



Connect. Engage. Inspire.

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 members is led by our well-established scholarship program, educational outreach programs, mentorship network, and special events, such as Girls in Aviation Day and our annual International Women in Aviation Conference.

2017 Media Kit

Member Profile

More than 12,500 members strong, our membership is comprised of women and men of all ages, education levels, interests and backgrounds; including astronauts, corporate pilots, maintenance technicians, air traffic controllers, business owners, educators, enthusiasts, and many more! Though there is great diversity within our membership, they all share a commonality—and that is a passion for aviation!

Our large and diverse network of aviation fanatics is opportune for all advertisers looking to broaden their reach and gain additional share within the market.

Headquarters

Women in Aviation International
Morningstar Airport
3647 State Route 503 South
West Alexandria, OH 45381-9354
Phone 937-839-4647
www.WAI.org

Print Advertising



Aviation for Women Magazine

WAI's bimonthly publication is a must read among more than 12,500 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:	1 X	3 X	6 X
Full Page	\$2,315	\$2,085	\$1,970
Half Page	\$1,390	\$1,215	\$1,160
Third Page	\$1,135	\$ 980	\$ 930
Quarter Page	\$ 870	\$ 750	\$ 695
Covers	\$2,890	\$2,660	\$2,545

Classified Display: \$95 per column inch; Word Only: \$1.50 per word, Minimum length 25 words

All rates are NET. WAI Corporate Members are eligible for a 10% discount

AD SIZES

Full Page, Bleed—8-5/8" x 11-1/8"

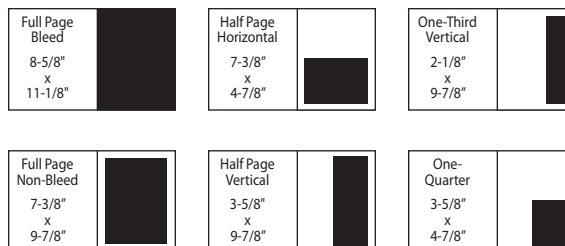
Full Page, Non-Bleed—7-3/8" x 9-7/8"

Half Page Horizontal—7-3/8" x 4-7/8"

Half Page Vertical—3-5/8" x 9-7/8"

One Third Vertical—2-1/8" x 9-7/8"

One Quarter—3-5/8" x 4-7/8"



2017 Aviation for Women Magazine Closing Dates

ISSUE DATE	AD CLOSE	MATERIAL DUE	IN MEMBERS' MAILBOXES
January/February	11/14/16	11/21/16	01/02/17
March/April (Conference Issue)	01/16/17	01/23/17	03/01/17
May/June	03/15/17	03/22/17	05/01/17
July/August (AirVenture Issue)	05/16/17	05/23/17	07/01/17
September/October	07/14/17	07/21/17	09/01/17
November/December	09/15/17	09/22/17	11/01/17

Annual Publications

Aviation for Girls Magazine

WAI's most recent publication, this magazine will be produced once annually in partnership with Girls in Aviation Day. The readership of *Aviation for Girls* is comprised of a younger demographic, with a target audience of girls ages 8-16. The magazine creates an invaluable opportunity for advertisers to reach a younger market as they grow and develop their values, needs, and wants within the aviation industry.

ISSUE	AD CLOSE	MATERIAL DUE	GIRLS IN AVIATION DAY 2017
2017	08/14/17	08/18/17	09/23/17



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

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.

Kelly Murphy

Director of Communications
703-716-0503

Email: kmurphy@wai.org

For more details, go to

www.WAI.org/magazine/advertising.cfm

Conference Advertising

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 pull-out 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.

AD RATES:	1 X	3 X	6 X
Full Page	\$2,315	\$2,085	\$1,970
Half Page	\$1,390	\$1,215	\$1,160
Quarter Page	\$ 870	\$ 750	\$ 695

All rates are NET. WAI Corporate Members are eligible for a 10% discount

AD SIZES

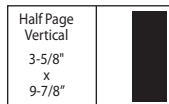
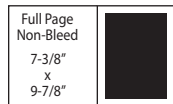
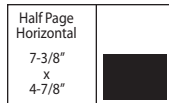
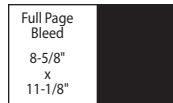
Full Page, Bleed—8-5/8" x 11-1/8"

Full Page, Non-Bleed—7-3/8" x 9-7/8"

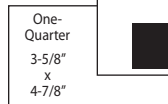
Half Page Horizontal—7-3/8" x 4-7/8"

Half Page Vertical—3-5/8" x 9-7/8"

One Quarter—3-5/8" x 4-7/8"



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.



