AMERICAN IS 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 fresh and beautifully reimagined to reflect American’s leadership position.
U.S. LARGEST AIRLINE
Domestic Coverage

171.1m
American Airlines

162m
Southwest

127m
United

33m
JetBlue

43m
Alaska

13m
Frontier

164m
Delta

26m
Spirit

Source: U.S. Department of Transportation / Cirium / diioMI / American Airlines Corporate Communications

WORLD’S LARGEST AIRLINE
Worldwide Coverage

201.6M
Passengers Worldwide (YE May-18)

61+
Countries

150
Networked Countries

6,800+
Daily Flights

1,000
Networked Destinations

14,250
Networked Daily Flights

171.1M
Domestic Passengers
Served - #1 Among all Airlines

365+
Destinations

LARGEST AIRLINE DEPARTING THE U.S.
International Coverage

American Airlines 31,676,842
United Airlines 30,053,353
Delta Air Lines 27,224,696
Air Canada 13,926,480
JetBlue Airways 8,227,942
British Airways 7,464,566
Lufthansa 6,058,685
WestJet 5,267,225

Source: American Airlines
AMERICAN AIRLINES IS THE LEADING AIRLINE WITH

85.7M Passengers to the top ten DMAs
33.5M Passengers to the East Coast Power corridor

The Northeast Power corridor

LATIN AMERICA SNAPSHOT

American Airlines flies 172 daily flights to more than 53 destinations in 8 countries in Mexico, Central and South America

American Airlines service to Latin America is from 8-hub airports as well as Boston

American has Admirals Club Lounges and dedicated Premium Services teams in Mexico City (MEX), Caracas (CCS), Buenos Aires (EZE), Rio de Janeiro (GIG), Sao Paulo (GRU) and Santiago (SCL).

A POWERFUL PRESENCE

Nine major U.S hubs
Leading U.S carrier to the Caribbean and Latin America

31.7 Million International Passengers Served,
#1 among all airlines

21.4 Million International Passengers between Latin America, Caribbean and Spain

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
A COVETED AUDIENCE OF AFFLUENT GLOBAL SPENDERS

Among the Nation’s Top 10 Print Titles for

$506,106
Median Net Worth

$127,800
Median Household Income

$73,600
Median Individual Income

In the Past Year, American Airlines passengers spent

$926b on business expenditures

$62.5b on vacations

$3.3b on dining out in the past 30 days

$649m on dining at fine restaurants in the past 30 days

$392b on most recent purchase/leased vehicle

$10b on online/catalog shopping

$3.3b on fashion clothing/fashion shoes

$12.7b on fine jewelry & watches

$15.2b on home remodeling

$6.6b on home furnishings/furniture

$1.2b on bedding/linens and bath goods

$14.2b on most recent home computer

$1.7b on Smartphone/mobile phone purchases

$1.4b on sporting goods and camping equipment

$3.1b on sports apparel/athletic shoes

$1.5b on perfumes/colognes

Source: 2019 GfK MRI Spring Product Data
## HOW DO WE COMPARE?

<table>
<thead>
<tr>
<th></th>
<th>American Airlines</th>
<th>Forbes</th>
<th>FORTUNE</th>
<th>Condé Nast Traveler</th>
<th>TRAVEL+ LEISURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>45.7</td>
<td>42.1</td>
<td>46.3</td>
<td>54.6</td>
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<tr>
<td>Median Household Income</td>
<td>$120,500</td>
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<tr>
<td>Median Individual Income</td>
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<td>$47,900</td>
<td>$67,500</td>
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<tr>
<td>Median Value of Home</td>
<td>$336,707</td>
<td>$283,614</td>
<td>$335,069</td>
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<td>Median Household Net Worth</td>
<td>$400,493</td>
<td>$308,683</td>
<td>$379,372</td>
<td>$385,399</td>
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<tr>
<td>M/F Ratio</td>
<td>46.6%/53.4%</td>
<td>66.0%/34%</td>
<td>73.4%/26.6%</td>
<td>42.3%/57.7%</td>
<td>44.4%/55.6%</td>
</tr>
<tr>
<td>Married/Single</td>
<td>57.5%/42.5%</td>
<td>47.4%/52.6%</td>
<td>53.2%/46.8%</td>
<td>65.9%/34.1%</td>
<td>62.6%/37.4%</td>
</tr>
</tbody>
</table>

Source: 2019 GfK MRI Spring
## HOW DO WE COMPARE?

|                      | American Airlines | Forbes | FORTUNE | Condé Nast Traveler | TRAVEL+ LEISURE |
|----------------------|-------------------|--------|---------|---------------------|----------------|-----------------|
| College Education    | 130               | 126    | 127     | 123                 | 132            |
| Graduated College Plus| 168               | 151    | 183     | 157                 | 161            |
| Professional/Managerial | 157             | 129    | 141     | 139                 | 139            |
| Top 9 Job Titles     | 149               | 141    | 145     | 131                 | 116            |
| Top Management       | 214               | 131    | 191     | 156                 | 138            |
| C-Suite Executive    | 130               | 136    | 202     | 94                  | 12             |
| Household Net Worth: $1,000,000+ | 167           | 140    | 160     | 225                 | 183            |
| HHI $100,000+        | 176               | 130    | 143     | 149                 | 158            |
| HHI $150,000+        | 193               | 156    | 129     | 190                 | 184            |
| HHI $200,000+        | 203               | 159    | 173     | 205                 | 171            |
| HHI $250,000+        | 245               | 193    | 246     | 244                 | 186            |

Source: 2019 GfK MRI Spring
A WORLD-CLASS TITLE
NEXOS IS THE ONLY SPANISH- and Portuguese-language magazine that connects North and South America, with links to the rest of the world. Found exclusively on American Airlines’ Pan-Latin flights, the new Nexos focuses on Latin celebrities, events, shopping, fashion, cuisine, real estate and lifestyle, all with a sleek, elegant design. Nexos – full of opinion, wit and flair with writing from celebrated tastemakers is your essential, international travel companion.
TARGETED REACHES 22.5 million highly-educated Spanish and Portuguese speaking passengers

OUTREACH

9.2 m | Caribbean
5.7 m | Mexico
2.1 m | Central America
4.4 m | South America
1.1 m | Spain

Source: U.S. Department of Transportation T100/Nonstop Onboard Passengers - Year 2018
THE COVER STORY
FROM DADDY YANKEE to Romeo Santos to Zoe Saldana, every two months we bring you the most intimate look at our biggest stars of film, stage, and television.
THE REGULARS

Nexometro
We take the temperature of the hottest destinations, trends and people, including top reasons to travel, music and the top events and happenings around the world.

Aquí y allá
Nexos is the only magazine that speaks in two languages to many hemispheres. In this signature page, we take a look at what happens in opposite sides of the globe for adventurous travelers.

Fashion & Shopping
From glam to hip, our section highlights fashion icons and up and coming designers. Also, an insider’s shopping guide to key destination cities and the must-have accessories, gadgets and styles.
THE TRAVEL FEATURE
Highlighting the latest trends, entrepreneurs, and industry research, our business columnists offer real-life success stories and lessons that travelers can take back to their office with them.
NEXOS RATES 2020

Rates effective with the January 2020 issue of Nexos.

Frequency: Bi-monthly

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All rates are gross.
## Closing Dates

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<td>December/January</td>
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