



Contact: Natalie Bushaw, Sky magazine
nbushaw@deltaskymag.com
612.812.0955

FOR IMMEDIATE RELEASE

**Delta Air Lines' Sky Magazine Looks at "Our World Now" in Its January Issue
Annual themed issue features newsman Anderson Cooper, Bill Ford and Harrison Ford on the future
of "Electrification" and what will capture our attention in 2010**

MINNEAPOLIS (December 31, 2009) – Sky magazine, the monthly business, travel and lifestyle publication of Delta Air Lines, has developed an annual themed issue, "Our World Now" beginning in January 2010. Each January, Sky's editors will look at global trends, issues, events, people and places they think will play a role in shaping the future.

A redesigned Sky magazine debuted in April 2009 under new publisher MSP Communications with the "Our World Now" concept. The theme translates well as an annual issue kicking off each year and speaks to the global scale of Delta. The "Our World Now" concept is a first for Sky and the in-flight category.

"Each month we aim to create a magazine that engages, informs and entertains our readers whether they're on a flight, reading it online or have picked it up on a newsstand," said Jayne Haugen Olson, editor in chief of Sky. "We're excited to create an annual signature issue that looks at the topics, places and people sure to create buzz in the year ahead."

The cover subject of the January issue is Anderson Cooper, the Emmy-Award winning CNN anchor who is interviewed by *The New York Times* media columnist David Carr. Also included is Sky's quarterly "Fame Exchange," featuring Harrison Ford and Bill Ford interviewing each other on the topics of energy, future technology and transportation; and an array of content dedicated to space, art, music, philanthropy and places of interest to global travelers. The issue also "Rediscovered Vancouver" in time for the Winter Olympics and offers a cheat sheet on what and who to watch in this year's Games.

Sky's redesigned content—with its dynamic visuals and take-away essentials—has struck a chord with readers, marketers and advertisers alike and was recently awarded *Folio's* Gold Eddie for Best Custom Magazine: Single Issue.

Sky is available onboard all Delta and Northwest Airlines' flights, on newsstands and online at www.deltaskymag.com. Following the April merger of the airlines, MRI (Mediamark Research & Intelligence) 2009 Doublebase numbers indicate the unduplicated net audience as 5.3 million readers per month—21% more than the next in-flight.

#