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AviationforWomen®

THE OFFICIAL PUBLICATION OF WOMEN IN AVIATION INTERNATIONAL®



AVIATION FOR Girls™

2026
WAI
MEDIA
KIT



CHRISTOPHER MILLER



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WAI VISION

We envision a world where the sky is open to all, where aviation and aerospace dreams are possible without barriers.



"Aviation for Women is unique and critically necessary to convey the energy and activism that is Women in Aviation International and its members' passion."

—from AFW Q1 Jan-March 2025 reader survey"

Reach a Unique Aviation Audience Through Women in Aviation International (WAI)

The aviation/aerospace industry needs more women to pursue aviation careers to access the breadth of talent needed to meet our current—and growing—workforce challenges. Attracting, retaining, and advancing women in aviation is critical to the aviation industry's safety and ability to innovate.

Connect. Engage. Inspire.

It's not merely a motto for WAI, it's a mindset. Connecting, engaging, and inspiring women of all ages and backgrounds 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 more than 20,000 members in over 120 countries is led by our well-established scholarship awards, educational outreach programs including Aviation for Girls, Jobs Connect, and Mentor Connect network, and special events such as Girls in Aviation Day and our annual Women in Aviation International Conference.





Advertising Rates

(All rates are net.)

Aviation for Women Magazine

WAI's quarterly publication is a must read among more than 20,000 members who receive each issue in digital and print optional 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	2x	4x
Full Page	\$3,300	\$2,700	\$2,640
Half Page	\$1,800	\$1,710	\$1,580
Third Page	\$1,580	\$1,320	\$1,180
Quarter Page	\$1,180	\$1,050	\$990
Covers	\$3,960	\$3,630	\$3,430

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 40,000 readers. In partnership with WAI's expanding Girls in Aviation Day program, more than 25,000 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 8-18. *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.

The 12th Annual International Girls in Aviation Day will be celebrated on Saturday, September 19, 2026.

AFG2026

Distributed at Girls in Aviation Day 2026
25,000+ issues

Ad Close
6/8/26

Material Due
6/15/26

Ad Rates:
Full Page \$1,585
Half Page \$860
Quarter Page \$530

Contact:

Kelly Murphy, Director of Communications • kmurphy@wai.org • 202-909-8380
For more details visit WAI.org/news/afw-magazine and WAI.org/news/afg-magazine

A close-up photograph of two women smiling. The woman on the left has dark hair pulled back, wears a red scarf, and has a white flower in her hair. The woman on the right has dark hair in a braid, wears glasses, a blue lanyard, and a dark jacket, also with a white flower in her hair. They are holding a brochure together. The background is blurred, showing other people in a crowd.

“WAI produces the best, most relevant aviation news and resources for women interested in the aviation industry.”

—from AFW Nov/Dec 2024 reader survey

All for shaping
the future of
aviation

Ad Materials

Magazine Trim Size (in inches)

8.375" x 10.875"

Magazine Bleed Size (in inches)

8.625" x 11.125"

Live Matter—Please do NOT put any logos and type within .25 inches of the trim edge. We cannot guarantee trim on objects outside the live matter area.

Ad Materials:

Ad materials must be submitted electronically in PDF files. 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"

