




# AviationforWomen®

THE OFFICIAL PUBLICATION OF WOMEN IN AVIATION INTERNATIONAL®

2022  
WAI  
MEDIA  
KIT





Natalie Vaz, WAI 89174  
2021 Conrad N. Hilton Foundation  
Instrument Rating  
Scholarship recipient

*"The magazine is always  
informative, interesting,  
and well written."*

—from 2021 reader survey

## 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 more than 14,000 members and our 150 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 more than 14,000 members who receive each issue 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, more than 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 2022 is Saturday, September 24, 2022.**

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:
2022	6/24/2022	7/1/2022	Full Page \$1,200 Half Page \$650 Quarter Page \$400

## Contact:

Kelly Murphy, Director of Communications • [kmurphy@wai.org](mailto:kmurphy@wai.org) • 703-967-8113  
For more details visit [www.WAI.org/magazine/advertising.cfm](http://www.WAI.org/magazine/advertising.cfm)



Stacy Sheard, WAI 39936  
Executive Jet Management/Fanatics  
Corporate Helicopter Captain

*"I depend on Aviation for Women for a tie to other women in aviation fields, to keep up with advancements, and new roles of women in aviation, as well as to follow those women who I remember. Thank you for this resource that just keeps getting better."*

—from 2020 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"

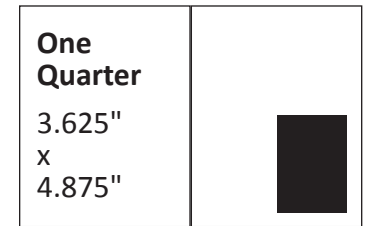
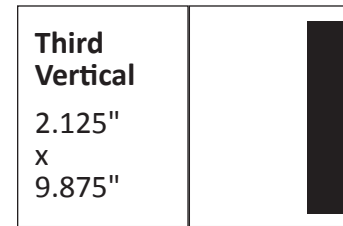
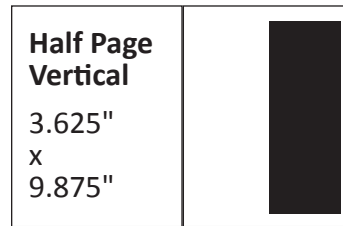
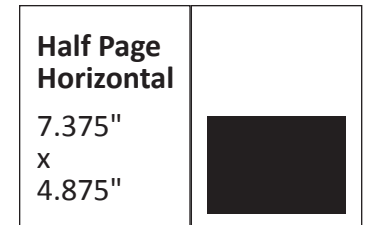
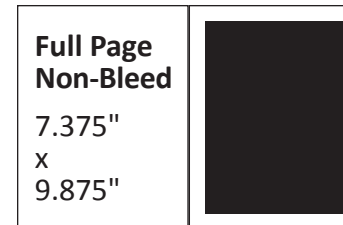
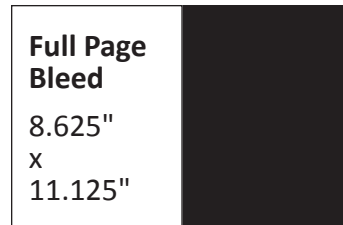
**Full Page, Non-Bleed**—7.375" x 9.875"

**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 2022 Closing Dates

Issue Date	Ad Close	Material Due	Mail Date
January/February	11/12/21	11/19/21	12/21/21
March/April ( <i>Conference Issue</i> )	1/12/22	1/19/22	2/17/22
May/June	3/11/22	3/18/22	4/14/22
July/August ( <i>AirVenture Issue</i> )	5/10/22	5/17/22	6/16/22
September/October	7/11/22	7/18/22	8/11/22
November/December	9/7/22	9/14/22	10/13/22



*“Inspirational, educational, and engaging layout. This publication feels good in-hand and is fun to read!”*

—from 2021 reader survey

Women of Cirrus Aircraft  
(L to R) Beth Duff, Sarah Talucci,  
Amy Voss, Ivy McIver  
WAI Corporate Member  
AFW July/August 2019 cover feature

**WAI2022**

*The 33rd Annual International Women in Aviation Conference*

# 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 4,500 attendees.



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

### 2022 Conference Program Closing Dates

Issue Date	Ad Close	Material Due	Mail Date
March/April issue	1/12/22	1/19/22	2/17/22

