



AviationforWomen®

THE OFFICIAL PUBLICATION OF WOMEN IN AVIATION INTERNATIONAL®

2019
WAI
MEDIA
KIT



Reach female aviators around the world.

Women in Aviation International (WAI) is a nonprofit organization dedicated to the advancement of women in all aviation career fields and interests.

Connect. Engage. Inspire.

It's not merely a motto for WAI, it's a mindset. Connecting, inspiring, and engaging women as they venture into the diverse and exciting aviation industry is our passion and purpose for existence.

This dedication to the advancement and encouragement of our nearly 13,000 members and our 120 chapters is led by our well-established scholarship awards, educational outreach programs, Jobs Connect and Mentor Connect network, and special events such as Girls in Aviation Day and our annual International Women in Aviation Conference.





Print Advertising Rates

(All rates are net.)

Aviation for Women Magazine

WAI's bimonthly publication is a must read among nearly 13,000 members who receive it in both print and digital formats and features inspirational success stories of women who lead in multiple segments of aviation. It is an excellent way to keep your message alive and in front of our powerful audience of women, whether they are looking for new career opportunities or have the ability to influence others.

Ad Rates:	1x	3x	6x
Full Page	\$2,500	\$2,200	\$2,000
Half Page	\$1,400	\$1,300	\$1,200
Third Page	\$1,200	\$1,000	\$900
Quarter Page	\$900	\$800	\$750
Covers	\$3,000	\$2,750	\$2,600

WAI Corporate Members receive a 10% discount on all print ad rates.

Aviation for Girls Magazine

Designed to inspire future aviators, *Aviation for Girls* is published annually in print and digital formats and read by more than 20,000 readers. In partnership with WAI's expanding Girls in Aviation Day program, 20,000 copies of *Aviation for Girls* are distributed throughout the year. Featuring information about scholarships, internships, role models, and mentoring, the magazine's content is geared for girls ages 8-17. *Aviation for Girls* is an invaluable opportunity for advertisers to reach a younger market as girls develop their high school and college education and career paths within the aviation industry.

Girls in Aviation Day 2019 is October 5, 2019.



Special offer: Book any size ad in *Aviation for Women* and receive a 10% discount on any size ad in *Aviation for Girls*.

Issue	Ad Close	Material Due	Ad Rates:
2019	7/12/19	7/19/19	Full Page \$1,200
			Half Page \$650
			Quarter Page \$400

Contact:

Kelly Murphy, Director of Communications • kmurphy@wai.org • 703-967-8113
 For more details visit www.WAI.org/magazine/advertising.cfm

Ad Materials

Magazine Trim Size (in inches)
8.375" x 10.875"

Magazine Bleed Size (in inches)
8.625" x 11.125"

Live Matter—we can not guarantee any ad images or type that are not positioned .25 inches inside trim

Ad Materials:

Ad materials must be submitted electronically in PDF files using Adobe Acrobat Distiller. They should be “press” resolution with embedded fonts and CMYK art at 300 dpi. All images, logos and graphics should be in CMYK at 300 dpi. Spot colors will be simulated using process colors.



Ad Sizes

Full Page, Bleed—8.625" x 11.125"

