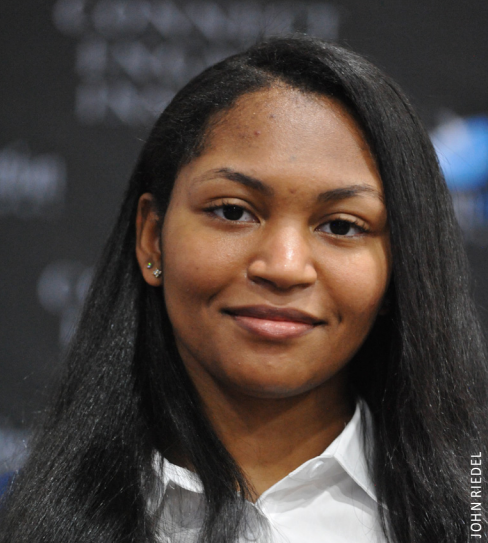




JOHN RIEDEL



PAULA GRUBB



PAULA GRUBB



CHRISTOPHER MILLER

# AviationforWomen®

THE OFFICIAL PUBLICATION OF WOMEN IN AVIATION INTERNATIONAL®



## AVIATION FOR *Girls*™

2027  
WAI  
MEDIA  
KIT



CHRISTOPHER MILLER



PAULA GRUBB



ANDREW ZABACK



CHRISTOPHER MILLER

# WAI VISION

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



*“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 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 112 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 13th Annual International Girls in Aviation Day will be celebrated on Saturday, September 18, 2027.**

### AFG2027

Distributed at Girls in Aviation Day 2027  
25,000+ issues

**Ad Close**  
6/8/27

**Material Due**  
6/11/27

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

## Contact:

Kelly Murphy, Director, Communications and Education • [kmurphy@wai.org](mailto:kmurphy@wai.org) • 202-909-8380  
For more details visit [WAI.org/news/afw-magazine](http://WAI.org/news/afw-magazine) and [WAI.org/news/afg-magazine](http://WAI.org/news/afg-magazine)

A photograph of two young women in the foreground, smiling and posing for a photo. They are wearing brown polo shirts with the Western Michigan University Aviation logo. The woman on the left has blonde hair and is wearing a purple lanyard with "#IamWAI" printed on it. The woman on the right has dark hair. In the background, other people are visible, some wearing similar brown shirts. A blue text box is overlaid on the left side of the image, containing a quote. A water bottle is visible on a table in the bottom left corner.

*"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 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"

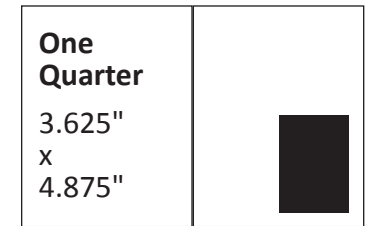
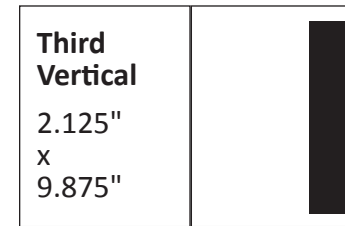
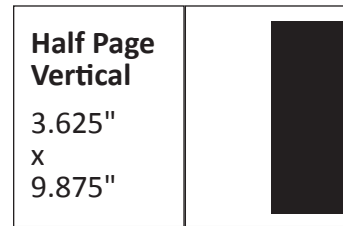
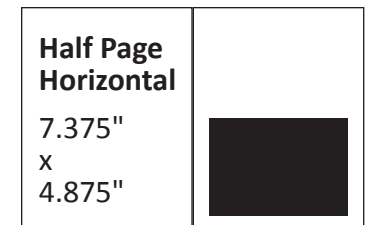
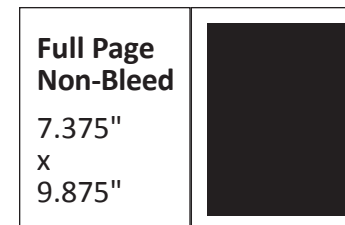
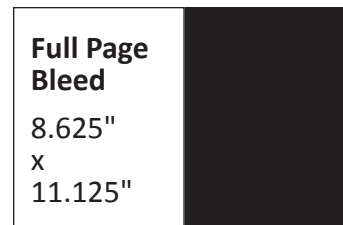
**Full Page, Non-Bleed**—7.375" x 9.875"

**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 2027 Closing Dates

| Issue Date                          | Ad Close | Material Due | Publish Date |
|-------------------------------------|----------|--------------|--------------|
| January–March Q1 (Conference Issue) | 11/9/26  | 11/18/26     | 1/14/27      |
| April–June Q2                       | 4/12/27  | 4/16/27      | 5/17/27      |
| July–September Q3                   | 7/13/27  | 7/19/27      | 8/2/27       |
| October–December Q4                 | 10/12/27 | 10/18/27     | 11/15/27     |



*"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 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 AFW reader survey





