

UNITED 

Hemispheres

2024 Media Kit

Ink



LETTER FROM THE EDITOR

Welcome to *Hemispheres*, one of the world's preeminent travel magazines—and now the only inflight magazine in North America.

In 2023, air travel finally soared beyond pre-pandemic levels, and 2024 is only going to push the trend further, as more and more people take to the skies for business trips, bucket-list journeys, and long-weekend getaways. And *Hemispheres* is here for all of them—to entertain and inform and ultimately inspire their next trip.

With each issue, our goal is to celebrate every facet of travel and directly engage United flyers with stories and images that vividly evoke the fun and joy that comes with discovering new places. Our signature cover feature, Three Perfect Days, does just this, sending readers to far-flung locations with thrillingly packed itineraries. Feature packages—the world's top new hotels, best adventures, Readers' Choice Awards—are the kind of tear-out-and-save stories readers crave. And our Hemi Q&A offers insightful interviews with the biggest names in entertainment.

Navigator, our front-of-book section, alerts readers to everything that's new around the globe: hotels, restaurants, excursions, shops, and more. Diversions, our mid-book section, celebrates culture—from film and fine art to fashion and sports—and dives into the business stories that matter now.

There's a whole world out there, with countless adventures to be had, and we're excited to tell the stories that will help send people on those journeys.

Thanks for reading,

Ellen Carpenter
Editor in Chief



Hemispheres by United Airlines celebrates every facet of travel in every part of the world. Our signature cover feature, Three Perfect Days, explores extraordinary destinations with envy-inspiring itineraries and captivating photos that express the true excitement of discovering new places. With *Hemispheres* in the seatbacks of all United planes, passengers will be planning their next trip before they even land.





The Airline

United is proud to have the world's most comprehensive route network, with more than 4,500 daily flights from airports including its U.S. mainland hubs in New York/Newark, Chicago, Houston, Denver, San Francisco, Los Angeles, and Washington Dulles.

United's comprehensive global network includes world-class international gateways to Asia, Australia, Europe, South America, Central America, Mexico, the Caribbean, Canada, and the Middle East.

Chicago, IL | Denver, CO | Houston, TX | Los Angeles, CA
New York/Newark, NJ | San Francisco, CA | Washington, D.C.



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United Demographics

THE HEMISPHERES MAGAZINE AUDIENCE

46.8

Median Age

\$380,700

Median Household Income
First/Business class travelers

\$156,113

Median Household Income
Cabin-wide travelers

\$601,026

Median Household Net Worth

52.7% / 47.3%

Male/Female Ratio

66.7% / 33.3%

Married/Single

63.2%

Age 25-54

41.4%

Have Children Living in
Home Under 18 Years Old

90.5%

College Educated

32.4%

Post-Graduate Degree

51.7%

Professional/Managerial

36.5%

Top 9 Job Titles

11%

Top Management

74.2% HHI \$100,000+

51.6% HHI \$150,000+

35.2% HHI \$200,000+

20.3% HHI \$250,000+

56.4% HHI \$500,000+

40.5% HHI \$750,000+

28% HHI \$1,000,000+



IN HEMISPHERES MAGAZINE



IT'S
MORE
THAN A
feeling

The sense of warmth and camaraderie from dedicated staff.
The thrill of becoming awestruck as you arrive at a fabled destination for the first time.
The joy of celebrating life, with indulgent cuisine.

It's the personal experiences that will last a lifetime.

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Supplements

We can produce supplements sponsored by an advertiser that focus on a specific subject, such as tourism, drinks, or shopping.

Advertisements

We can design and redesign advertisements to ensure consistent brand recognition.

Gatefolds

We also offer gatefolds on promotions for maximum visibility and engagement.

HemispheresMag.com

We can create sponsored posts to help you tell your story to our online audience.



Integrated Solutions

HemispheresMag.com

The magazine's newly designed website gives advertisers additional opportunities to connect with customers as a complement to print advertising campaigns and leads readers directly to the advertisers' company website. Readers are directed to hemispheresmag.com via email marketing, social networking sites, and from United's website.

Banner: 300x250 pixels
Value: \$2,500 / month

Social Media

From tagging your brand in our social media posts to linking our followers to your company's website, we will work with you to put your brand at the forefront of our readers' minds.



