

# SPECIAL SECTION LINEUP

Special sections deliver tremendous value to advertisers — the ability to promote your product or service within a specifically focused environment relevant to your company and your audience. The following is a preliminary lineup of our 2009 special sections:

## January — Executive Health

This section checks up on healthcare options and trends for successful and busy executives.

**Space Close: November 10, 2008**

## February — Executive Education and Texas

One million readers of *Continental* have children under 18 years old. Like their parents, most of them will attend college. The Executive Education section will present the best in higher education.

Nearly 20,000,000 people fly to and from Texas on Continental each year. Our Texas section will focus on the state, home to four major cities, large corporations, and great entrepreneurial spirit.

**Space Close: December 8, 2008**

## March — Resort Casinos & Golf and New Orleans

Today casinos are everything from resorts to concert venues to fine dining, gaming and great golf courses. In other words, there is something for everyone. *Continental* will uncover some of the unique features of the great casino destinations.

World-class dining, entertainment and hospitality make New Orleans a popular destination for business and pleasure.

**Space Close: January 12, 2009**

## April — Real Estate and Cleveland

*Continental* continues its coverage of the real estate market, feeding readers' interest in second homes and vacation properties.

*Continental* will take an in-depth look at the airline's Midwest hub, Cleveland, informing readers about the quality of life, business opportunities and tourism activities in northeast Ohio.

**Space Close: February 9, 2009**

## May — Offshore Technology Conference (OTC) and Mexico

The annual OTC special section discusses the latest trends and technologies in energy as thousands of industry professionals convene in Houston for the main event of the year.

Continental provides service to 29 destinations in Mexico. *Continental* magazine looks at what makes this country so appealing for residents and visitors alike.

**Space Close: March 9, 2009**



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## June — Health and Chicago

Taking care of body and mind are a high priority for *Continental* readers. Our special Health section will look at medical and health options from head to toe.

The Windy City, Chicago, named for its politicians' long-winded speeches, not for its weather, will also be the center of attention in this early summer section.

**Space Close: April 13, 2009**

## July — Continental's 75th Anniversary, Real Estate and Los Angeles

*Continental* will look back at the past 75 years of aviation and report on Continental's rich history of success in the air. There will be unique sponsorship and advertising opportunities for those who want to share in this celebration.

A second real estate special section is timed for the key summer market.

Dozens of themed celebrations and cultural street fairs add to Los Angeles' draw of Hollywood, beaches, and too many business and tourist destinations to list here. *Continental* will report on much of what L.A. has to offer.

**Space Close: May 11, 2009**

## August — Women in Business and Executive Education

*Continental* turns its attention to the many women leading some of America's great companies and organizations.

In these competitive times, higher education, advanced degrees, and skills training are more important than ever. Look for our special section discussing what skills and areas of study are in demand.

**Space Close: June 8, 2009**

## September — The Caribbean and Alaska

Over 1.2 million *Continental* passengers visited the Caribbean in 2007 to enjoy the great beaches, perfect weather, and the good life. Readers will learn more about where to stay, visit, and play.

Tourism in Alaska has never been more popular. *Continental* will uncover some of the great opportunities in the nation's largest state.

**Space Close: July 13, 2009**

## October — Central America and Northern New Jersey

In October the focus is the growing region of Central America and what makes it so attractive to developers and consumers alike.

*Continental's* New York/Newark hub makes it a major player in the business capital of the world. This area is home to industry, affluent consumers, financial service centers, world-renowned healthcare and educational institutions, and is a gateway to international markets.

**Space Close: August 10, 2009**



*Continental* magazine is exclusively published by The Pohly Company.

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### November — Real Estate and Houston

Nearly one-third (31%) of *Continental* readers own two or more homes. The third real estate special section in the series this year offers readers the latest trends in the real estate market.

Continental's leading hub is in one of the fastest growing and most dynamic cities in the country. This month we cover the hottest trends in Houston.

**Space Close: September 14, 2009**

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### December — Luxury Goods and Mexico Business

Purveyors of fine products will reach an upscale audience in search of personal gifts as well as corporate rewards for great clients. Detailed profiles and photos of a variety of gift ideas will accompany the advertising in this section.

Doing business in Mexico is a hot economic topic. Continental serves more destinations and has more flights into Mexico than any other carrier. We cover business opportunities and trends in the Mexico special section.

**Space Close: October 12, 2009**

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You can maximize your exposure in *Continental* with our promotional packages for special section advertisers. Be sure to ask your *Continental* sales representative for more information, or call 800.383.0888.



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