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AviationforWomen®

THE OFFICIAL PUBLICATION OF WOMEN IN AVIATION INTERNATIONAL®



2025
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WAI chapter members gather at the annual Women in Aviation International Conference



ANDREW ZABACK

“Aviation has changed over the years, and I am so happy to see this publication/group reaching as many people as it can. We have seen an increase in female students/renters come through our business to achieve their aviation dreams.”

—from AFW Sep/Oct 2024 reader survey

Reach female aviators around the world.

Women in Aviation International is the largest organization in the world dedicated to increasing the number of women who are involved in all aspects of aviation and aerospace.

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 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.





Print 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.

Girls in Aviation Day 2025 is Saturday, September 20, 2025.



AFG2025

Distributed at Girls in Aviation Day 2025
25,000+ issues

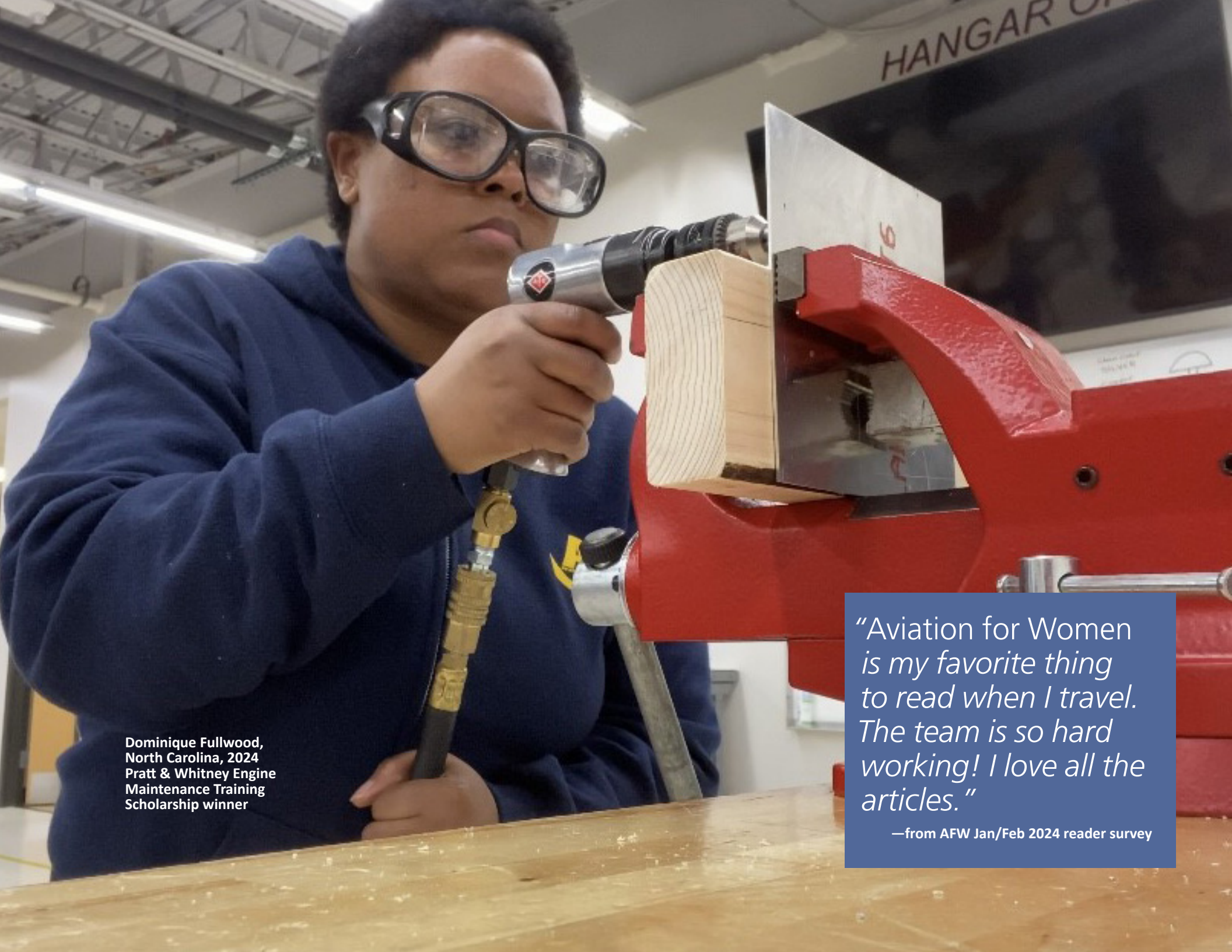
Ad Close
5/8/2025

Material Due
5/15/2025

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



Dominique Fullwood,
North Carolina, 2024
Pratt & Whitney Engine
Maintenance Training
Scholarship winner

*“Aviation for Women
is my favorite thing
to read when I travel.
The team is so hard
working! I love all the
articles.”*

—from AFW Jan/Feb 2024 reader survey

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"

