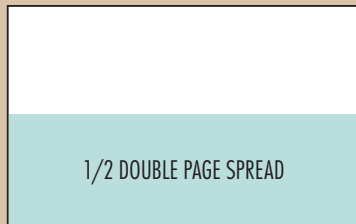
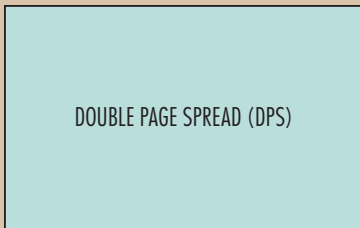
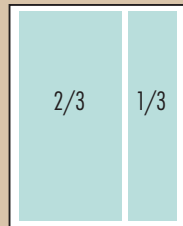
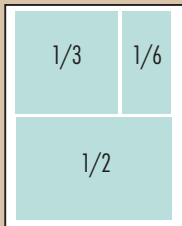
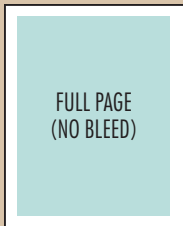




PRINT RATES & DEADLINES

A quarter of WestJet guests have taken a copy of *up!* along with them after landing.

AD SHAPES



NET RATES (\$ CDN)	1x	3x	6x	12x
FULL PAGE	11,880	11,285	10,690	10,100
2/3 PAGE	8,250	7,840	7,425	7,015
1/2 PAGE	6,400	6,085	5,765	5,445
1/3 PAGE	4,290	4,125	3,860	3,645
1/6 PAGE	2,575	2,450	2,315	2,190
OUTSIDE BACK	14,575	13,850	13,120	12,390
INSIDE FRONT/BACK	13,670	12,985	12,305	11,615
DOUBLE PAGE SPREAD	20,000	19,000	18,000	17,000
1/2 DOUBLE PAGE SPREAD	13,000	11,500	10,750	10,500

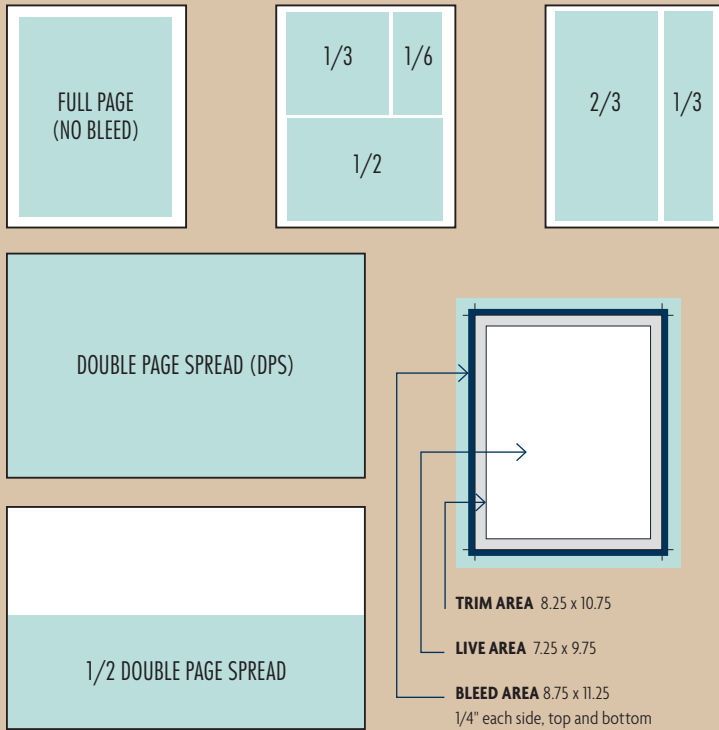
TAXES NOT INCLUDED. INSIDE DOUBLE GATE-FOLD, SELECT INSERTS AND LIMITED IN-FLIGHT OPPORTUNITIES ARE AVAILABLE.

ISSUE	SPACE	MATERIAL	AVAILABLE
JANUARY 2015	NOV 14	NOV 21	JAN 1
FEBRUARY 2015	DEC 15	DEC 22	FEB 1
MARCH 2015	JAN 16	JAN 23	MAR 1
APRIL 2015	FEB 18	FEB 25	APR 1
MAY 2015	MAR 18	MAR 25	MAY 1
JUNE 2015	APR 20	APR 27	JUN 1
JULY 2015	MAY 20	MAY 27	JUL 1
AUGUST 2015	JUN 16	JUN 23	AUG 1
SEPTEMBER 2015	JUL 17	JUL 24	SEP 1
OCTOBER 2015	AUG 18	AUG 25	OCT 1
NOVEMBER 2015	SEP 18	SEP 25	NOV 1
DECEMBER 2015	OCT 21	OCT 28	DEC 1
JANUARY 2016	NOV 17	NOV 24	JAN 1