**the Daily**  
Thursday, March 11, 2021

**WAI2021**  
The 32nd Annual International Women in Aviation Conference

**WELCOME TO #WAI21!**

While our annual gathering is different this year because we are not meeting in person, we promise to deliver the same engaging and inspirational content that our thousands of attendees expect every year. Our platform provides all kinds of opportunities for you to connect, engage, and inspire during the next two days from the convenience of your home or office. And while our scheduled sessions run from 9 a.m. - 5 p.m. EST every day, all registered attendees can access the content through March 31 allowing you to view at your own pace and time zone!

Today kicks off with loads of exhibitors to visit from 8:30-10:30 a.m. and this afternoon from 2-4 p.m. Grab a cup of coffee and join WAI staff and friends at Coffee Connect from 9-10 a.m. The general session runs from 10:30 a.m. - noon featuring keynote speakers Kristin Robertson, Agha Alhameli, and Sunita Williams. During your lunch hour, join a candid panel discussion with the U.S. Coast Guard's five female African American pilots. Throughout the day, WAI will announce our WAI2021 scholarship winners. There are professional development seminars to attend as well as 15 education sessions to select from.

This afternoon, students are invited to attend the Student Connect Forum from 4-5 p.m., and chapter members will want to listen to the annual WAI Chapter Leadership Workshop from 5-6:30 p.m. to gain new ideas for chapter activities as well as useful tips to run an engaged chapter.

Tomorrow, Friday, we have another full day planned of additional keynote speakers, education sessions, exhibit hall hours, and more with networking opportunities organized during Coffee Connects and multiple Discussion Groups.

On Saturday, we are offering a very special virtual Girls in Aviation Day event from 1-3 p.m. EST for girls (and boys!) ages 8-17 to join via a Zoom webinar and meet Jaamin Moghbeli, NASA Astronaut, as well as female leaders of the U.S. Air Force Thunderbirds. There's still time to register for this FREE event at [www.WAI.org/gia2021](http://www.WAI.org/gia2021).

Share your best photos and thoughts on social media of your virtual #WAI22 conference experience!

Join the Conversation  
Help share the excitement of attending WAI's first virtual conference by using the hashtags #WAI21 #amwai #WomenInAviation  
Thank you to our more than 15.7K Twitter followers. We are so happy to have you on board!

This issue of *The Daily* sponsored by **JSX**

## The Daily at the International Women in Aviation 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
Full Page	\$1,400	\$1,400
Half Page	\$750	\$750
Quarter Page	\$400	\$400

### 2022 The Daily Closing Dates

Issue Date	Ad Close	Material Due	Available during WAI2022
Thursday Daily	2/18/22	2/25/22	3/17/22
Friday and Saturday Daily	3/1/22	3/7/22	3/18/22, 3/19/22

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



*"I share the print magazine with women who aren't even in aviation, and girls who are trying to decide what to do. And I read more of it because it is print—browsing is actually easier"*

*—from 2020 reader survey*

Women of ProJet Aviation  
(L to R) Madeleine Gilad, Courtney Desmarais, Tina Gray,  
Julie O'Brien, Lindsay Arrington  
WAI Corporate Member  
AFW September/October 2021 cover feature



### Flying WITH A PURPOSE

BY JAMES WINSTON

There are some things like O&A that are not just a job, they are a passion for flying. For some, it's a passion for flying that leads to a career in the industry. For others, it's a passion for flying that leads to a career in a related field. For still others, it's a passion for flying that leads to a career in a completely different field. In this special issue, we explore the many ways that flying can be a source of purpose and fulfillment.



### Queens of Hospitality

BY KYLEE MOFFITT

As the industry's leading women in aviation, the Queens of Hospitality are the backbone of the industry. They are the ones who ensure that every flight is a safe and comfortable one. They are the ones who make sure that every passenger is taken care of. They are the ones who make sure that every flight is a successful one. In this special issue, we explore the many ways that these women are making a difference in the industry.