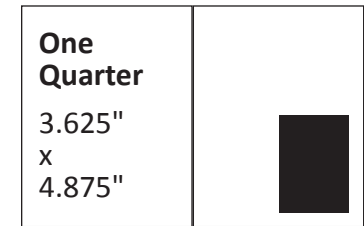
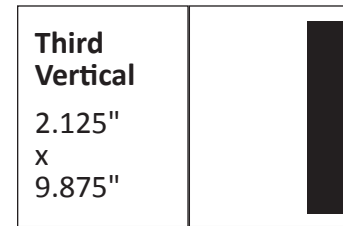
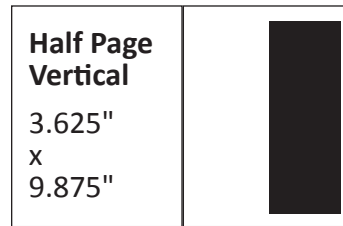
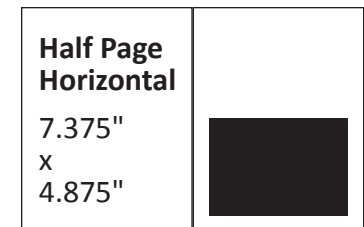
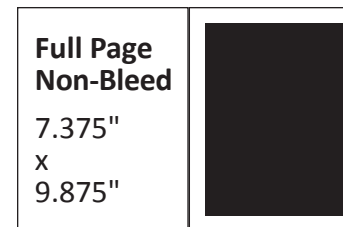
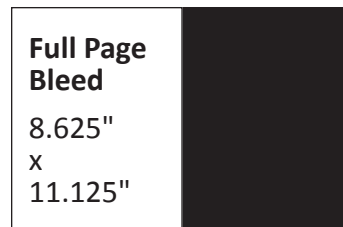
Full Page, Non-Bleed—7.375" x 9.875"

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 2025 Closing Dates

Issue Date	Ad Close	Material Due	Publish Date
January–March Q1 (Conference Issue)	1/17/25	1/24/25	2/20/25
April–June Q2	4/11/25	4/17/25	5/20/25
July–September Q3	7/11/25	7/18/25	8/20/25
October–December Q4	10/10/25	10/17/25	11/20/25



“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

WAI2024 Daily readers in Orlando, Florida

WAI2025

The 36th Annual Women in Aviation International Conference

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 more than 5,000 attendees.



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

2025 Conference Program Closing Dates

Issue Date	Ad Close	Material Due	Mail Date
March/April issue	1/17/25	1/24/25	2/21/25

the Daily
Thursday, March 27, 2025

WAI2025
The 36th Annual Women in Aviation International Conference

UPDATES Room Change
Today's Professional Development Seminars 1 (Elevate, Empower, Excel: The Executive Women's Guide to Strategic Communication 8:30-10:30 a.m.) and 2 (Empowering Women in the Aviation Industry: The Role and Impact of ERGs) have moved to Crystal Ball. Professional Development 3: Interim Steps and Co-ops: Start Gaining More Insight of Opportunities in the Aviation Sector 2-4 p.m. will be held in Pegasus 2A.

