AMERICAN IS NOW THE LARGEST AIRLINE IN THE WORLD

From the airline who brought the world the first transcontinental jet flight, the first VIP lounge and the first loyalty program, comes a stunning magazine worthy of the world’s largest airline.

A familiar brand, yet refreshed and beautifully re-imagined to reflect American’s leadership position.
U.S. LARGEST AIRLINE
Domestic Coverage

WORLD’S LARGEST AIRLINE
Worldwide Coverage

LARGEST AIRLINE DEPARTING THE U.S.
International Coverage

Source: U.S. Department of Transportation / Cirium / American Airlines Corporate Communications
American Airlines is the leading airline with 85.7M passengers to the top ten DMAs + The Northeast Power corridor.

A powerful presence:
- Nine major U.S. hubs
- Leading U.S. carrier to the Caribbean and Latin America
- 31 million passengers served, internationally
- Leading U.S. Carrier to Spain, Chile, Colombia, Peru and the United Kingdom

American Airlines is the overall leading global airline from the U.S. to Antigua and Barbuda, Bahamas, Bermuda, Cayman Islands, Cuba, Curacao, Grenada and South Grenadines, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, Turks and Caicos Islands, Belize, Guatemala, Nicaragua, Argentina, Bolivia, Brazil, Ecuador, Uruguay and Venezuela.

Source: U.S. Department of Transportation T100/Nonstop Passengers – YE May 19

- 29% Share of South American market
- 30% Share of Caribbean market
- 19% Share of Mexican market
- 17% Share of Central American market
A COVETED AUDIENCE OF AFFLUENT GLOBAL SPENDERS

Celebrated Living passengers have

$953,294
Median Net Worth

$170,100
Median Household Income

$120,800
Median Individual Income

In the Past Year, Celebrated Living passengers spent

$18.6b
on business expenditures

$9.7b
on most recent vehicle purchase/lease

$1.9b
on vacations

$499.9m
on most recent home computers

$420.8m
on home remodeling

$334.6m
on fashion clothing/fashion shoes

$97.7m
on sports apparel/athletic shoes

$200m
on online shopping

$32.2m
on Smartphones/mobile phones

$111.2m
on fine jewelry and watches

$88.9m
on dining out in the past 30 days

$33.3m
on dining at fine restaurants in 30 days

$152.9m
on home furnishings/furniture

$30m
on bedding/linens and bath goods

$24.3m
on perfumes/colognes

Source: 2019 GfK MRI Spring – Flew American Airlines and Flew 1st/Business Class in the past year
Celebrated Living

A WORLD-CLASS TITLE
Celebrated Living is the bi-monthly magazine published for the affluent, worldly customers who fly in American Airlines’ premium cabins and relax in the Admirals Club lounges. Impeccably crafted and beautifully designed, Celebrated Living is all about the finer things in life, whether that’s travel, food, culture, fashion, accessories, property, or emotionally and spiritually enriching experiences. Celebrated Living is an exceptional gift and trusted companion to its loyal audience of 25.2 million passengers annually.
OUTREACH REACHES 25.2 million annual Premium Class passengers as well as global Admirals Club members.

FREQUENCY PUBLISHED BI-MONTHLY: January/February, March/April, May/June, July/August, September/October and November/December.

LUXURY SUPER-PREMIUM paper stock with an aesthetic worthy of the affluent audience Celebrated Living serves.

SEASONAL BY-INVITATION-ONLY ad base.
SIGNATURE SECTIONS

The Platinum List
The world’s best products and places are spotlighted by our tastemakers, who detail the latest luxe trends and reveal their favorite destinations across the globe.

The Good Life
Breathtaking fashion, tempting culinary masterpieces, legendary performers and innovative ideas are explored in a wide-ranging and illuminating collection of stories defining the cultural moment.

Celebrated Voices
Renowned names, influential business leaders and fascinating personalities offer an intimate glimpse into their lives and work through first-person narratives that reflect the spectrum of life.
FEATURES

IN EVERY ISSUE, CELEBRATED LIVING presents a variety of stories that take readers on a journey. Through insightful writing and exquisite imagery, our features engage our audience with riveting stories about groundbreaking pioneers pursuing their passions, and amazing destinations providing the ultimate in experiential luxury. From the remote regions of Patagonia to the art-filled blocks of San Francisco, CL delivers the world to our discerning readers.
2020 EDITORIAL CALENDAR

January | February
Winter Travel: Caribbean
The Celebrated Cultural Season

March | April
Spring Fashion & Accessories
Celebrated Beauty

May | June
Travel: South America
Celebrated Sports

July | August
Summer Travel: Europe
Celebrated Autos

September | October
The Platinum List Awards

November | December
The Celebrated Bar: Wines & Spirits
Holiday Travel
**CELEBRATED LIVING RATES 2020**

**Frequency:** Bi-monthly

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All rates are gross.
## CLOSING DATES
January-December 2020

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AWARDS

2015 Maggie Winners
• Most Improved Publication/Consumer- Celebrated Living

2015 Eddie and Ozzie Winners
• Winner- Custom Redesign- Celebrated Living- Spring 2015

2015 NATJA Winners
• In-Flight Magazine- Gold- Celebrated Living- Fall 2015
• Special Focus Travel Articles- Print: Luxury Travel- Gold- Celebrated Living- “Reeling In the Years”
• Special Focus Travel Articles- Print: Personality & Profiles- Celebrated Living- Finalist- “Picking on Nashville”
• Special Focus Travel Articles- Print: Internet- Resorts- Celebrated Living- Finalist- “In Praise of the Mouse”
CONTACT US

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