### Aviation for Girls 2022

BY JAMES WINSTON

Aviation for Girls 2022 is the largest and most diverse event in the industry. It is a celebration of the many ways that women are making a difference in the industry. It is a celebration of the many ways that girls are being inspired to pursue careers in aviation. In this special issue, we explore the many ways that this event is making a difference in the industry.



## 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 14,000 members receive each issue in both print and digital formats.

## January/February 2022

2022 Conference Preview, 2021 Girls in Aviation Day coverage  
Event Distribution—Heli-Expo, 2022 NGPA Industry Expo, 2022 Schedulers & Dispatchers

## March/April 2022

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

## May/June 2022

Event Distribution—EBACE, Geneva, Switzerland, AABI 2022 Annual Meeting

## July/August 2022

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

## September/October 2022

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

## November/December 2022

Event Distribution—Chapter Meetings, Career Expos, Holiday Gatherings

## January/February 2023

2023 Conference Preview, Girls in Aviation Day coverage

## Aviation for Girls 2022

Worldwide Distribution—Girls in Aviation Day, September 24, 2022

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

## AVIATION FOR Girls

### Thunderbird of the Sky

BY OLIVIA BOND

As a female pilot, you know your Thunderbird is more than just a plane. It's a symbol of freedom, adventure, and the thrill of flight. In this special issue, we explore the many ways that these women are making a difference in the industry.



### DARE TO Dream

BY JANET WATSON

Aviation is a dream for many girls. It's a dream of freedom, adventure, and the thrill of flight. In this special issue, we explore the many ways that these girls are being inspired to pursue careers in aviation.



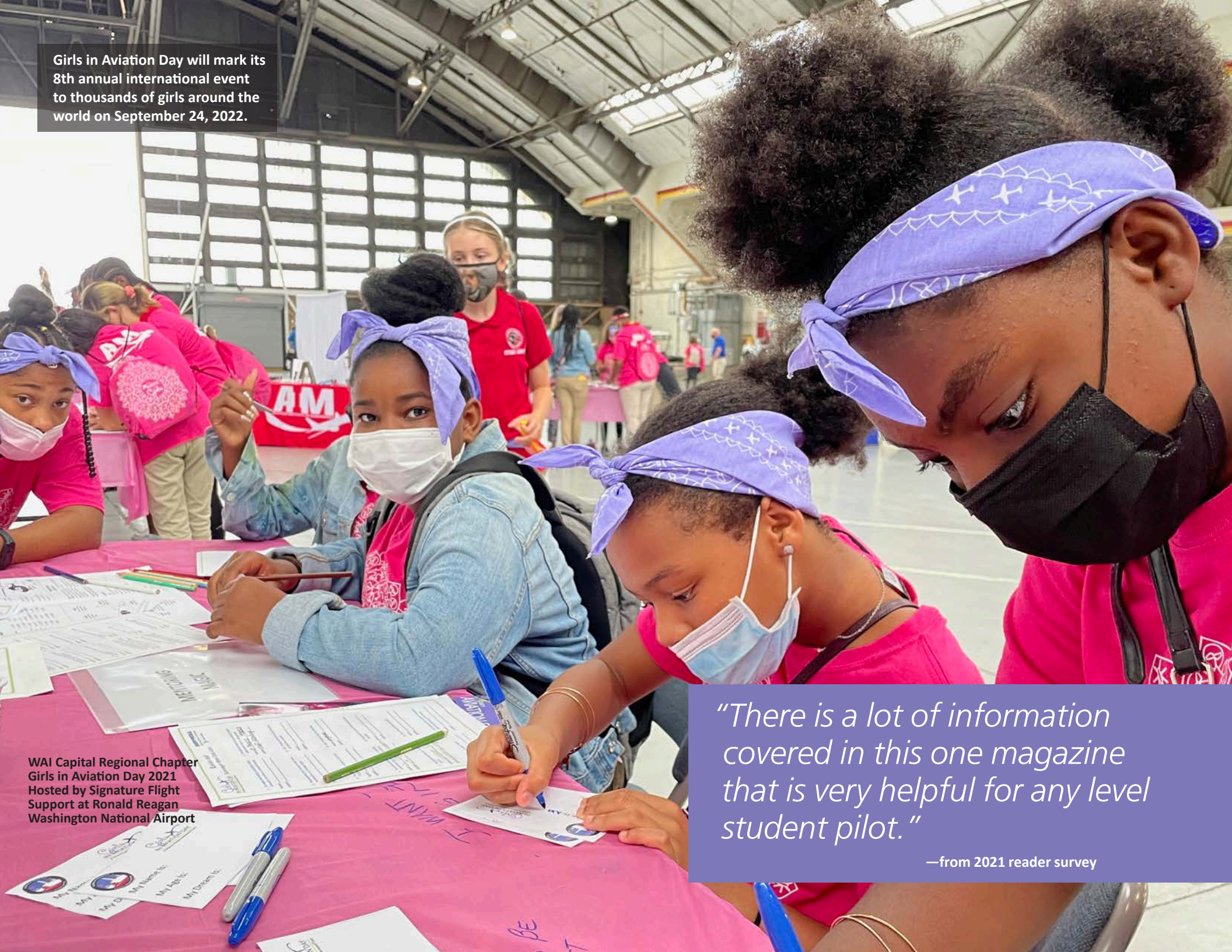
Looking for an exciting, challenging, and rewarding career?