Download the #WAI2025 App
www.bit.ly/WAI2025App
Login instructions for the app: Once you have uploaded the app, enter your email and badge ID login credentials to access the Planner functionality, including communication with speakers, exhibitors, and other attendees.

Join the Conversation
Help share the excitement of attending the 36th Annual Women in Aviation International Conference through these hashtags on social media:
#WAI2025 #IAmWAI #WeAreWAI #WomenInAviation #WomenInAviationInternational

Watch WAI On Air
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 1-3:30 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!

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

The Daily at the Women in Aviation International Conference

The Daily is published on Thursday, Friday, and Saturday during the conference. Attendees read *The Daily* for the latest news and events of the day, including your featured ad. Digital versions will be emailed to all conference attendees and will be available on the conference app and website for all WAI members and friends.

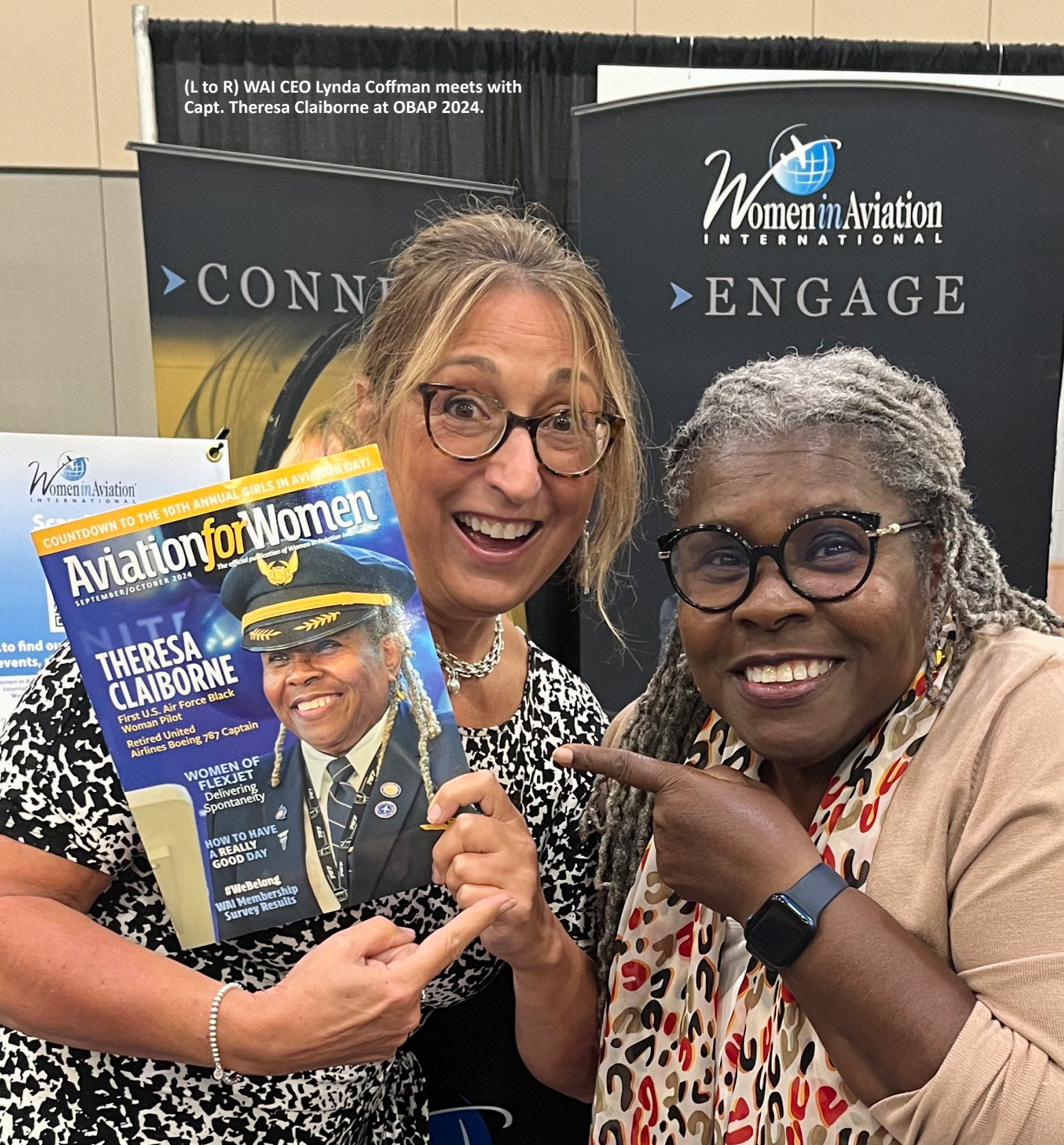
Ad Rates:	Thursday	Friday	Saturday
Full Page	\$1,800	\$1,800	\$1,800
Half Page	\$1,000	\$1,000	\$1,000
Quarter Page	\$530	\$530	\$530