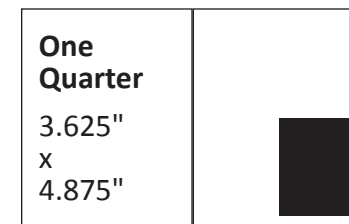
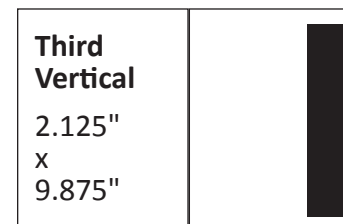
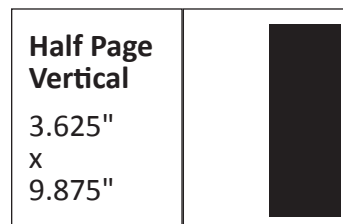
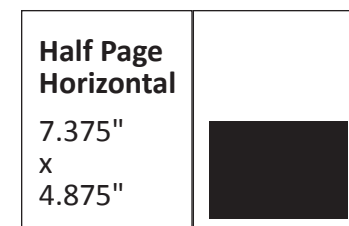
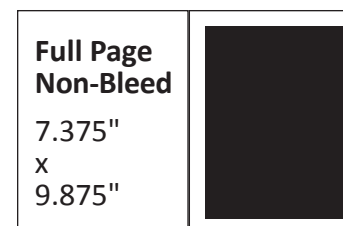
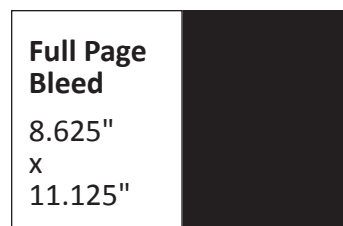
Full Page, Non-Bleed—7.375" x 9.875"

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 2026 Closing Dates

Issue Date	Ad Close	Material Due	Publish Date
January–March Q1 (Conference Issue)	1/16/26	1/23/26	2/19/26
April–June Q2	4/10/26	4/17/26	5/20/26
July–September Q3	7/10/26	7/17/26	8/20/26
October–December Q4	10/9/26	10/16/26	11/20/26



"The team at Aviation for Women does an amazing job! Their stories empower women and make us feel like we belong in aviation."

—from AFW July/Aug 2024 reader survey

"This magazine is a game-changer! It showcases the achievements of women in aviation and makes us feel connected. Great job, team!"

—from AFW July/Aug 2024 reader survey



CONFERENCE CONNECT

37th Annual Women in Aviation International Conference

UPDATES
Room Change
Today's Professional Development Seminars 1 (Executive, Engineers, Execs: The Executive Woman's Guide to Strategic Communication: 8:30-10:30 a.m.) and 2 (Empowering Women in the Aviation Industry: The Role and Impact of ERG) have moved to Crystal Ball. Professional Development 3: Internships and Co-Ops: Start Gaining More Insight of Opportunities in the Aviation Sector 2-4 p.m. will be held in Magnolia 2B.

Download the #WAI2026 App
www.bit.ly/WAI2026App

Join the Conversation
Help share the excitement of attending the 35th Annual Women in Aviation International Conference by using these hashtags on social media:
#WAI2026
#IamWAI #WeAreWAI
#WomeninAviation
#WomeninAviationInternational

Watch WAI On Air

It's Time To Take Off!

Get ready to recharge your batteries, renew friendships, and make new ones during our annual three-day gathering this week. After a year of planning, WAI is thrilled to kick off the 36th Annual Women in Aviation International Conference in Orlando, Florida, with a record number of attendees and exhibitors. Our schedule features inspiring keynote speakers, 35 education sessions, professional development seminars and workshops, scholarship awards, and an array of opportunities to mentor, network, and socialize during WAI's unique opportunity to connect, engage, inspire. Are you a member of a WAI chapter or thinking about starting one in your area? Check the schedule of chapter events on Page 15 and learn about all the WAI resources. Each issue of *The Daily* will bring you news and highlights of #WAI2024 each morning.

Meet Lynda Coffman, WAI's new CEO, this week and learn about her strategic vision to bring our organization to new heights with a lifetime of programs!

Here's to a successful #WAI2024 for all of us and enjoy this week's special WAI Flight!

TODAY'S HIGHLIGHTS
Enjoy the WAI Jazz with Wings Band performance during the Exhibit Hall Ribbon Cutting Ceremony today at 12:50 p.m. Visit over 200 exhibitors in the **Palms** and **Cypress Ballrooms** from 5-5:30 p.m.

Have questions? Chat with SKYE bot!
Meet WAI's exclusive SKYE Chatbot available on the WAI website (www.WAI.org) and the official WAI2024 conference app. She can answer questions about this week's events, registration, directions, weather, Wi-Fi, and more!