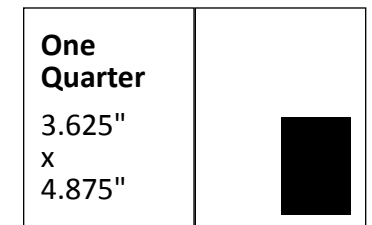
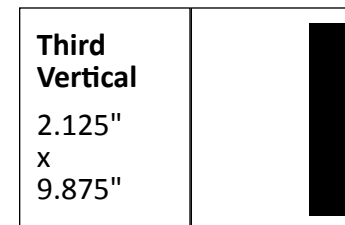
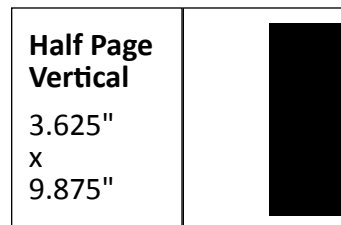
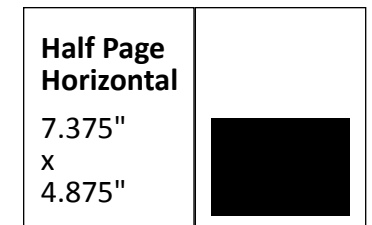
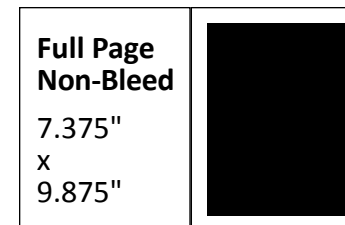
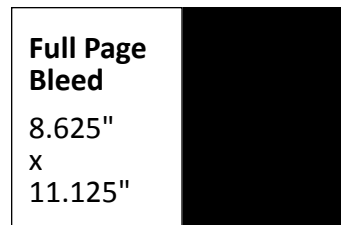
Full Page, Non-Bleed—7.375" x 9.875"

Half Page Horizontal—7.375" x 4.875"

Half Page Vertical—3.625" x 9.875"

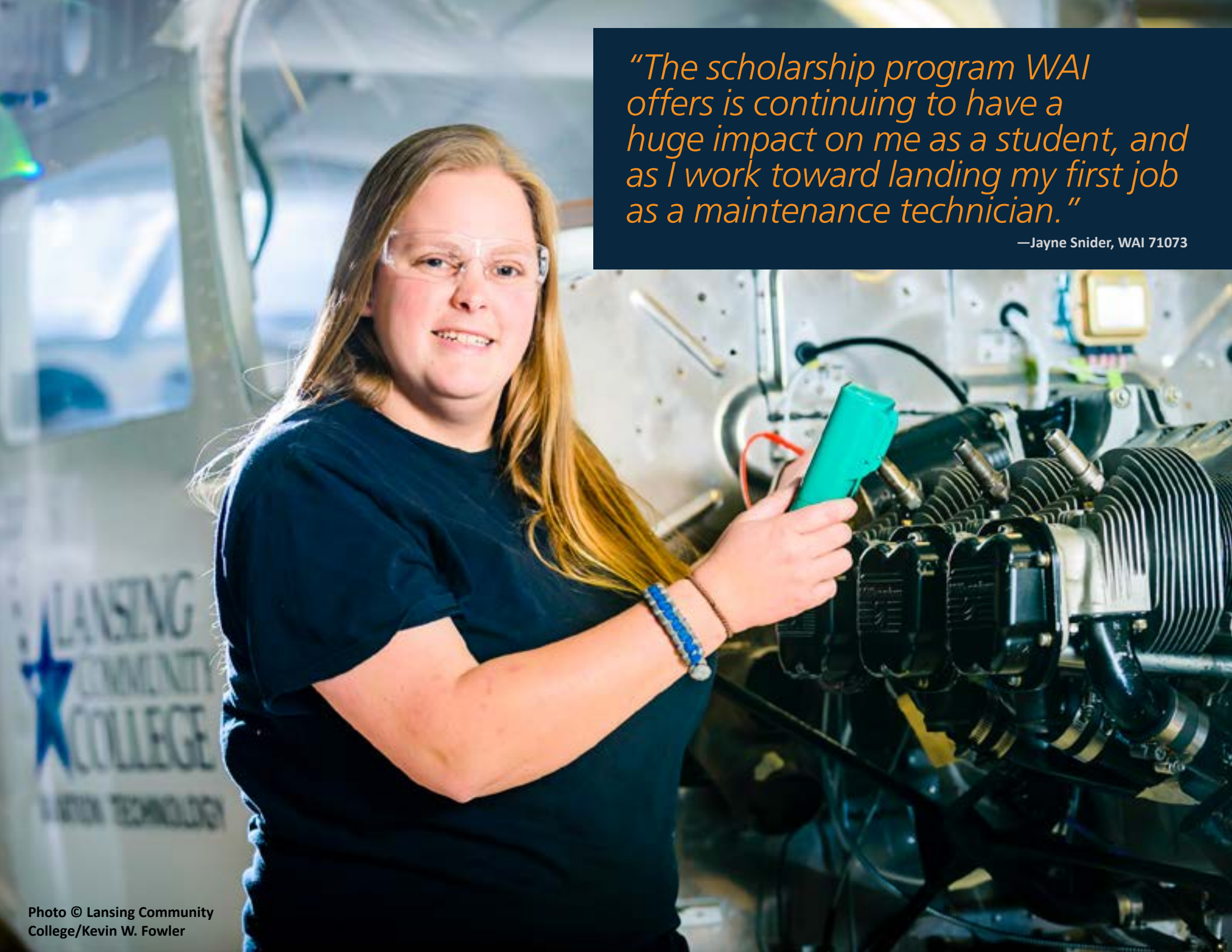
One Third Vertical—2.125" x 9.875"

