Albany International
Anchorage International
Atlanta Dekalb Peachtree
Atlanta Hartsfield-Jackson International
Baltimore Washington International
Boston Logan International
Chicago Midway
Chicago O'Hare International
Cincinnati/Northern Kentucky International
Cleveland Hopkins International
Dallas/Ft. Worth International
Dallas Love Field
Dayton International
Denver International
Detroit Metro Wayne County International
Houston Bush Intercontinental
Houston William P. Hobby
Huntsville Madison County
Jacksonville International
Kansas City International

Ketchikan International
Knoxville McGhee Tyson
Los Angeles Ontario International
Memphis International
Miami International
Minneapolis/St. Paul International

Washington Dulles International
Washington Reagan National

CNN 2011

CNN AIRPORT NETWORK

AN **UPSCALE**
& **INFLUENTIAL** AUDIENCE

CNN ✈

Median age: 45

Avg HHI: $101,400

HHI $75K+: 174 index

HHI $100K+: 207 index

HHI $150K+: 265 index

HHI $200K+: 288 index

Profl/Managerial Index: 203 index

Graduated College/+: 216 index

AVID TRAVELERS
A VALUED DEMOGRAPHIC
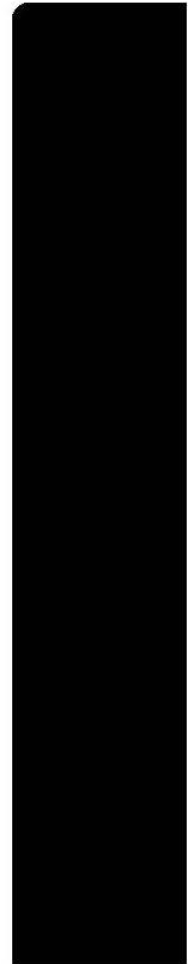
12 BUSINESS FLIGHTS PER YEAR

4+ LEISURE FLIGHTS PER YEAR

31 NIGHTS IN A HOTEL PER YEAR

25 DAYS IN A RENTAL CAR PER YEAR
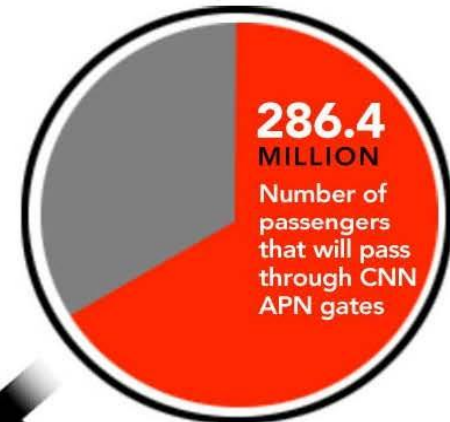
CNN

234.9 MILLION
ESTIMATED AIR TRAVELERS
WATCH CNN AIRPORT NETWORK

CNN✈

707.4 MILLION TICKETED AIRLINE PASSENGERS

286.4 MILLION POTENTIAL CNN APN VIEWERS

463.2
MILLION
Number of passengers that will pass through CNN APN airports

286.4
MILLION
Number of passengers that will pass through CNN APN gates

234.9
MILLION
Number of passengers that watched CNN APN

Source: 2010 FAA and 2010 The Nielsen
Company Custom Audience Survey

ENGAGED VIEWERS

CNN ✈

77 MINUTES .... THE AVERAGE TIME AIR TRAVELERS SPENT AT THE GATE.

47 MINUTES .... THE AVERAGE TIME AIR TRAVELERS SPENT WATCHING CNN AIRPORT NETWORK.

SOURCE: 2010 THE NIELSEN COMPANY
CUSTOM AUDIENCE SURVEY

STRATEGIC REAL ESTATE

CNN

45 AIRPORTS, 2000+ GATES

Albany International
Anchorage International
Atlanta Dekalb Peachtree
Atlanta Hartsfield-Jackson International
Baltimore Washington International
Boston Logan International
Chicago Midway
Chicago O'Hare International
Cincinnati/Northern Kentucky International
Cleveland Hopkins International
Dallas/Ft. Worth International
Dallas Love Field
Dayton International
Denver International
Detroit Metro Wayne County International

