A Publication of the Vertical Flight Society

VERTIFLITE

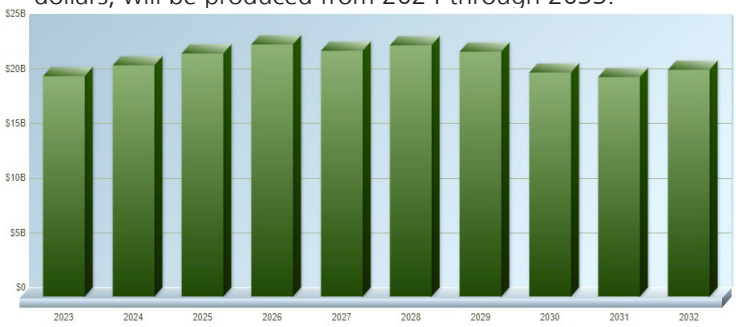
Advancing Vertical Flight Since 1943

VERTIFLITE magazine is the official publication of the Vertical Flight Society. Founded in 1943 as the American Helicopter Society, VFS is the professional society for the advancement of vertical flight technology and its useful application throughout the world, with almost 5,000 individual and over 80 corporate members that cover the entire spectrum of the vertical flight industry. VFS members come from the government, military and civil sectors around the world, including CEOs, managers, engineers, scientists, pilots, educators and students. VFS is a leading advocate for increased rotorcraft research and public acceptance with a proud legacy of affecting change for the industry, and is supported by top decision-makers worldwide.

VERTIFLITE is the leading authority on vertical flight, from advanced vertical take-off and landing (VTOL) drones and battery-, hybrid- and hydrogen-electric VTOL (eVTOL) aircraft to helicopters, advanced rotorcraft and jet-powered lift. The targeted audience stretches far beyond its printed circulation of nearly 5,000 to an online and pass-along readership of 10,000 vertical flight and aerospace professionals, with many articles posted online for the public. Its international distribution list includes influential members in government, industry and academia. VERTIFLITE has been serving the vertical flight community for more than 70 years — longer than any other rotary-wing publication.

When you advertise in VERTIFLITE *you'll create new connections with vital customers, clients, businesses and buyers from the global vertical flight industry. Your message will be carried in a publication that is the most well-respected and well-read VTOL publication.* VERTIFLITE *is published online and in print for its prestigious audience six times a year, which will help our readers recognize your capabilities in this very dynamic market.*

As published in VERTIFLITE's highly anticipated annual rotorcraft forecast, Forecast International — the leading forecaster of the vertical flight market — predicts that some 14,800 rotorcraft, valued at $178.2B in constant 2024 US dollars, will be produced from 2024 through 2033.



Global Rotorcraft Sales 2023-2032 in US$B
(Forecast International)

2027 MEDIA KIT

Contact:
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This includes more than 11,100 civil rotorcraft, valued at an estimated $64.5B, and 3,700 military rotorcraft, estimated at $113.7B, including the US Future Vertical Lift (FVL) program. In addition, the potential of eVTOL holds the promise of tens of thousands of low-cost aircraft for air taxis and other applications. VFS has been a leading advocate for FVL and eVTOL, with coverage in every issue for the past several years. Advertising in VERTIFLITE will help you maximize your business in this competitive global marketplace!

Be certain that your products and capabilities gain the attention of leading vertical flight professionals with a compelling ad in VERTIFLITE. Advertising in VERTIFLITE is your best opportunity to influence key decision makers to consider your products and services and expand your market share.

VFS 2026 Advertising Rates

Vertiflite Magazine

Ad Size	Member	Non-Member
Full Page	$3,500	$4,375
1/2 Page	$2,500	$3,125
1/4 Page	$1,800	$2,250
Cover 2	$4,000	$5,000
Cover 3	$3,800	$4,750
Cover 4	$4,500	$5,625

Published six times a year. All fees are in USD. No additional charge for bleeds. Receive a 5% discount for annual reservations, as well as a free banner ad on the VFS Online Membership Directory web page when you purchase six equal size VERTIFLITE ads. As a bonus, your banner ad will also be displayed on the Forum Registration web page. Banner ads will appear in a random rotation with other participating advertisers.

Forum 83 Final Program

Placement	Member	Non-Member
Full Page	$3,000	$3,750
Cover 2	$3,250	$3,900
Cover 3	$3,150	$3,780
Cover 4	$3,500	$4,200

Forum 83 Proceedings

Placement	Member	Non-Member
Proceedings	$5,000	$6,000

Forum 83 Proceedings is a compilation of all of the technical papers presented at the VFS Annual Forum. Sponsorship includes advertising space on the back cover of the CD-ROM, on the index page on the CD-ROM and the index page of the online and downloadable versions.