One Quarter—3.625" x 4.875"



Aviation for Women 2019 Closing Dates

Issue Date	Ad Close	Material Due	In Members' Mailboxes
January/February	11/14/18	11/21/18	12/24/18
March/April (<i>Conference Issue</i>)	1/16/19	1/23/19	3/4/19
May/June	3/15/19	3/22/19	5/3/19
July/August (<i>AirVenture Issue</i>)	5/16/19	5/23/19	6/26/19
September/October	7/16/19	7/23/19	8/27/19
November/December	9/13/19	9/20/19	10/29/19



“The scholarship program WAI offers is continuing to have a huge impact on me as a student, and as I work toward landing my first job as a maintenance technician.”

—Jayne Snider, WAI 71073



Conference Advertising

(All rates are net.)

International Women in Aviation Conference Program

Reach every WAI member! The annual conference program is bound into the March/April issue of Aviation for Women magazine as a special section. The issue is distributed both by mail and digitally to all WAI members worldwide. Having the conference program bound into the center of the magazine allows conference advertisers access to the entire WAI membership, including those unable to attend the conference. The conference program has all the details for the three-day event with nearly 5,000 attendees.

WAI Corporate Members receive a 10% discount on all print ad rates.

Ad Rates:	1x	3x	6x
Full Page	\$2,500	\$2,200	\$2,000
Half Page	\$1,400	\$1,300	\$1,200
Quarter Page	\$900	\$800	\$750

2019 Conference Program Closing Dates

Issue Date	Ad Close	Material Due	In Members' Mailboxes
March/April issue	1/16/19	1/23/19	3/4/19



The Daily at the International Women in Aviation Conference

The Daily is published Thursday, Friday, and Saturday during the conference. Attendees read The Daily for the latest news and events of the day, including your message.

Ad Rates:	Thursday	Friday	Saturday	3x
Full Page	\$1,400	\$1,400	\$1,400	\$1,255
Half Page	\$750	\$750	\$750	\$680
Quarter Page	\$400	\$400	\$400	\$365

2019 The Daily Closing Dates

Issue Date	Ad Close	Material Due	Distributed at WAI2019
Thursday Daily (pre-printed)	2/15/19	2/22/19	3/14/19
Friday and Saturday Daily	3/1/19	3/8/19	3/15/19, 3/16/19



*"This magazine applies to everybody,
no matter what their interest is."*

—from 2018 reader survey





Editorial Distribution

All year-round *Aviation for Women* and *Aviation for Girls* are distributed at international conferences and meetings, education and career expos, chapter events, and special gatherings to highlight the diversity of women in aviation. Our nearly 13,000 members receive each issue in both print and digital formats.

