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Aeroplan's Arrival Magazine Goes Social

MONTREAL, Nov. 30 /CNW Telbec/ - Aeroplan today announced that the online version of its magazine, Aeroplan Arrival, will now feature interactive polls, article recommendation features and RSS feeds to further engage readers about travel and destinations, arts and culture and the latest Aeroplan rewards. In addition, members will soon be able to comment on articles.

The print and online versions of the magazine feature work by top Canadian and international writers, photographers and illustrators in a fun and engaging format. In keeping with members' top interests, travel content is a focus with inspiring travel ideas, in addition to trends in arts and culture, reward merchandise, member testimonials and program tips.

"Aeroplan has always looked for new ways to be creative, engage our members and enhance the member experience," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness, Aeroplan. "These changes to Arrival are Aeroplan's first steps to allow our members to talk with each other and Aeroplan. We encourage our members to start sharing their travel dreams, and join the conversation on destination tips, trends and insights at aeroplan.com/arrival."

In addition to the new online features, members will enjoy more frequent issues of the print magazine in 2010. The Fall/Winter 2009 issue, which was recently mailed to members, highlights exotic winter getaways as well as holiday entertaining ideas that extend online, where members can redeem for the featured products at Aeroplan.com. The Spring 2010 issue features articles on Croatia-from the bustling capital, Zagreb, to the dazzling Dalmatian coast-and a road trip around Arizona. Plus, Parisian art alfresco, molecular mixology in Tokyo and an exclusive interview with Michael Bublé.

In early 2008, Aeroplan partnered with Redwood Custom Communications, one of North America's leading custom publishers, to develop Aeroplan Arrival as a print-and now online-magazine. "Increasing Arrival's frequency to three editions, combined with expanded social media tools for the online edition, will provide both members and advertisers alike a more dynamic and engaging content experience," said Joseph Barbieri, Redwood's SVP Marketing & Businesses Development.

Aeroplan Arrival recently won nine awards at the Magnum Opus Awards including the Gold award for Best Design of a new publication and a Silver award for Best Advertorial Editorial. For more information or to read Aeroplan Arrival, please visit: www.aeroplan.com/arrival.

About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation. Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 70 world-class partners, representing more than 150 brands in the financial, retail and travel sectors. In 2008, over 2 million rewards were issued to members including more than 1.5 million round-trip flights on Air Canada and Star Alliance carriers, which together offer travel to more than 900 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards. For more information about Aeroplan, please visit www.groupeaeroplan.com or www.aeroplan.com.

About Redwood Custom Communications

Redwood creates branded content and custom media programs by combining best-in-class journalism and marketing talent to build meaningful customer relationships and drive clients' business objectives. Redwood has offices in Toronto and New York and is part of Transcontinental Inc.'s Marketing Communications Sector. Redwood's North American clients include Procter & Gamble, The Home Depot, Canadian Automobile Association (CAA), Frito-Lay, Sears, Sobeys, The Principal Financial Group, Rexall, Mazda International, Aeroplan, Bank of America and more. Redwood has received over 175 national and international awards for creative excellence.

For more information about Redwood, please visit www.redwoodcc.com.

View our portfolio at www.redwoodcc.com/evolution.

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