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Deltaskymag.com Announced as a Finalist for “Best of the Web” Awards
Media Industry Newsletter (min) notes website in the category of New Site

MINNEAPOLIS (January 26, 2010) – Deltaskymag.com, the Web site of Delta Air Lines’ *Sky* magazine, was named a finalist in the Media Industry Newsletter’s “Best of the Web” Awards in the “New Site” category. min is an authoritative and trusted source on the consumer and business-to-business magazine industry, reaching thousands of media executives through print, online and in-person events.

In April 2009, a full redesign of *Sky* debuted onboard all Delta and Northwest Airlines’ flights under new publisher MSP Communications. The Web site simultaneously launched online at deltaskymag.com featuring a new design, unique content with more than 15 worldwide travel destinations including where to stay and eat and what to do and three blogs authored by *Sky*’s editors.

“For deltaskymag.com to be recognized as a finalist in this category so soon after its debut is a real honor,” said Kevin Dunn, MSP’s director of digital operations. “As the magazine and supporting Web site of the world’s number one airline our goal is to create content that keeps readers coming back to learn about new destinations and places and find out what’s happening in the world around us. And, for those not flying every month, we want readers to visit and read each month’s issue.”

Sky is available onboard all Delta and Northwest Airlines’ flights as well as on newsstands and online at deltaskymag.com. Following the April merger of these airlines, MRI (Mediamark Research & Intelligence) 2009 Doublebase numbers indicate the unduplicated net audience as 5.3 million readers per month.

In addition to deltaskymag.com’s current nomination, *Sky* magazine received an Honorable Mention from min for “Best Launch” and a Gold Eddie from *Folio* for Best Custom Magazine, single issue.

About MSP Communications

Minneapolis-based MSP Communications, one of the largest content companies in the upper Midwest, has published nearly 200 consumer, business and custom titles over more than 30 years. MSP produces *Mpls.St.Paul Magazine* and *Twin Cities Business*, as well as magazines, websites, e-newsletters and online content for Fortune 250 companies, trade associations, retail and business-to-business organizations. For more information, visit www.mspscustomcontent.com.

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