January/February 2019

2019 Conference Preview, 2018 Girls in Aviation Day coverage
 Event Distribution—U.S. Sport Aviation Expo, NBAA Schedulers & Dispatchers

March/April 2019

Special Conference Program Guide
 Event Distribution—International Women in Aviation Conference, HAI Heli-Expo, Sun 'n Fun

May/June 2019

Event Distribution—EBACE, Geneva, Switzerland

July/August 2019

Scholarship Listing Issue
 Event Distribution—EAA AirVenture, Oshkosh, Wisconsin

September/October 2019

Event Distribution—UAA Fall Education Conference, RAA Annual Convention, NBAA, ERA General Assembly

November/December 2019

Event Distribution—Chapter Meetings, Career Expos, Holiday Gatherings

January/February 2020

2020 Conference Preview, Girls in Aviation Day coverage
 Event Distribution—U.S. Sport Aviation Expo, NBAA Schedulers & Dispatchers

Aviation for Girls 2019

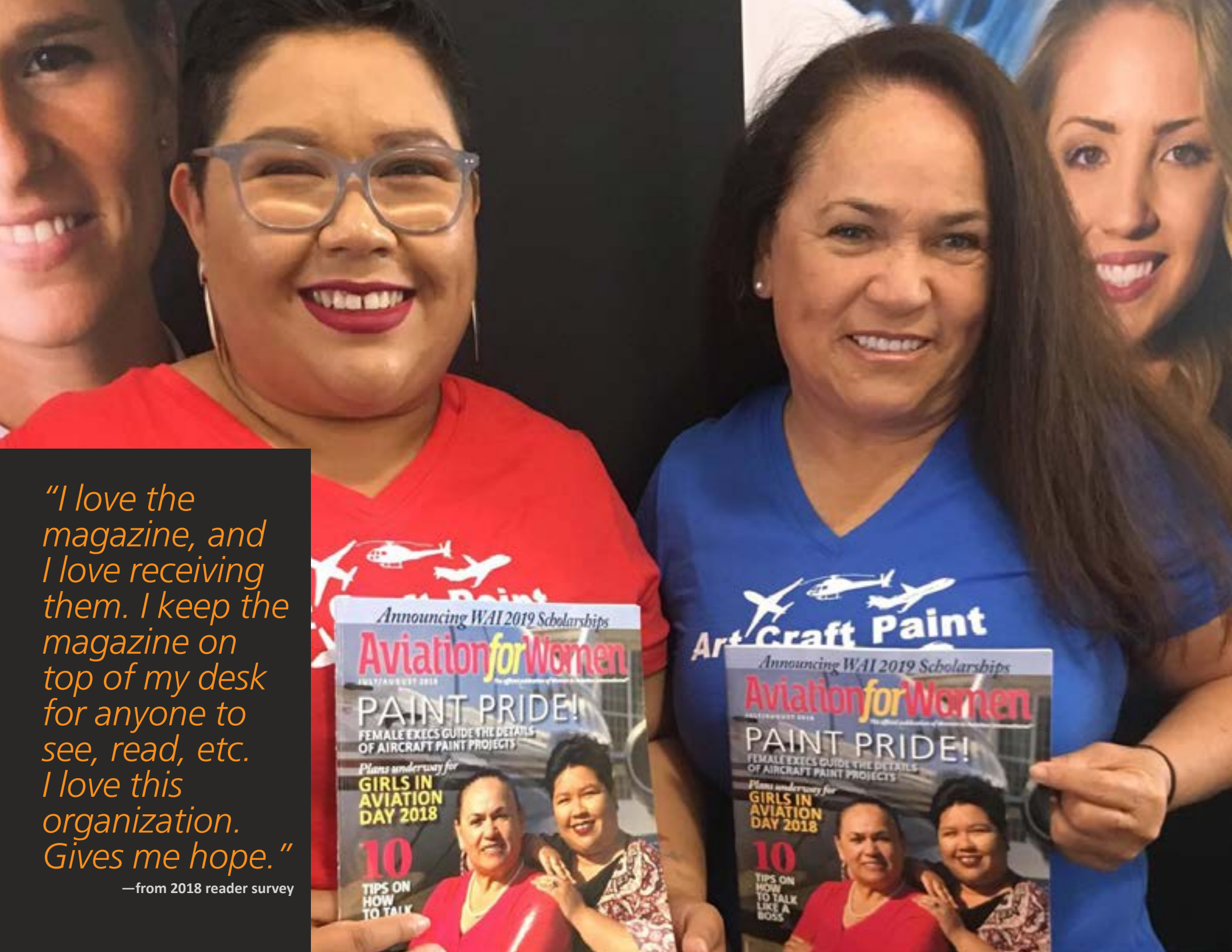
Worldwide Distribution—Girls in Aviation Day, October 5, 2019