CLICK HERE

CLICK HERE

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Rates Effective with the January 2024 Issue of *Hemispheres*

Frequency: Monthly

	1x	3x	6x	12x
Spread	\$115,608	\$109,215	\$103,461	\$98,406
Full Page	\$67,560	\$64,009	\$60,662	\$58,004
2/3 page	\$49,646	\$47,154	\$44,806	\$42,940
1/2 page	\$39,112	\$37,242	\$35,480	\$34,082
1/3 page	\$28,576	\$27,330	\$26,155	\$25,223
1/4 page	\$23,303	\$22,369	\$21,488	\$19,769
1/6 page	\$18,037	\$17,597	\$17,413	\$16,360
Inside front cover spread	\$151,875	\$144,656	\$137,798	\$131,284
Inside front cover page	\$79,688	\$76,078	\$72,649	\$69,392
First spread	\$135,850	\$129,433	\$123,336	\$117,544
First right hand page	\$71,665	\$68,457	\$65,409	\$62,513
Inside back cover	\$71,665	\$68,457	\$65,409	\$62,513
Outside back cover	\$84,500	\$80,650	\$76,993	\$73,518
Adjacent to seat back guide	\$71,665	\$68,457	\$65,409	\$62,513

Our 2024 Deadlines

Issue	Space deadline	Print deadline	Onboard
January	15th November	29th November	1st January
February	15th December	28th December	1st February
March	15th January	29th January	1st March
April	14th February	28th February	1st April
May	15th March	29th March	1st May
June	15th April	29th April	1st June
July	17th May	31st May	1st July
August	14th June	28th June	1st August
September	15th July	29th July	1st September
October	16th August	30th August	1st October
November	16th September	30th September	1st November
December	15th October	29th October	1st December



Hemispheres



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Our 2024 Editorial Calendar

JANUARY

3 PERFECT DAYS
TAIPEI, TAIWAN

SPOTLIGHT
Sail Away
Spring Break

FEBRUARY

3 PERFECT DAYS
IRELAND

SPOTLIGHT
Real Estate

MARCH

3 PERFECT DAYS
MALAGA, SPAIN

SPOTLIGHT
Four Seasons
of California

APRIL

3 PERFECT DAYS
EDINBURGH,
SCOTLAND

SPOTLIGHT 1
Pippi Longstocking's
Sweden

SPOTLIGHT 2
TBD (U.S. Focus)

MAY

3 PERFECT DAYS
ALASKA

SPOTLIGHT
Best New
Hotels

JUNE

3 PERFECT DAYS
PANAMA CITY,
PANAMA

SPOTLIGHT
Family
Travel

JULY

3 PERFECT DAYS
CHICAGO

SPOTLIGHT 1
Portugal
Road Trip

SPOTLIGHT 2
Ecuador
Hummingbirds

AUGUST

3 PERFECT DAYS
PARIS

SPOTLIGHT
Learn How to
Adventure

SEPTEMBER

3 PERFECT DAYS
CHRISTCHURCH,
NEW ZEALAND

SPOTLIGHT
Readers' Choice

OCTOBER

3 PERFECT DAYS
COLORADO SKI

SPOTLIGHT
Food/Wine

NOVEMBER

3 PERFECT DAYS
HOUSTON

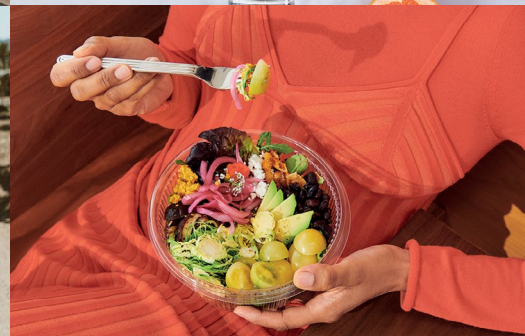
SPOTLIGHT
Italy

DECEMBER

3 PERFECT DAYS
MEXICO CITY
OR RIVIERA
MAYA, TBD

SPOTLIGHT
Islands





Our 2024 Special Advertising Sections & Special Supplements

JANUARY

New Year New You

Let us help you stick to those New Year's Resolutions

FEBRUARY

Love Yourself

Whether it's Valentine's or self-care night, you should go and love yourself

MARCH

Spring Is In The Air

Ease your way into the warmer weather

APRIL

Mother's Day Gift Guide

Ideas to make mom smile

MAY

Father's Day Gift Guide

This ain't your father's Father's Day Gift Guide

JUNE

Summer Guide

We'll make sure you're cool for summer

Supplement:

Eat Well, Be Well

JULY

Summer Guide II: The Sequel

From beach days to backyard BBQs, we have you covered

Supplement:

Eat Well, Be Well

AUGUST

Endless Summer Guide

Keep sizzling as the summer starts fizzling

Supplement:

Eat Well, Be Well

SEPTEMBER

Travel Essentials Guide

Everything you need to prepare for takeoff

OCTOBER

Autumn Guide

You're gonna fall for our favorites

Supplement 1:

Perfect Palate/Wine Guide

Supplement 2:

Education

NOVEMBER

Holiday Gift Guide, Pt. I

Get ahead of the shopping rush

DECEMBER

Holiday Gift Guide, Pt. II

More gifts to make the season merrier and brighter



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CONTACT US

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