Houston Bush Intercontinental
Houston William P. Hobby
Huntsville Madison County
Jacksonville International
Kansas City International
Ketchikan International
Knoxville McGhee Tyson
Los Angeles Ontario International
Memphis International
Miami International
Minneapolis/St. Paul International
Myrtle Beach International
Nashville International
New York John F. Kennedy International
New York LaGuardia

New York Long Island Islip MacArthur
Newark Liberty International
Oakland International
Orlando International
Philadelphia International
Phoenix Sky Harbor International
Saint Louis Lambert International
Salt Lake City International
San Francisco International
San Jose International
Savannah/Hilton Head International
Seattle -Tacoma International
Tallahassee Regional
Washington Dulles International
Washington Reagan National
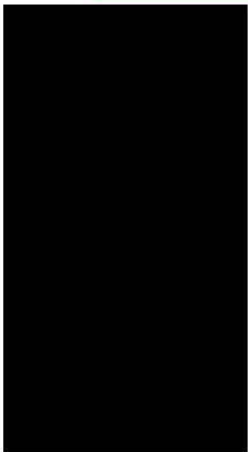
STRATEGIC
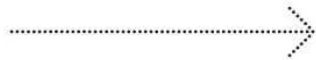
REAL ESTATE
ADDITIONAL LOCATIONS

CNN✈

CNN APN is available in select baggage claims areas, ticket counters, business centers, food courts, customs, and lobby areas.

CLUBROOMS

CNN APN is available in 27 clubrooms in 11 markets across the country.

Clubrooms are **74%** business travelers with avg. **HHI $177,000.**

INSTALLATIONS

LEADING EDGE TECHNOLOGY

- 42" LCDs
- High quality Bose audio system
- Volume adjusts based on level of ambient noise
- Audio interfaces with paging systems allowing passengers to hear pages and boarding announcements
- On-site field technicians provide proactive system evaluation 5 days/week

PROGRAMMING

CNN

LIVE NEWS
FROM CNN AND HLN
Morning Express
CNN Newsroom
The Situation Room
Fareed Zakaria GPS
Piers Morgan Tonight
Anderson Cooper 360

SPECIAL FEATURES
SPONSORED PROGRAMMING
Money First
Steamboat Ski Tips
PGA Golf Tips
Weather Updates
Road Warriors Guide
Travel Guides
Destination Forecast

SPORTS
SELECT LIVE SPORTS EVENTS
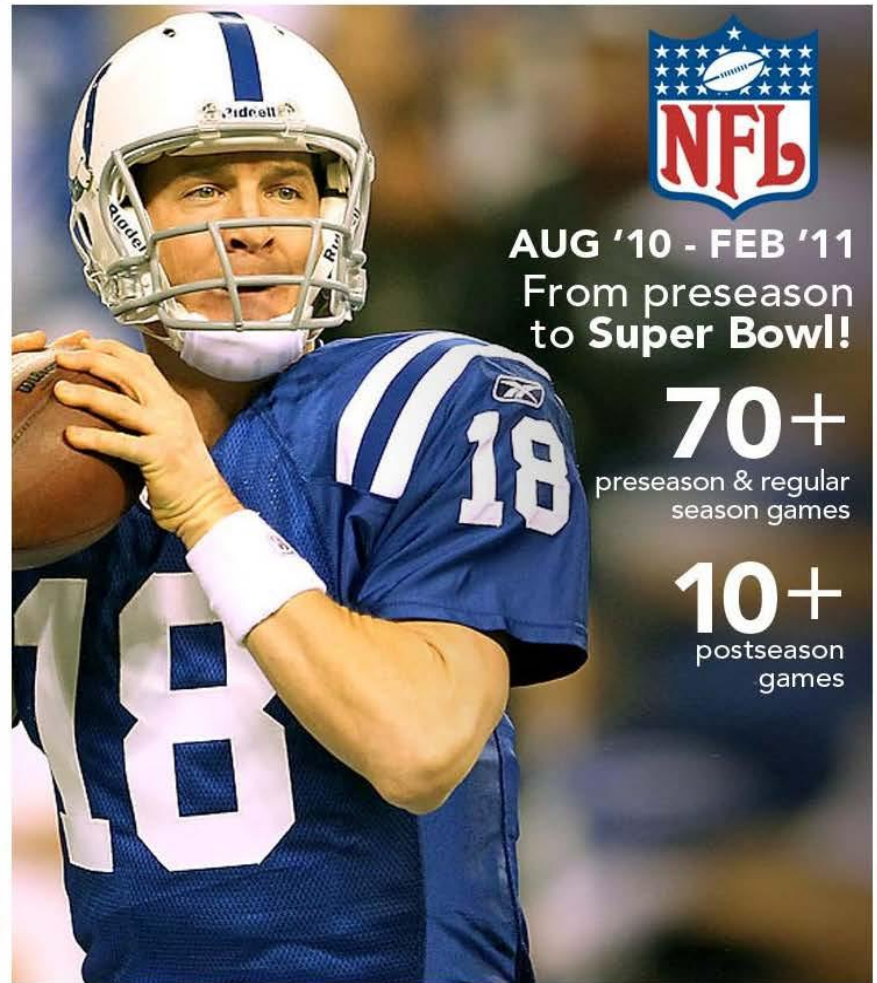NFL games
NBA games
Super Bowl