*"Please keep the good  
articles coming!  
Thank you"*

—from AFW 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 reader survey

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

—from AFW 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 2027

### January–March Q1 2027

#### Special Conference Program Guide

Event Distribution—38th Annual Women in Aviation International Conference

NGPA Winter Warm-Up Conference

SUN 'n FUN, AERO Friedrichshafen

### April–June Q2 2027

Event Distribution—PAPA Expo, Air Race Classic,

EAA AirVenture Oshkosh

### July–September Q3 2027

#### Scholarship Listing Issue

Poly-bagged with AFG2027

Event Distribution—NBAA-BACE, OBAP Annual Conference,

LPA Aerospace Industry Expo

### October–December Q4 2027

Event Distribution—Chapter Meetings, Career Expos,

Holiday Gatherings

## Aviation for Girls 2027

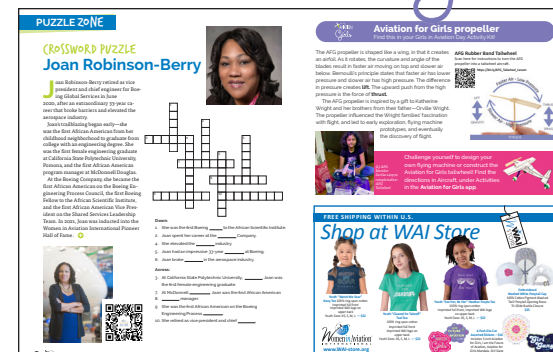
### Worldwide Distribution—Girls in Aviation Day, September 18, 2027

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



CONNECT  
ENGAGE  
INSPIRE

Girls in Aviation Day will mark its 13th annual international event to thousands of girls around the world on September 18, 2027.



*"The content in the magazine is very well laid out and is geared towards the younger generation, so there is nothing I would change."*

— from AFG reader survey

*"Loved it! I gave it to my daughter as soon as it arrived. She loves this."*

— from AFG 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

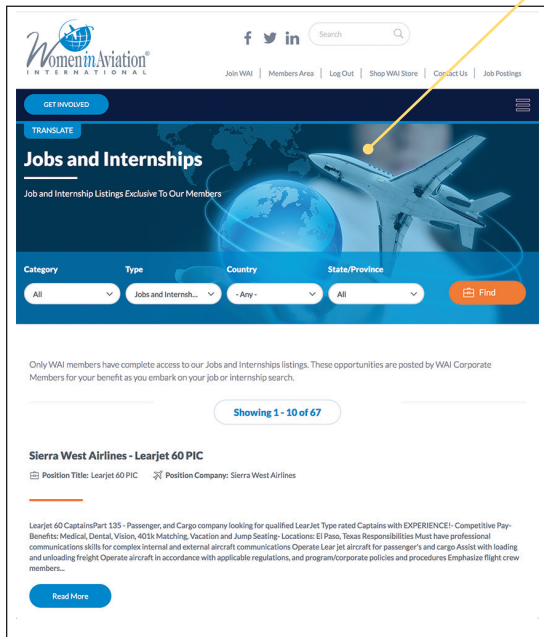
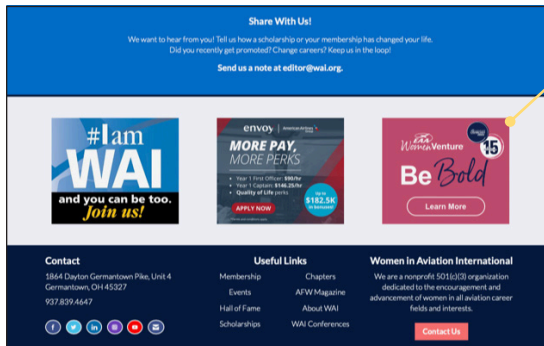
Medium Box Ad  
300 x 250  
\$650 per month  
(30-day posting)

### 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.

# By the Numbers: WAI Membership

(as of Q1 2026)

## Pilots

**68.7%**  
Members hold  
pilot licenses

(members who indicated they  
hold a pilot license of any kind,  
including students)

**24%**  
Members are GA pilots  
**22%**  
Members are  
commercial/airline pilots

## Military Affiliation

**12%**  
Current or  
retired military

## Gender Identity

**84.1%**  
Female  
**15.6%**  
Male  
**0.3%**  
Non-binary

## Average Age

**12**  
Junior Members

**32**  
Student Members

**33**  
Individual Members

**37**  
Lifetime Members

## Global Footprint

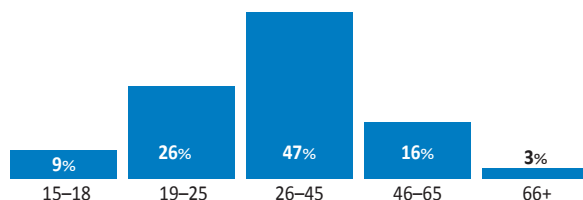
**112**  
countries  
with members

## Location Members

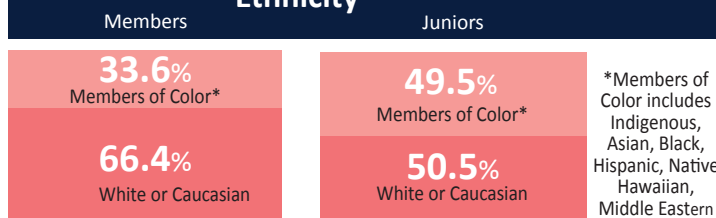
**91.8%**  
U.S. & U.S. Territories

**8.2%**  
Outside the U.S.

## Age Distribution Members Excluding Juniors



## Ethnicity



\*Members of  
Color includes  
Indigenous,  
Asian, Black,  
Hispanic, Native  
Hawaiian,  
Middle Eastern



Scan here...



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



## WAI Social Links



"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 reader survey



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

