



Contact: Natalie Bushaw, *Sky* magazine
nbushaw@deltaskymag.com
612.373.9602

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***Sky Magazine Wins Gold Award for Best Custom Publication
Sky takes Folio's Gold Eddie for Editorial Excellence in its first year
under publisher MSP Communications***

MINNEAPOLIS (November 25, 2009) – *Sky* magazine, the monthly lifestyle, business and travel publication of Delta Air Lines, was awarded the Gold Eddie for best custom magazine, single issue, in the 2009 Folio Awards. *Folio* is the definitive source for industry trends and news serving the entire magazine publishing industry.

In April 2009, a full redesign of *Sky* debuted under new publisher MSP Communications. *Folio's* Gold Eddie recognized the June issue, "New York: Our love affair with the city that never sleeps," as the best full issue. The issue presented notable New Yorkers, including cover subject Jimmy Fallon, sharing anecdotes, favorite spots and insider information. From the new New York to the classic New York, a charticle on the Hamptons and everything in between, lifelong residents and first-time visitors found something unique.

"We are honored to be recognized for our work on *Sky*," said editor in chief Jayne Haugen Olson. "Delta is the largest airline in the world, and that positioning gave us a mandate to think big and do something innovative—to reinvent the in-flight." Olson continues, "Delta views *Sky* as a vital part of the customer experience and we know travelers are curious, on-the-go consumers of information and experiences. *Sky* works to capture and deliver that same state of mind on our pages every month."

Sky's content blends what's current in the areas of business, travel and lifestyle with a global influence and heavy emphasis on tapping international tastemakers, opinion leaders, celebrities and notables. *Sky's* page-turning content, active voice, dynamic visuals and take-away essentials are proving relevant to readers, publicists and advertisers alike.

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 the Gold Eddie, *Sky* was recently recognized with an honorable mention for "Best Launch" at the MIN Awards (Media Industry Newsletter) on Nov. 18.

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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