Ask Me
Attend the Annual WAI Membership Meeting tomorrow Friday, March 22, during the Opening General Session 9-10:30 a.m. in **Cypress Ballroom 2**. Hear about the board election results and highlights of our WAI organization from WAI CEO Lynda Coffman.

Conference Advertising

(All rates are net.)

Women in Aviation International Conference Program

Reach every WAI member! The annual conference program is bound into the January–March Q1 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.



Ad Rates:	1x
Full Page	\$3,300
Half Page	\$1,800
Quarter Page	\$1,180

2026 Conference Program Closing Dates

Issue Date	Ad Close	Material Due	Mail Date
AFW Q1 issue	1/16/26	1/23/26	2/17/26

Conference Connect at the Women in Aviation International Conference

Conference Connect (formerly *The Daily*) will be published and available on the opening day of WAI2026. Attendees read this issue of *Conference Connect* for the latest news and events of the three-day annual gathering, including your featured ad. The digital version will be emailed to all conference attendees and will be available on the conference app and website for all WAI members and friends.

Ad Rates:	
Full Page	\$1,800
Half Page	\$1,000
Quarter Page	\$530

2026 Conference Connect Closing Dates

Issue Date	Ad Close	Material Due	Available during WAI2026
WAI2026 <i>Conference Connect</i>	2/24/26	3/3/26	3/18/26

will be available on Wednesday, March 18 at registration.

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



*"Great representation
of what we are
all about!"*

—from AFW Q1 Jan-March 2025 reader survey

*"Aviation for Women
is unique and critically
necessary to convey
the energy and activism
that is Women in
Aviation International
and its members'
passion."*

—from AFW Q1 Jan-March 2025 reader survey

*"Aviation for Women
is my favorite thing
to read when I
travel. The team is so
hardworking! I love all
the articles."*

—from AFW Sept/Oct 2024 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 more than 20,000 members receive each issue in digital format and is available on the WAI website.

Aviation for Women 2026

January–March Q1 2026

Special Conference Program Guide

Event Distribution—37th Annual Women in Aviation International
NGPA Winter Warm-Up
Conference, SUN 'n FUN

April–June Q2 2026

Event Distribution—PAPA Aerospace Expo,
LPA Industry Expo

July–September Q3 2026

Scholarship Listing Issue

Event Distribution—EAA AirVenture Oshkosh,
OBAP Annual Conference

October–December Q4 2026

Event Distribution—NBAA, Chapter Meetings, Career Expos,
Holiday Gatherings

Aviation for Girls 2026

Worldwide Distribution—Girls in Aviation Day, September 19, 2026

Polybagged with AFW Q3 issue and
Girls in Aviation Day Activity Kits

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

AVIATION FOR Girls



Girls in Aviation Day will mark its 12th annual international event to thousands of girls around the world on September 19, 2026.



"Keep going girls :) Nothing will ever be able to stop you if you put your mind to it."

-from AFG 2024 Issue 2 reader survey"

"My daughters love it and shared it with their friends."

-from AFG 2024 Issue 1 reader survey

Digital Advertising

(Digital analytics are available upon request.)

Develop a custom advertising program that expands your company's marketing efforts all year long.

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!

AFW and AFG Digital Issue e-Newsletter

Published 5x a year, each digital issue announcement is sent to all 20,000 members and includes horizontal banner ad positions.

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.