WAI
 Corporate
 Members receive
 a 10% discount
 on all print
 ad rates.



"I love the magazine, and I love receiving them. I keep the magazine on top of my desk for anyone to see, read, etc. I love this organization. Gives me hope."

—from 2018 reader survey





Digital Advertising

(Digital analytics are available upon request.)

Develop a print and digital advertising package that expands your company's advertising and marketing efforts all year long.

www.WAI.org

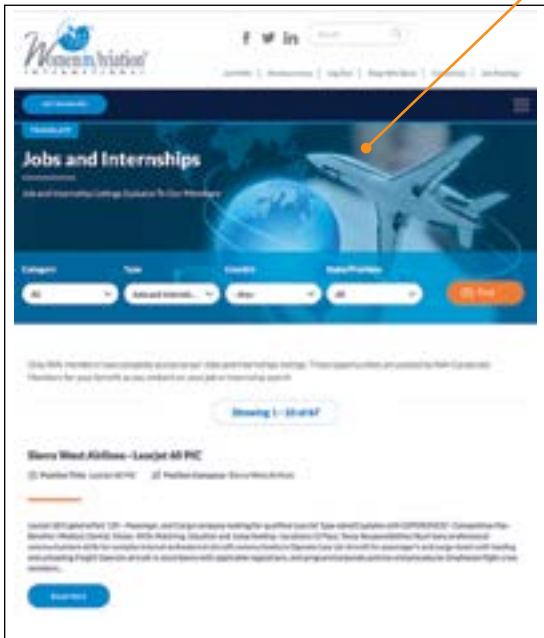
The WAI website is an invaluable resource for our members as well as the aviation industry with news updates, upcoming event information, as well as membership benefits and programs. Members and industry stakeholders seeking information on all things women in aviation and aerospace visit our website.

WAI Connect e-Newsletter

Published monthly, our popular e-Newsletter delivers timely information to members and presents additional opportunities for your message to reach them!

WAI Jobs Connect

Select advertising space is available on our website's members only Jobs Connect page. WAI Corporate members can post jobs and internships for free—a complimentary benefit of your company's support of WAI. Your open positions will be posted within 2 to 3 business days. Before you know it, you'll be attracting potential candidates from our diverse and unique membership that represents pilots, engineers, maintenance technicians, airport personnel, schedulers and dispatchers, company executives, and military personnel.



Book 2 digital ads on the website and/or in the WAI Connect e-Newsletter and receive a 10% discount on a 3rd ad.