2025 The Daily Closing Dates

Issue Date	Ad Close	Material Due	Available during WAI2025
Thursday Daily	2/24/25	3/3/25	3/26/25
Friday and Saturday Daily	3/3/25	3/10/25	3/28/25, 3/29/25

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

(L to R) WAI CEO Lynda Coffman meets with Capt. Theresa Claiborne at OBAP 2024.



"I love the magazine! The design and images are eye-catching, and the articles are both fun and educational. It's a delightful read that always keeps me engaged!"

—from AFW July/Aug 2024 reader survey

"I love Aviation for Women! The team shares stories that inspire and uplift us. It's a must-read for anyone in the field!"

—from March/April 2024 reader survey

"I always learn something from the magazine. I think there is something for every woman regardless of where she is in her career."

—from AFW Sep/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.

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



Aviation for Women 2025

January–March Q1 2025

Special Conference Program Guide

Event Distribution—36th Annual Women in Aviation International Conference, SUN 'n FUN

April–June Q2 2025

Event Distribution—EBACE, Geneva, Switzerland, Latino Pilots Association Expo

July–September Q3 2025

Scholarship Listing Issue

Event Distribution—EAA AirVenture Oshkosh, OBAP

October–December Q4 2025

Event Distribution—UAA Fall Education Conference, NBAA, ERA General Assembly, Chapter Meetings, Career Expos, Holiday Gatherings



AVIATION FOR Girls



Aviation for Girls 2025

Worldwide Distribution—Girls in Aviation Day, September 20, 2025



A photograph of two young girls with long dark hair, wearing bright pink t-shirts, sitting in the front seats of an airplane cockpit. The girl on the right is wearing glasses and has a gold chain necklace. They are both smiling at the camera. The background shows the dark interior of the cockpit with various panels and lights.

Girls in Aviation Day will mark its 11th annual international event to thousands of girls around the world on September 20, 2025.

“The community and resources I found through the magazine gave me the confidence to chase my dreams. I’m now proud to be part of the aviation world, all thanks to the inspiration I gained from Aviation for Women!”