VFS Digital Advertising

Location	Ad Size	Price	URL
VFS Hover Community	720 x 100 px	$1,000/year (multiple banners may rotate)	hover.vtol.org
My VFS website banner	920 x 100 px	$3,500/year or $2,500 for 6 months	www.vtol.org/my-VFS
Electric VTOL website leaderboard (1 available)	728 x 90 px	$5,000/year or $2,750 for 6 months	www.eVTOL.news
Electric VTOL website	262 x 225 px	$5,000/year or $2,750 for 6 months	www.eVTOL.news
Electric VTOL Newsletter	648 x 95 px	$5,000/year or $2,750 for 6 months	www.eVTOL.news/newsletters
Electric VTOL Newsletter	225 x 260 px	$5,000/year or $2,750 for 6 months	www.eVTOL.news/newsletters

VFS Hover Community/Forum 83 Website Banner Ad — $1,000/year

When you advertise on the VFS Hover Community, you gain year-round advertising exposure to a virtual "Who's Who" in the international vertical lift community. Widely accessed by thousands of VFS members, this service enables our members to quickly and simply find out contact information about the leading vertical flight technologists in the world. It is available only to Society members — the leaders in the global vertical flight technical community.

Electric VTOL News

Do you want to get your products and services in front of the leading developers, experts and suppliers for the burgeoning electric VTOL industry? Advertise to this elite audience on the site that is used by the eVTOL industry – **www.eVTOL.news** – and the world's first and foremost newsletter for this technical community, the Electric VTOL News.









VERTIFLITE Mechanical Specifications

Advertising materials must be provided in a high-resolution CMYK PDF digital format (300 dpi minimum). High-resolution PDF files should be created from professional design software applications such as QuarkXPress, Illustrator, FreeHand, Photoshop or InDesign. Publisher will not accept native application files from these software programs. Do not make PDFs from Microsoft applications such as MS Publisher, Word, Excel, PowerPoint, or from CorelDraw. *All fonts must be embedded in the PDF.*

File Prep

- Set up document to final ad size (same width and depth) as listed in ad size table. Bleed should be 1/8" on all sides. Live area should be inset 3/8" from trim size.
- Full-page ads should be set up as full bleeds, 8.625" x 11.125". (Note that back cover ads are not full page. See table below.)
- Do not compress linked graphics when preparing final PDF.
- All files must be converted to CMYK – not RGB. Two-color ads must be CMYK.
- Provide all photos/art at a minimum 300 dpi resolution at the size you want to print.

Printing specifications for VERTIFLITE: web; paper stock: 80lb. gloss; binding: saddle stitch.

Printing specifications for the Forum 83 Final Program: printing; offset; paper stock: offset 60 lb. gloss; binding: saddle stitch.



2027 Advertising Deadlines and Publication Dates

VERTIFLITE Magazine, Online Membership Directory, Forum Final Program and Forum Proceedings.

Issue	Space Reservation	Materials Close	Online Distribution	Print Distribution
VERTIFLITE Magazine				
Jan./Feb.	11/9/26	11/22/26	12/25/26	1/15/27
March/April	1/17/27	1/29/27	2/22/27	3/12/27
May/June	3/15/27	3/30/27	4/19/27	5/14/27
Jul./Aug.	5/17/27	5/22/27	6/25/27	7/16/27
Sept./Oct.	7/19/27	8/6/27	8/27/27	9/17/27
Nov./Dec.	9/20/27	10/4/27	10/22/27	11/12/27
Forum 83				
Final Program	3/12/27	3/29/27	5/5/27	5/11/27
Proceedings	3/12/27	3/29/27	5/11/27	7/13/27

VERTIFLITE Magazine

	Width	Depth
Publication Bleed Size	8.4"	10.9"
Publication Trim Size	8.375"	10.875"
Full-page	8.375"	10.875"
Back Cover	8.375"	7.375"
1/2 page	8.375"	5.44"
1/4 page	3.25"	4.50"

NOTE: *Live copy should fall within a 1/2 inch of trim size border, not the bleed border. Add .125" for bleed.*

Forum 83 Final Program

	Width	Depth
Publication Trim Size	8.50"	11"
Full-Page (Full Bleed)	8.50"	11"
Live Image Area	7.75"	10.25"

No additional charge for bleeds. Add .125" for bleed.

Forum 83 Proceedings

	Width	Depth
Trim Size	5.5"	5.5"

Extend materials exactly .125" outside the image area for bleeds. No additional charge for bleeds.

Mailing Information

Send insertion orders or production materials to:

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Telephone: +1-703-684-6777 x105
Email: **ads@vtol.org** • Website: **www.vtol.org/vertiflite**