

The Effectiveness of In-flight Media

Airline in-flight media, such as in-flight magazines and television programming, are widely read or viewed by frequent flyers, according to a custom research study by Arbitron Inc. According to their In-flight Media Study, conducted on behalf of Pace Communications, the publisher of the airline magazines for Delta Air Lines, United Airlines and US Airways, 80 percent of frequent flyers have read or looked through their airline's in-flight magazine in the past month...

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