—from AFW Jan/Feb 2024 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

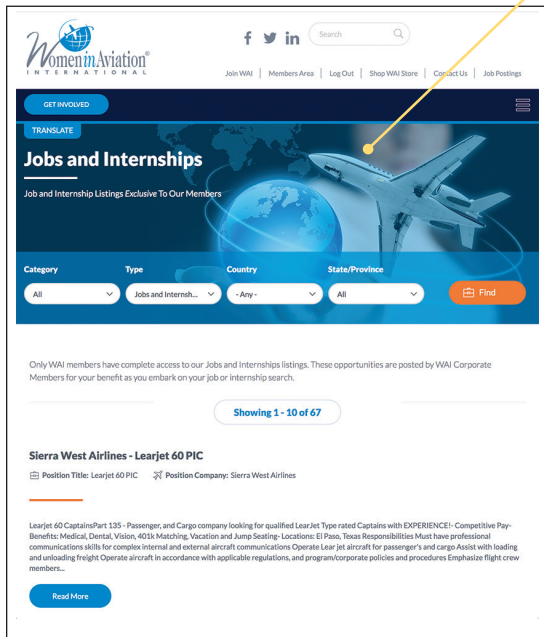
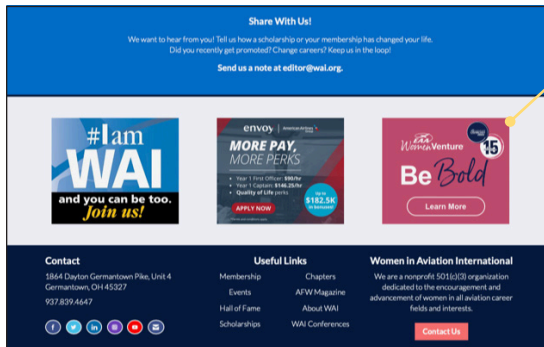
Select advertising space is available on our website's members only Jobs Connect page. WAI Corporate members can post jobs and internships for free—a complimentary benefit of your company's support of WAI. Your open positions will be posted within 2 to 3 business days.

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

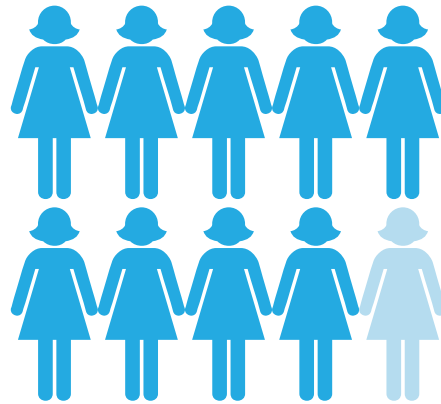
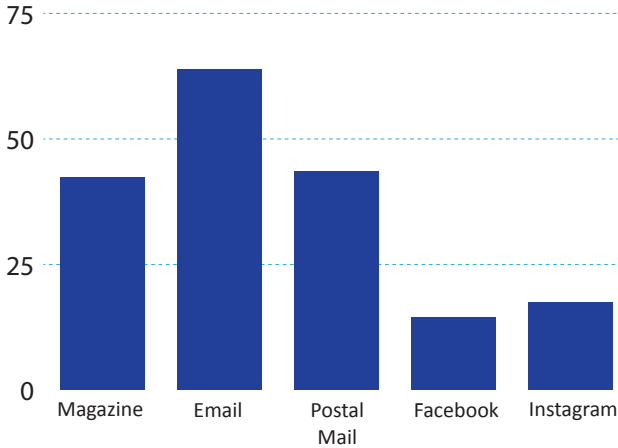
Graduate-Level

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?



94% recommend *Aviation for Women* magazine to a friend



Scan here...



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

<p>Women in Aviation International Website</p>	<p>WAI Publications</p>	<p>Aviation for Girls Youth Programs</p>
<p>Find a WAI Chapter Near You</p>	<p>WAI Scholarships</p> <p>WOMEN IN AVIATION INTERNATIONAL SCHOLARSHIPS CHANGE LIVES</p>	<p>WAI Events</p> <ul style="list-style-type: none"> Annual Women in Aviation International Conference Connect Lunch SUN 'n FUN Connect Breakfast Oshkosh
<p>Mentor Connect</p>	<p>Donate to WAI</p> <p>Be a visionary. Donate today.</p>	<p>WAI Store</p>

WAI Social Links



"I look forward to each issue! Aviation for Women shares inspiring stories that motivate me to chase my dreams. Thank you!"

—from AFW May/June 2024 reader survey"