DEADLINES SUBJECT TO CHANGE



PRINT PRODUCTION SPECS



	WIDTH		HEIGHT
FULL PAGE BLEED	8.75	X	11.25
Trim area	8.25	x	10.75
Live area	7.25	x	9.75
DOUBLE PAGE SPREAD WITH BLEED	17	X	11.25
Trim area	16.5	x	10.75
Live area: left hand	7.25	x	4.75
Live area: right hand	7.25	x	4.75
2/3 VERTICAL	4.75	X	9.75
1/2 HORIZONTAL	7.25	X	4.75
1/3 SQUARE	4.75	X	4.75
1/3 VERTICAL	2.25	X	9.75
1/6 VERTICAL	2.25	X	4.75

REQUIREMENTS

- Images 400 dpi at 100% for print
- Images/graphics should not use any form of compression, including .jpeg compression, .jpeg encoding and LZW compression
- CMYK format
- Only press-ready PDFX1-A accepted

- Bleed must extend 1/4" on each side for FPC & DPS. 1/2 DPS should have 1/4" bleed on sides and bottom only
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100%

colour accuracy

- RedPoint is not responsible for inaccurate information on advertisements

RECOMMENDED SPECIFICATIONS

- Place live area a 1/2" in from the trim size
- Use a "rich black" (except for text below 24 point) Suggested: C:20% – M:20% – Y:20% – K:100%

FILE DELIVERY

- Press-ready PDFX-1A are to be uploaded to addirect.sendmyad.com
- Must include company name, publication, and issue in the file name

CONTACT

Sales Traffic Coordinator
T: 403-781-1782
production@upmagazine.com



Automatic confirmations will be sent to the sender and publisher.



DIGITAL RATES AND DEADLINES

Business flyers are significantly more likely to read magazines online, and 75% of travellers carry a mobile device on board when they fly.



DIGITAL



WEBSITE

MATERIAL DUE DATES WITH URL CREATIVE SUPPORT

CREATIVE SUPPLIED

WEBSITE		MATERIAL DUE DATES WITH URL CREATIVE SUPPORT	CREATIVE SUPPLIED
LEADERBOARD	\$25 CPM	7 business days prior	10 business days prior
BIG BOX	\$25 CPM	7 business days prior	10 business days prior
DOUBLE BIG BOX	\$40 CPM	7 business days prior	10 business days prior
COMPANION ADS	\$45 CPM	7 business days prior	10 business days prior
HOMEPAGE TAKEOVER	Please enquire	7 business days prior	10 business days prior
FEATURED PARTNER	\$1,500/month	7 business days prior	10 business days prior
SMALL RECTANGLE & ADVERTORIAL	\$2,000/month	7 business days prior	10 business days prior

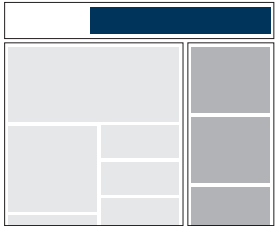
SOCIAL MEDIA (LIMITED PER INVENTORY)

SPONSORED FACEBOOK POST	Please enquire	7 business days prior	10 business days prior
SPONSORED TWEET (COPY ONLY)	Please enquire	7 business days prior	10 business days prior

TRAVELLER NEWSLETTER

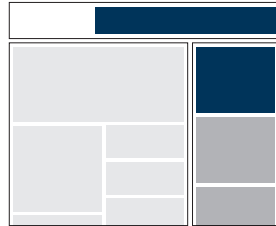
LEADERBOARD	\$275 or 4 weeks/\$1,000	7 business days prior	10 business days prior
BIG BOX	\$275 or 4 weeks/\$1,000	7 business days prior	10 business days prior
FEATURED PARTNER	\$325 or 4 weeks/\$1,200	7 business days prior	10 business days prior

DIGITAL



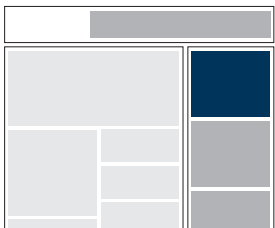
STANDARD LEADERBOARD

A large, prominent banner that runs the width of the page and typically sits between masthead and content. Expandable accepted. 728w x 90h pixels