#BEAPILOT

BECOME AN AIRLINE PILOT

WWW.CLEAR2TODREAM.ORG

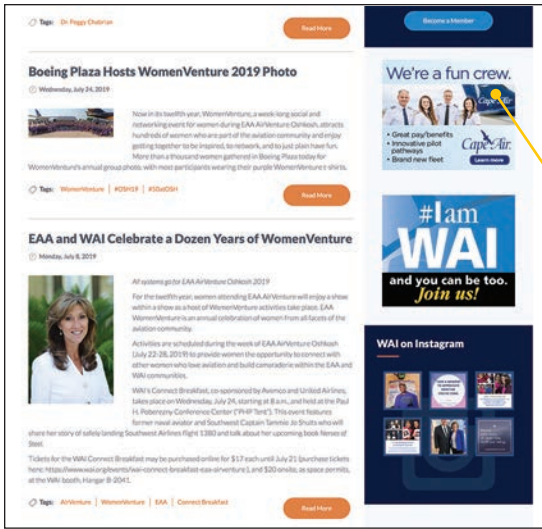
Girls in Aviation Day will mark its 8th annual international event to thousands of girls around the world on September 24, 2022.



WAI Capital Regional Chapter  
Girls in Aviation Day 2021  
Hosted by Signature Flight  
Support at Ronald Reagan  
Washington National Airport

*"There is a lot of information covered in this one magazine that is very helpful for any level student pilot."*

—from 2021 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

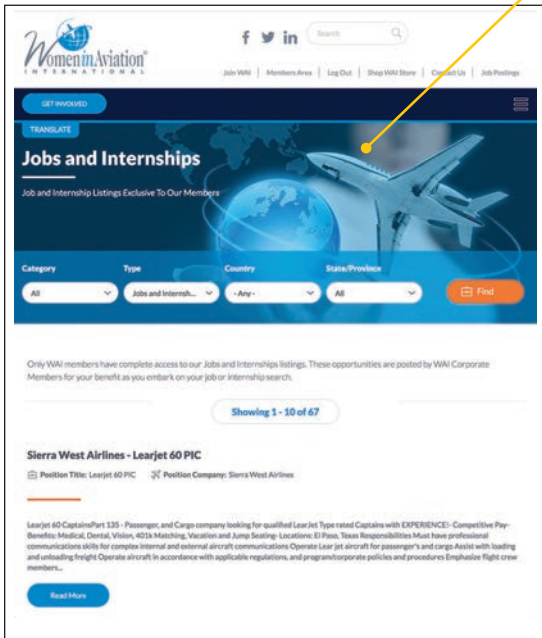
The WAI website is an invaluable resource for our members as well as the aviation industry with news updates, upcoming event information, as well as membership benefits and programs. Members and industry stakeholders seeking information on all things women in aviation and aerospace visit our website.