Digital Ad Units and Specs

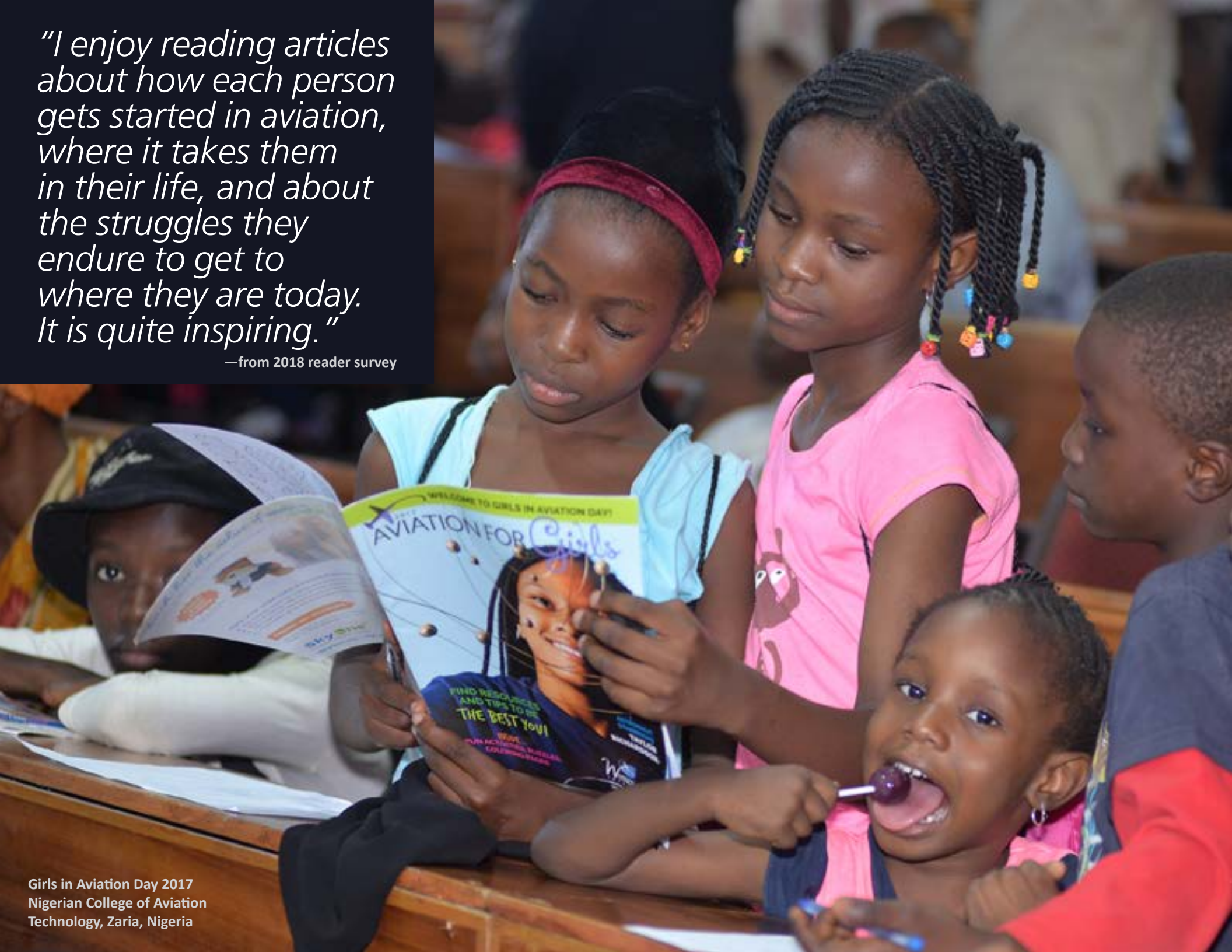
Website
www.WAI.org
 Medium Box Ad
 300 x 250
 \$500 per month
 (30-day posting)

