

**HORIZON AIR PASSENGERS, MAGAZINE CIRCULATION AND MAGAZINE READERSHIP:**

**ENPLANEMENTS** (average total passenger boardings per month): 581,031 passengers

**READERSHIP** *Plog Research* (61% readership)—  
354,428 average readers per month



Horizon Air's slogan is "Wings of the Great Northwest" — the airline has been serving key West Coast markets for 28 years. Horizon Air is renowned for outstanding customer service and has been recognized by the editors of *Air Transport World* magazine as Regional Airline of the Year.

Horizon Air operates a fleet of 50 Bombardier Q400 prop-jets and Bombardier CRJ-700 regional jets to 47 destinations. These 70- and 76-seat aircraft are well-known for their comfort, reliability and preference by travelers. Horizon Air passengers originate in the Pacific Northwest and Intermountain West, from Arizona, California, Colorado, Idaho, Montana, Nevada, Oregon, Washington, Baja California Sur (Mexico) and Alberta and British Columbia (Canada). Nearly a third of Horizon Air travelers transfer to sister carrier Alaska Airlines.

**PASSENGER PROFILE**

**AVERAGE AGE** ..... 49.1

**GENDER**

Male..... 49%  
Female..... 51%

**MARITAL STATUS**

Married..... 68%  
Single ..... 32%

**EDUCATION**

Attended College ..... 90%  
Graduated College..... 66%

**HOUSEHOLD INCOME**

\$50,000–100,000 ..... 35%  
\$100,001–150,000 ..... 23%  
\$150,001 or more ..... 23%  
Average ..... \$103,400

**EMPLOYMENT**

Professional/Managerial..... 46%

**REASON FOR TRAVEL**

Business..... 46%  
Vacation ..... 45%

**TRAVEL FREQUENCY**

Number of round trips in the last year ..... 6.5  
Nights away from home in the last year ..... 42.3  
Staying in hotel/resort/rental home ..... 67%