



Editorial Content Mix

Designed using sophisticated reader-behavior studies, *Southwest Airlines Spirit* is a general interest magazine that appeals to the upscale consumer. We explore a diverse array of subjects, including pop culture, business, personal technology, sports, health, food and drink. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to you, in their own voice.

Every Issue

CLICK THIS

The interactive side of Spirit

Throughout the magazine you'll find colored pointer balloons that steer the reader to a particular part of Spiritmag.com, our innovative new Web site. Nearly every piece of information in the magazine will be actionable. "Click This" starts the action.

COLLEEN'S CORNER

The president gets personal (English and Spanish)

Inside information on Southwest Airlines from President Colleen Barrett, along with tips for the Southwest customer.

STAR OF THE MONTH

The airline's best

A short, engaging profile of one of Southwest Airlines' 34,000-plus employees. A reader favorite.

FROM THE EDITOR

Focusing the reader's attention

A humorous personal letter that highlights one or two stories and expands upon their themes.

COMING UP IN...

Heads up on travel, sports, tech...

A highly visual look at upcoming months. *Spirit* covers travel, sports, entertainment, fashions, automobiles, technology, and a host of other subjects of special appeal to Southwest passengers.

DEAR SPIRIT

Our letters column

The new *Spirit* is the most interactive magazine of its kind—not just with its Web strategy but with reader participation. Every letter, whether we publish it or not, gets answered.

WANT MY ADVICE?

Tips on travel, gear, etc.

Reader-to-reader tips come out at or near the top among favorite departments throughout the magazine industry. We use Spiritmag.com, as well as some prizes, to encourage readers to participate.

SNAPSHOTS

Grab your camera!

The *Spirit* reader feels a connection to the magazine, and expresses it in part through photos taken during their travels and submitted through Spiritmag.com.

LOVE LETTER

Personal inspiration

We solicit letters from top writers, our field editors, and our in-house editors. Topics range from a letter from a dad to his son to a man's affection for the GPS voice in his car.

THE KNOWLEDGE

Business advice from the leaders

Spirit adds the voice of an entrepreneur, recounting a lesson she or he learned on the way to the top.

THE EXPERT ON...

The best products and travel

Research consistently shows that magazine readers prefer material straight from the horse's mouth. So, instead of offering the editors' recommendations for the best values, cocktails, travel destinations, sports events, gadgets and the like, we go to the most passionate experts and judges. In addition, the section gets well-known stars from sports and entertainment to recommend their favorite gear.

THE NUMBERS

Useful, fun data for the business traveler

The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends research by our field editors. Here *Spirit* picks up the pace with a potpourri of just-in, front-and-center information, with an emphasis on numbers, data, and quick solutions, spanning a range from baby-boomer stats to advertising.

WHO/WHAT/WHEN/WHERE/WHY/HOW

Personalities, travel, gear, and how-to

A playful, easily navigable general-interest section that segues from a personality ("Who") to a notable object ("What") to an event with a historical emphasis ("When"). "Where" is a very specific destination. "Why" is a short essay that offers a surprising insight into an aspect of life. Finally, "How" gives specific, step-by-step procedures for mastering a cool skill. The topics will cover all the major *Spirit* subject areas, from travel to business to entertainment.

PLAYTIME

A new way to cover travel

An irresistible travel feature covering a different Southwest destination every month. After taking a fun quiz to identify hidden interests, readers will discover insider-only itineraries for their trip.

FEATURES

Drill down into the core topics

The feature well beckons the reader's eye to linger on narrative stories and lavish photo spreads, covering travel, pop culture, sports, and health among other subjects. A fun piece on how to talk football might be followed by a beautiful photo essay on the California redwoods, which might be followed by a gear piece on inventions to look for in the next five years.

HOROSCOPE

The stars for the business traveler

Our astrologer combines a monthly horoscope reading with humor, aimed at the business traveler.

8 DIVERSIONS

The best of this month in media

We give the reader short takes on the best media—TV, DVD, film, paperback, hardback, blog, and website—being released that month. All mediums are accessible to the reader regardless of where they live, bringing us back to the goal of full reader participation.

ASK FLY GIRL

Answering readers' travel questions

Our travel expert Fly Girl believes that all of life's relationship problems can be solved through travel. We solicit readers' questions.

GROUND FLOOR

An in-depth look at business

This longer business story profiles young companies and organizations, focusing on innovations that inform and inspire. The story covers both the top person or people as well as the big idea they're implementing.

CALENDAR

A graphic look at the future

Key dates and events for the current and upcoming two months are rendered graphically, followed by a list of events gathered by our field editors.

FUN

Puzzles and more

Our crosswords and puzzles section is the largest and most diverse in the category, and one of the most popular for readers.

BLESSINGS COUNTED

Leaving them inspired

A bit of inspiration as a final gift to readers. We pause to allow a well-known or accomplished person in business or entertainment to give thanks—following the lead of Bing Crosby, who in a popular song counted his blessings.