Digital Ad Units and Specs

Website WAI.org

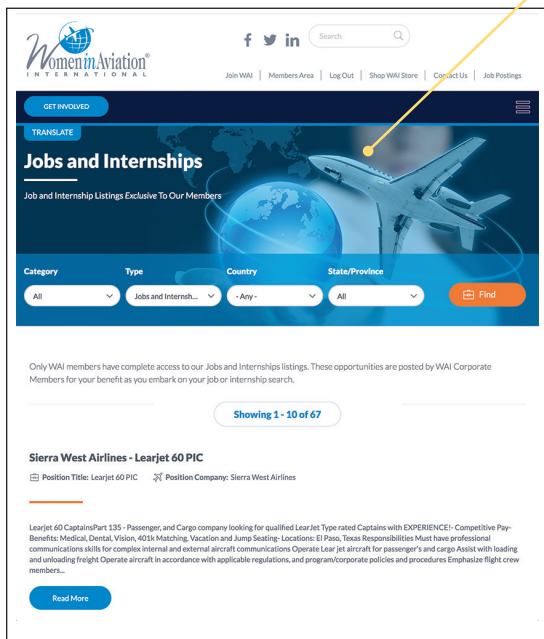
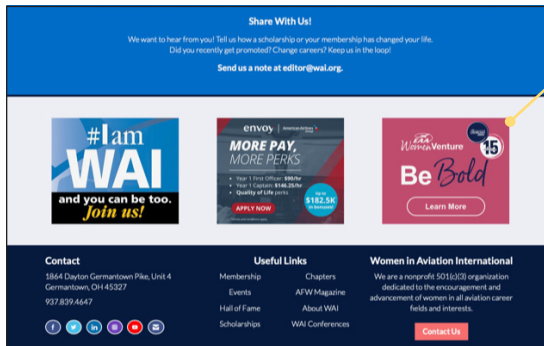
Medium Box Ad
300 x 250
\$650 per month
(30-day posting)

WAI Connect e-Newsletter

Horizontal Banner Ad
800 x 132
Lead Banner \$400
Regular Banner \$300

Aviation for Women
(4x per year) and
Aviation for Girls
(1x per year)

Digital Announcement
Lead Banner \$400
Regular Banner \$300



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

AFW Reader Demographics

91%
Female

Female

About 5% are male readers and 4% identified as other/ preferred not to say

40%
Graduate Level

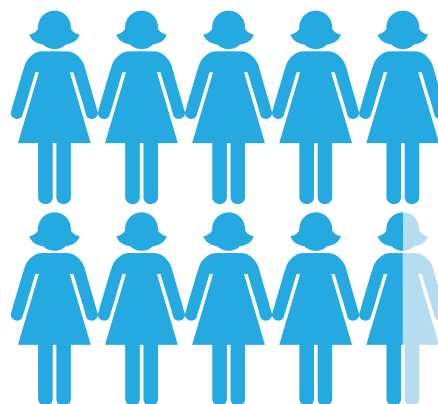
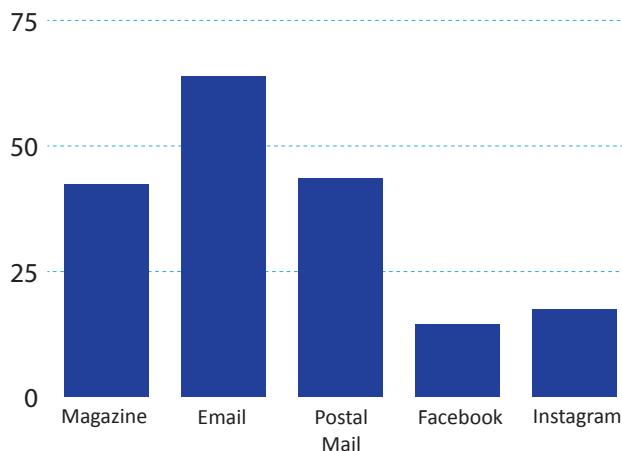
Graduate-Level

40% have a graduate-level degree

33
years

is the average age of our more than 20,000 WAI members

How do our readers prefer to get their WAI news?



95% recommend *Aviation for Women* magazine to a friend



Scan here...



...to find out more about these WAI events, programs, and resources.



WAI Social Links



"There's something special about the print magazine. It's always a joy to flip through. Great work. Keep it up, team!"

- from AFW Q1 Jan-March 2025 reader survey"



WAI has a 96% 4-Star rating with Charity Navigator.

