

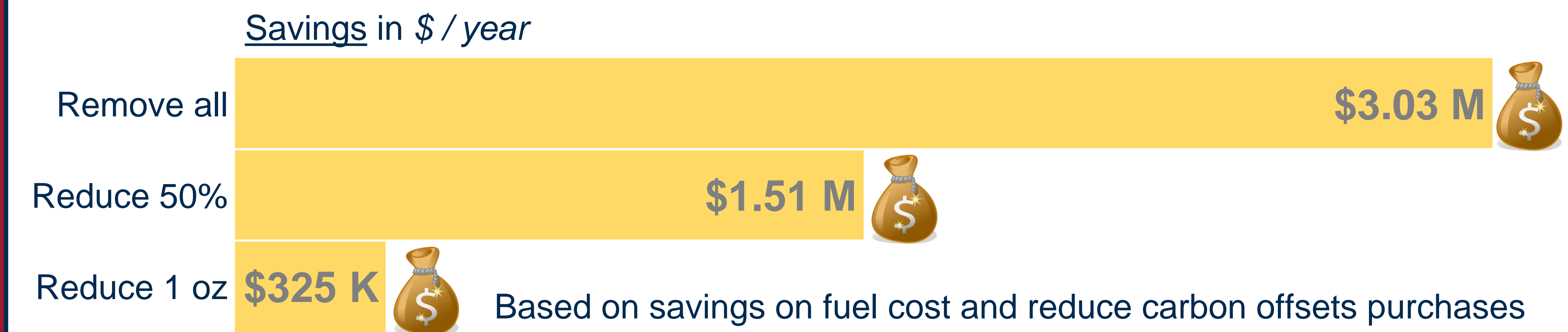
PAPERLESS PLANES for DELTA

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At Delta Airlines, **Sky magazines** are placed in the back pocket of every seat across all flights for a total of **148,000+ magazines per month**. Reducing the number and/or weight of paper magazines, or transitioning to digital copies downloaded in-flight via the free Delta Studio, would reduce weight on planes thus reducing overall fuel consumption.

Scenarios	Benefit	Challenges
Remove all	Greatest financial and carbon savings	Most difficult to create buy-in
Reduce 50 %	Easy to pilot, minimize impact on customers	Create buy-in to minorly alter logistics
Reduce 1 oz	Match competitor airline strategy	Maintain brand quality

Financial Analysis

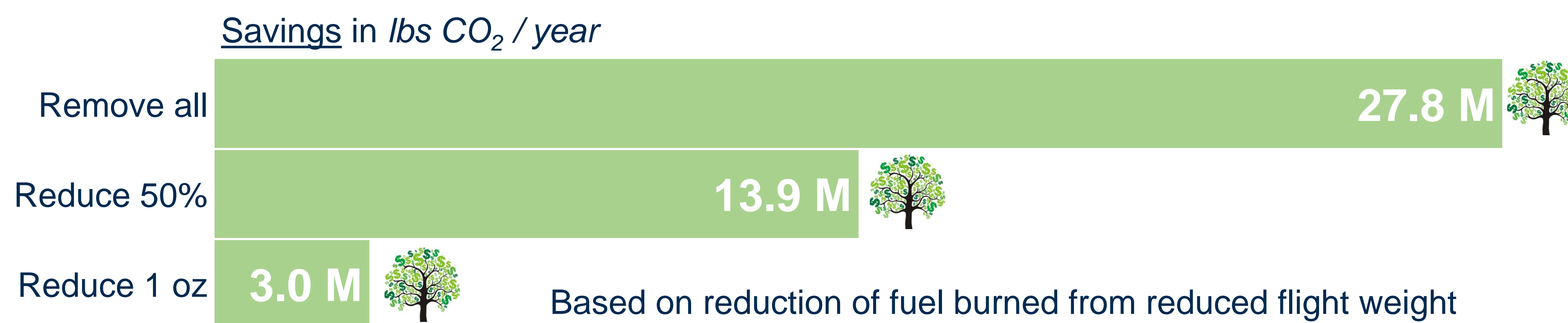


Cost savings of removing all magazines = Carbon of **1,951** RT Flights between ATL - Tokyo

Assumptions & Considerations:

- Fuel price is \$1.99/gal. With prices fluctuating and on the rise, this estimate is conservative.
- Carbon offset price is \$1/metric ton.
- For Delta, magazine production costs are considered inconsequential due to guaranteed shared revenue agreement with partner.
- Little to no change in advertisement revenue would mean NPV = fuel cost savings listed above.

Carbon Analysis



Carbon savings of removing all magazines = Carbon emissions of **800** RT flights from ATL – Tokyo

Example Calculation for Status Quo (1 magazine per seat):

Plane Size	No. Planes	Seats / Plane	Magazine Weight (lb)	Fuel to Carry 1 lb/plane/yr (gal)	Total Fuel (gal/yr)
S :	481	x 147	x 0.58	x 13.7	= 560,708
M :	289	x 206	x 0.58	x 19.3	= 650,137
L :	78	x 283	x 0.58	x 24.0	= 303,076
					1,513,921

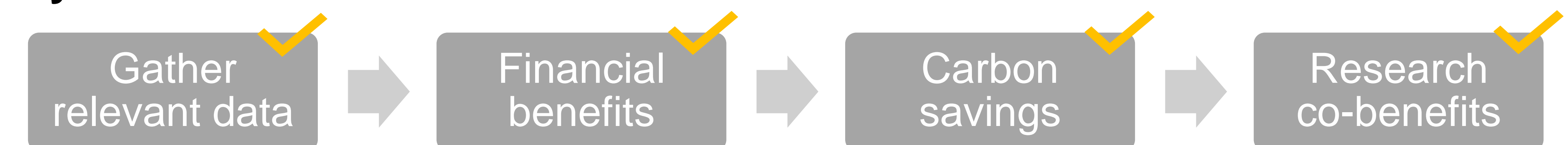
Total Fuel (gal/yr)	CO ₂ Emissions Coefficient (lbs CO ₂ / gal of jet fuel)	Total CO ₂ emissions from magazines on board per year (lbs CO ₂ / year)
1,513,921	x 18.4	= 27,856,145



Co-Benefits

- Digital can be translated into more languages + text to audio conversion + archive accessibility = increased readership
- Hyperlink clickability allows users to go straight to other articles or advertisers of interest leading to immediate purchasing power and additional review streams
- Less waste generated by paper magazine's end-of-life

Key Deliverables



Decision Makers

