

Suggested_-102822772), the upside-down tomato garden (http://www.skymall.com/shopping/detail.htm?pid=102015486&c=&cm_sp=Search-_-Suggested_-102015486), and the spy pen (http://www.skymall.com/shopping/detail.htm?pid=102827698&c=&cm_sp=Search-_-Suggested_-102827698).

(<http://www.skymall.com/shopping/detail.htm?pid=102506893&c=>)Currently, how many different products does SkyMall (<http://skymall.com>) offer?

There are approximately 2,000 products in our in-flight catalog and 15,000 products online.

(http://www.skymall.com/shopping/detail.htm?pid=102586255&c=&cm_sp=Search-_-Suggested_-102586255)

Do vendors approach SkyMall (<http://skymall.com>) to carry their products?

We receive approximately 100 inquiries per week regarding featuring product in the SkyMall (<http://skymall.com>) catalog and on SkyMall.com. We also have a team of merchandisers that work directly with manufacturers and attend trade shows to find new and interesting products.



Is there a giant SkyMall (<http://skymall.com>) warehouse with all of the products or do you partner with your vendors to handle the shipment of orders?

SkyMall (<http://skymall.com>) does not warehouse any inventory; all merchandise is shipped directly by the product supplier.

How many airlines carry SkyMall?

SkyMall (<http://skymall.com>) is on 13 airlines and Amtrak. The title of the catalog on Amtrak is "TravelMall" but it features the same products as the SkyMall (<http://skymall.com>) catalog.

Who vets potential products to make sure that they are suitable for SkyMall?

We have a team of merchandisers that review each product.

Could I be the official SkyMall (<http://skymall.com>) product tester? How does one get such a job?

We don't really have one official product tester but you are more than welcome to buy a bunch of products and post reviews on SkyMall.com. We would LOVE that!

Has SkyMall (<http://skymall.com>) ever refused to carry a product?

SkyMall (<http://skymall.com>) carries products that are innovative, unique, or solution oriented. If something doesn't fit that description, it won't be considered. We also make sure that products are appropriate for "family friendly" viewing.

Who writes the product descriptions for SkyMall?

Most descriptions come directly from the catalog partner. Some are written by SkyMall (<http://skymall.com>) staff.

How often is the paper catalog updated?

The in-flight catalog is updated four times each year. We are constantly adding new products to SkyMall.com

How many catalogs are printed annually?

About 20 million.

How has the popularity of internet shopping affected SkyMall's business?

Q: Should people be purchasing Shingles medication from SkyMall?

A: Only if they have Shingles.

The internet has been great for us. We've had a site since 1996. On SkyMall.com we can feature more products, include product reviews, and interact with customers in new ways.

What percentage of SkyMall (<http://skymall.com>) sales come from the catalog vs. the website?

60% website, 40% catalog

What is the "Mobile Virtual Store" that SkyMall (<http://skymall.com>) has launched?

SkyMall (<http://skymall.com>) has a mobile shopping site. Customers can view product and make purchases directly from their mobile devices. They can also SMS an item number to 49432 to make a purchase.

Has Snuggie (<https://www.getsnuggie.com/flare/next>)'s direct marketing campaign affected SkyMall's sales of the Slanket (http://www.skymall.com/shopping/detail.htm?pid=102531784&c=&cm_sp=Search--Suggested--102531784)?

The Slanket was very popular this past winter. We don't really have a way to gauge if its sales were impacted by competing products.

Is there such thing as a "typical" or "average" SkyMall (<http://skymall.com>) customer?

They're typically earlier adopters of technology and business decision makers...they like to have things the neighbors don't have.

What is your favorite current SkyMall (<http://skymall.com>) product?

The Wonder Woman bracelet! (<http://www.skymall.com/shopping/detail.htm?pid=102681669&c=>) Really!

Do you purchase SkyMall (<http://skymall.com>) items? What do you own from the catalog?

All the time...a door mat (http://skimlinks.pgpartner.com/mrdr.php?url=http%3A%2F%2Fskimlinks.pgpartner.com%2Fsearch.php%2Fform_keyword%3Ddoor%2Bmat), bug vacuum (http://www.skymall.com/shopping/detail.htm?pid=102248756&c=&cm_sp=Search--Suggested--102248756), wine chiller, Jumpin Jammerz (<http://www.skymall.com/shopping/detail.htm?pid=102506893&c=>), giant cupcake pan (http://www.skymall.com/shopping/detail.htm?pid=102715151&c=&cm_sp=Search--Suggested--102715151).

SkyMall (<http://skymall.com>) is known for carrying some, shall we say, odd products. What do you think the public's perception of SkyMall (<http://skymall.com>) is?

For every wacky product that someone sees, they see another that they just have to have. What I think is cool, you might think is ridiculous and vice versa.

(<http://www.skymall.com/shopping/detail.htm?pid=102506893&c=>)

Even you must think that some of the products in SkyMall (<http://skymall.com>) are a bit strange. Which products make you shake your head and wonder, "Who would buy that?"



I'm not a big fan of the Garden Yeti (<http://www.skymall.com/shopping/detail.htm?pid=102517807&c=>) (but our VP of Marketing loves hers.)

What do you say to people who laugh at SkyMall (<http://skymall.com>) or some of the products?

I'm glad we've made you smile! People should do more of that!

Should people be purchasing Shingles medication (http://www.skymall.com/shopping/detail.htm?pid=102675933&c=&cm_sp=Search--Suggested--102675933) from SkyMall?

Only if they have Shingles.

Touché, Ms. Aguilera. Touché.

Special thanks to Joey O'Donnell of SkyMall (<http://skymall.com>) for his assistance in coordinating this interview.

Check out all of the previous SkyMall (<http://skymall.com>) Monday posts [HERE](http://www.gadling.com/tag/skymall-monday) (<http://www.gadling.com/tag/skymall-monday>).

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