2017 Conference Program Closing Dates

ISSUE DATE	AD CLOSE	MATERIAL DUE	IN MEMBERS' MAILBOXES
March/April (Conference Issue)	01/16/17	01/23/17	03/01/17

At the Conference

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	\$1,370	\$1,370	\$1,370	\$1,225
Half Page	\$695	\$695	\$695	\$625
Quarter Page	\$345	\$345	\$345	\$310

2017 The Daily Closing Dates

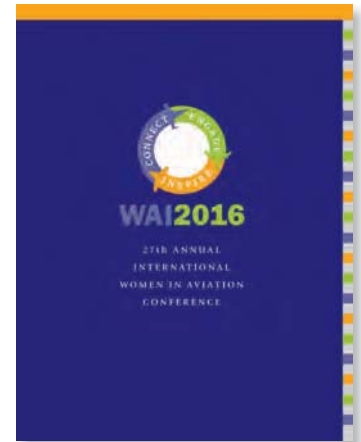
ISSUE DATE	AD CLOSE	MATERIAL DUE	DISTRIBUTED AT CONFERENCE
Thursday <i>Daily</i> (pre-printed)	01/31/17	02/07/17	03/02/17
Friday and Saturday <i>Daily</i>	02/13/17	02/20/17	03/03/17, 03/04/17

Sponsor an entire issue of The Daily

Sponsorship includes a credit line on the cover and a full page ad space on the back cover.

SPONSORSHIP AD SIZES

Full Page, Bleed—8-5/8" x 11-1/8"; Full Page, Non-Bleed—7-3/8" x 9-7/8" AD RATE: \$3,500/day



Kelly Murphy
Director of Communications
703-716-0503
Email: kmurphy@wai.org
For more details, go to
www.WAI.org/magazine/advertising.cfm

2017 Editorial Calendar

Every magazine is mailed to 12,000+ readers and available on-line!

Regular Departments in every issue:

President's Message
WAI Latest News
WAI Members in the News
WAI Chapter News from around the world
In Our Own Words member essay

Featured Columns in every issue:

International Focus
Tips From A CFI
In The Push
Personal Development

Editorial Themes & Distribution

January/February 2017—2017 Conference Preview

Event Distribution—U.S. Sport Aviation Expo, Sebring, Florida; NBAA Schedulers & Dispatchers, Fort Worth, Texas

March/April 2017—Special Conference Program Guide, Wisdom of the WASP, The Science of Mentorship

Event Distribution—International Women in Aviation Conference, Lake Buena Vista, Florida; HAI Heli-Expo, Dallas, Texas; Sun N Fun, Lakeland, Florida

May/June 2017—Female Airport Leaders Blazing a Trail, Business Aviation Female Leaders, Sourcing Aviation Education Resources

Event Distribution—EBACE, Geneva, Switzerland

July/August 2017—Young Professional Influencers, Starting your Aviation Career, Serving Communities as Aviation Volunteers

Event Distribution—EAA AirVenture, Oshkosh, Wisconsin

September/October 2017—Spotlight on Aviation Programs at Colleges and Universities, Training and Education Options, Women in the Regional Airline Industry

Event Distribution—UAA Fall Education Conference, Riverside, California; RAA Annual Convention, Palm Beach, Florida; NBAA, Las Vegas, Nevada

November/December 2017—The Art of Training—New Methods, Past and Future Aviation Pioneers, Aviation Safety Leaders—Flying and Maintaining Aircraft

Aviation for Girls 2017—Guide Book to Inspire Future Women in Aviation

Classroom Activities, Resources to Encourage Future Aviators, Travel Guide of Aviation Museums, Parks, and Restaurants, Learn to Fly Programs, Aviation Books for All Ages
Worldwide Distribution—Girls in Aviation Day September 23, 2017



Kelly Murphy

Director of Communications
703-716-0503

Email: kmurphy@wai.org

For more details, go to

www.WAI.org/magazine/advertising.cfm