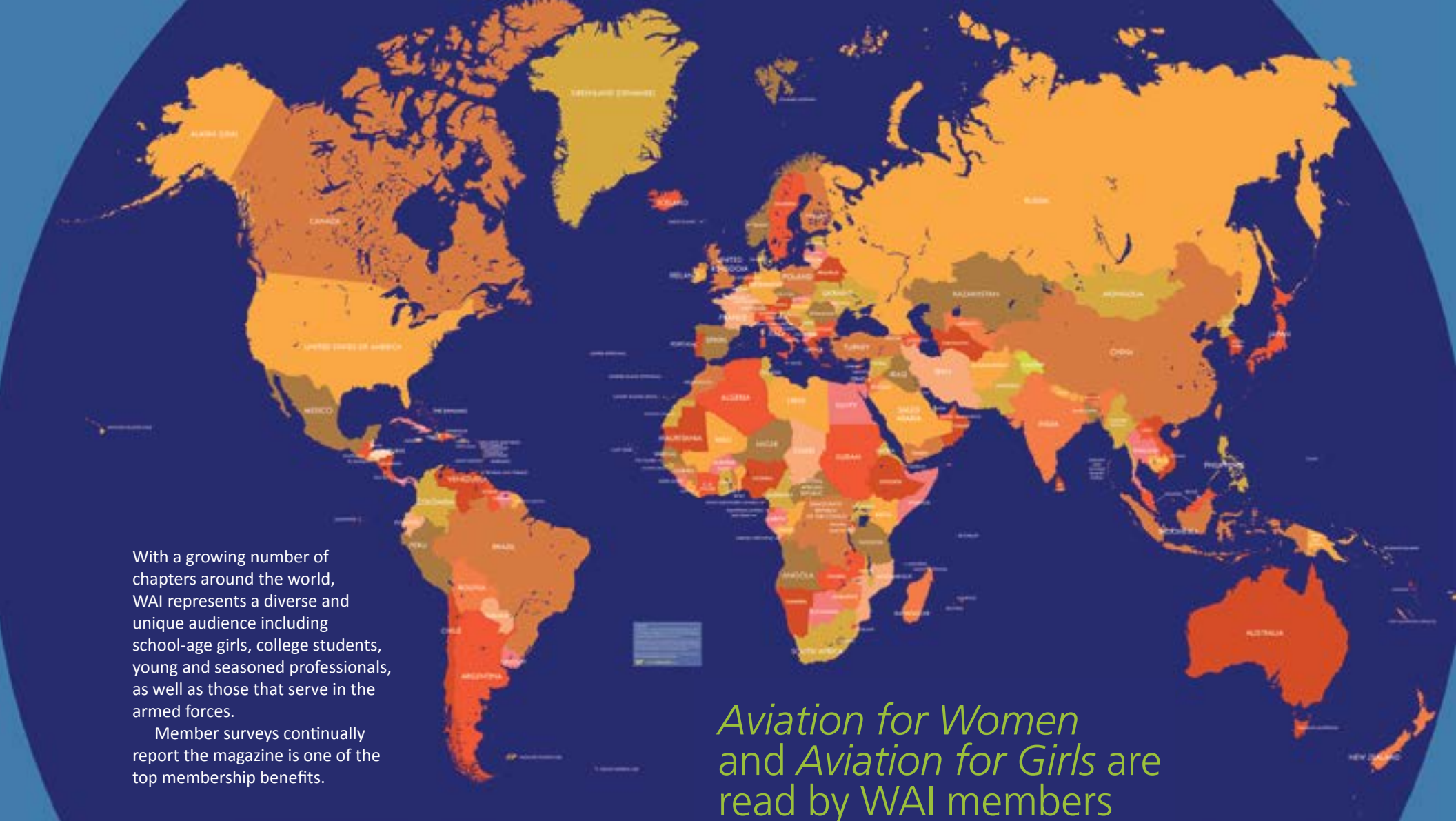
WAI Connect e-Newsletter
 Horizontal Banner Ad
 800 x 132
 Lead Banner \$325
 Regular Banner \$230

Aviation for Women
 (6x per year) and
Aviation for Girls
 (1x per year)
 Digital Announcement
 Lead Banner \$325
 Regular Banner \$230

"I enjoy reading articles about how each person gets started in aviation, where it takes them in their life, and about the struggles they endure to get to where they are today. It is quite inspiring."

—from 2018 reader survey





With a growing number of chapters around the world, WAI represents a diverse and unique audience including school-age girls, college students, young and seasoned professionals, as well as those that serve in the armed forces.

Member surveys continually report the magazine is one of the top membership benefits.

Aviation for Women and Aviation for Girls are read by WAI members around the world.

“The magazine is one of the best ways to connect women in aviation, or find out about events.”

—from 2018 reader survey