## 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.



# Digital Ad Units and Specs

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

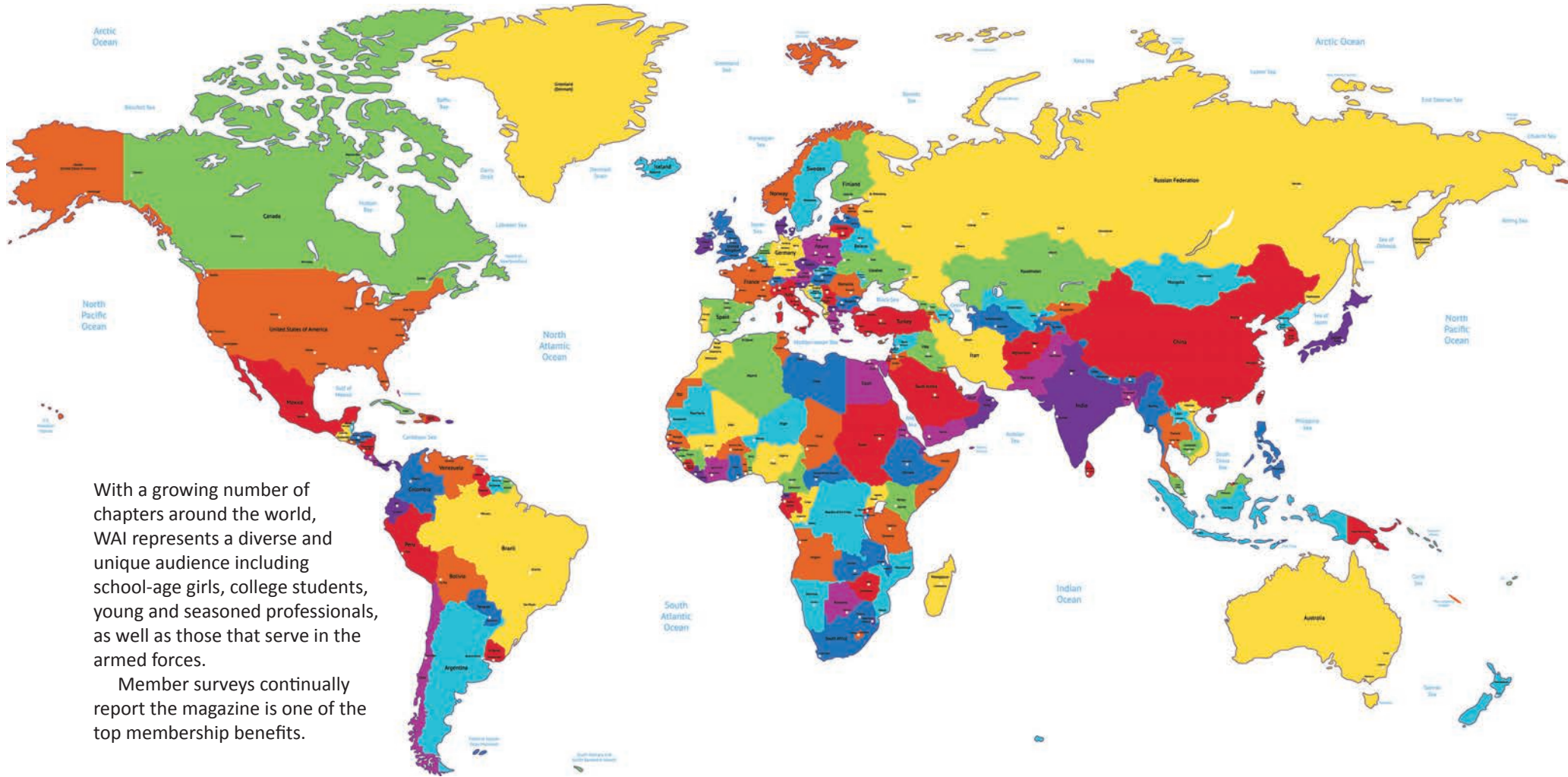
**WAI Connect e-Newsletter**  
 Horizontal Banner Ad  
 800 x 132  
 Lead Banner \$325  
 Regular Banner \$230

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



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

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



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.

*“Please don’t stop printing the magazine. I give myself permission to sit down with a cup of tea and read the entire thing. I love the articles and feel empowered. Its “me” time. If I see a Facebook post, it blends into everything else and gets glossed over.”*

—from 2021 reader survey