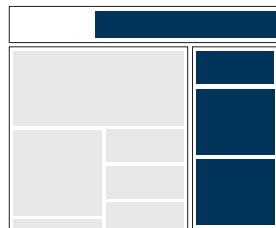
COMPANION

Reinforce your message by occupying the top spot as well as a spacious Big Box. 1 Leaderboard, and 1 Big Box



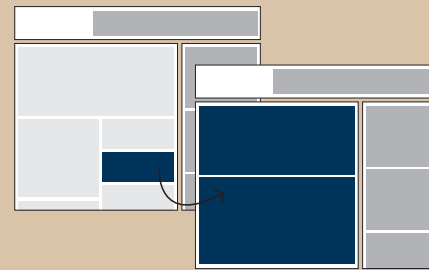
STANDARD BIG BOX

Sometimes called a tile or super square, the Big Box offers prominence and creative potential. Expandable accepted. 300w x 250h pixels



HOMEPAGE TAKEOVER

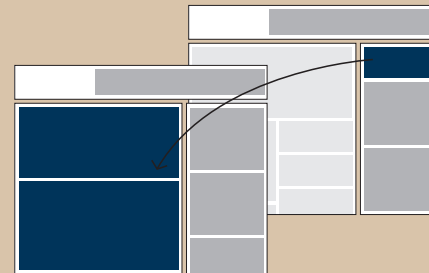
Eliminate competition by taking possession of every available space on the page. Leaderboard, Big Boxes, Small Rectangle (homepage only, 3 day duration), Featured Partner



FEATURED PARTNER

Place your story where up! readers' eyes go first — in the editorial stream on our homepage and throughout 80% of the website plus one customized landing page:

- Logo - 72 dpi, 198w x 155h pixels
- Headline copy (maximum 60 characters) on landing page
- Brief introductory summary (one sentence, maximum 75 characters)
- Up to 3 images at 72 dpi (max), 400w x 260h pixels (min), acceptable formats: .jpeg, .png, .gif
- Edited body copy (maximum 500 words) - copy should mimic the style and voice of editorial on site
- Social media links, web URL, address, phone number, hours, pricing



ADVERTISING FEATURE

Includes a small rectangle (300w x100h pixels) and a landing page:

- 500 words of edited copy
- 1 logo and up to 5 pictures
- Additional copy and images quoted separately
- HTML5 Video may be accommodated

Editorial guidelines require "Featured Partner" to be added.

FOR AN ONLINE DEMONSTRATION OF ALL DIGITAL PRODUCTS PLEASE VISIT UPMAGAZINE.COM/ONLINE-ADVERTISING

REQUIREMENTS

- Max file size 40kb, RGB, 72 dpi, .jpeg, .png, .gif or .swf
- Third-party server accepted
- .swf ads need to have URL links in file

- No sound
- Please include URL separately with file submission if not .swf file
- Include a 1-point stroke around the edge of the ad
- Software that monitors and sends

- information about computer usage to a remote computer or server without the knowledge or approval of the user (i.e. spyware) is not permitted
- Client must include flash video (.flv

if built into flash files)

- Client is allowed to send in working files (.fls)
- Client must ensure 'click-through tags' are correctly built and working

RECOMMENDATIONS

Maximum 25 words and minimum 12-point font for legibility on leaderboard and big box ads

CONTACT

Digital Traffic Coordinator
T: 403-232-7717
E: webads@upmagazine.com

CONTACT

The famously fun and caring WestJet brand is one of Canada's greatest entrepreneurial success stories. Embodying the WestJet spirit, *up!* is an award-winning multi-platform storytelling venue that engages audiences in the sky, on the ground and everywhere they go.



NATIONAL ACCOUNT EXECUTIVES

**EASTERN CANADA,
SOUTHWEST UNITED STATES,
INTERNATIONAL**

LINDY NEUSTAEDTER
T: 403-837-7719
lindyn@redpointmedia.ca

**CENTRAL CANADA, CENTRAL &
SOUTHERN UNITED STATES,
ALL SUN DESTINATIONS**

MATTHEW WILSON
T: 403-232-7701
mwilson@redpointmedia.ca

**WESTERN CANADA,
NORTHERN TERRITORIES,
ALASKA, NORTHWEST
UNITED STATES & HAWAII**

JASMINE CROTEAU
T: 403-232-7716
jcroteau@redpointmedia.ca

GENERAL ADVERTISING INQUIRIES

up! magazine
c/o RedPoint Media & Marketing Solutions
100, 1900 - 11th Street SE, Calgary Alberta T2G 3G2
T: 1-877-963-9333 ext 0
F: 403-240-9059
advertising@upmagazine.com
upmagazine.com/advertise

