

CATEGORY COVERAGE

At *Continental*, we recognize you want to advertise within a targeted editorial environment that supports your business. Our editorial is developed to support a range of advertising categories.

Travel & Leisure

Continental Airlines' business is to bring customers to 262 cities worldwide.¹ In *Continental*, we give readers motivation to set aside time to visit one or more of these destinations. Each month, our **Been There** feature reports in depth on a specific city conveyed through engaging storytelling and compelling photography, along with service sidebars on what to do, where to eat, and where to stay. The **Go Explore** department showcases a diverse range of locales, with featured destinations, new hotels and restaurants, and quick hits of events and happenings in cities worldwide, including Continental's hubs. Additionally, each month we explore a different golf destination and food establishments in the area in **Golf**, taking an inside look at a new or recently renovated course, as well as other greens in the area, and provide fitness advice to the frequent travelers in our monthly department **Fit to Travel**.

Food and Beverage

A main staple in the life of the frequent traveler is finding great spots throughout the world to eat and drink. In our monthly **Eat** and **Drink** departments, we highlight two dining and drinking establishments in a featured destination, giving readers an inside scoop on the best meals and drinks to try when they are there. In addition, we showcase the best places to stop for a bite and a beer after playing on the links in **Golf**.

Business

Continental caters to the interests of its business travelers with profiles of prominent business men and women in our **Idea Makers** section. Interviews with these influential leaders provide inspiration and spark ideas among readers and provide them with information they can use in their everyday business decision-making. *Continental* is the leader among the inflight magazines in business editorial coverage, with 10% of our editorial pages devoted to business topics.

1. Number of destinations as of September 2008



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Real Estate

Readers get great tips and learn about new real estate opportunities in *Continental*. We regularly cover hot trends in the industry in the [Idea of the Moment](#) feature. In addition, we have three special sections planned for 2009 – April, July, and November.

Personal & Business Electronics

In the ever-changing high-tech world, our readers crave information on the latest and greatest electronic products. In [Go Gadgets](#), we showcase the hottest tech gear for mobile executives and technophiles, including computers, audio and video technology, automotive products, home gadgets, and more.

Retail

In 2009, *Continental* will continue its focus on retail with the [Go Gadgets](#) department covering the hottest audio/visual items on the market as well as the expansion of [Go for a Spin](#), where we showcase hot car accessories to go along with your favorite car. And in [December 2009](#) we indulge readers' interest in quality goods with our special section on [Luxury Goods](#).

Health & Wellness

Continental readers are an active audience who care about their health. The magazine caters to this interest with a regular column, [Fit to Travel](#), which gives running routes, general fitness advice, workout product information, and other wellness info. We also cover trends in healthcare in the [Idea of the Moment](#) feature, and have a special section on [Executive Health & Wellness](#) in both January and June.

Education

Higher education is an evolving industry and in our [Idea of the Moment](#) feature, we keep readers on top of the latest higher education trends. We also profile some of education's most influential leaders in the [Idea Makers](#) section. And in both February and August 2009, we feature a special section on [Executive Education](#).

Automotive

In [Go for a Spin](#), our auto expert reports back on a test drive of a luxury vehicle, inspiring readers to check it out for an adventure of their own.



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