SPORTS ● ● ● ● ●

CNN ✈

→PROGRAMMING 2011-2012

NBA

**OCT '10 -
JUNE '11**

Regular season
& playoff games!

90+

regular season &
playoff games

NFL

AUG '10 - FEB '11

From preseason
to **Super Bowl!**

70+

preseason & regular
season games

10+

postseason
games

FEATURE**PROGRAMMING** CNN✈

TRAVEL
FAMILY ADVENTURES
ROADSIDE AMERICA
TRAVEL GUIDE

BUSINESS
BUSINESS CLASS
DOING BUSINESS IN
OPENING BELL

PERSONAL FINANCE
MONEY 101
MONEY FIRST
RETIREMENT RULES

HEALTH
HEALTHY TRAVELER
HEALTH WISE
EXECUTIVE HEALTH

LIFESTYLE
BEST EATS
ICONS OF CULTURE
TRAVEL TECH

SPORTS
GOLF TIPS
SKI TIPS
SPORTS UPDATES

GENERAL INTEREST
ALLERGY REPORT
BOOK LIST
CNN CHALLENGE
DESTINATION FORECAST
ICONS OF CULTURE
REAL SIMPLE
TEST DRIVE

FEATURE**PROGRAMMING** CNN✈

ON-SCREEN ENTITLEMENT

Advertiser's logo appears on-screen periodically during custom content

SQUEEZEBACK

"U" shaped ad unit that appears on-screen twice during custom content

THE MOST RELIED ON CNN✈

SOURCE OF TV NEWS FOR THE TRAVELER

83% of air travelers watch CNN APN

Source: 2010 The Nielsen Company Custom Audience Survey

88% of viewers agree CNN APN helps me stay in touch with what's happening in the world

Source: 2010 The Nielsen Company Custom Audience Survey

IMPROVES **TRAVEL EXPERIENCE**

75% of viewers say watching CNN APN makes the time spent in the airport more worthwhile.

83% of viewers feel CNN APN enhances the airport environment.

80% of viewers will seek out CNN APN the next time they fly.

Source: 2010 The Nielsen Company Custom Audience Survey

SUMMARY ●●●●●

CNN AIRPORT NETWORK

UPSCALE DEMOS
Successful, highly educated viewers are watching CNN Airport Network.

SCALE
234.9 million annual viewers watching in 45 airports and 27 clubrooms nationwide.

CAPTIVE AUDIENCE
Viewers are spending record times at the gates and other areas of the airport and they're spending more time watching CNN Airport Network.

ENGAGING CONTENT
The best of CNN and HLN, plus sports and feature programming. Sponsorships offer on-screen messaging during relevant content designed for travelers.