

A Publication of the Vertical Flight Society

# VERTIFLITE

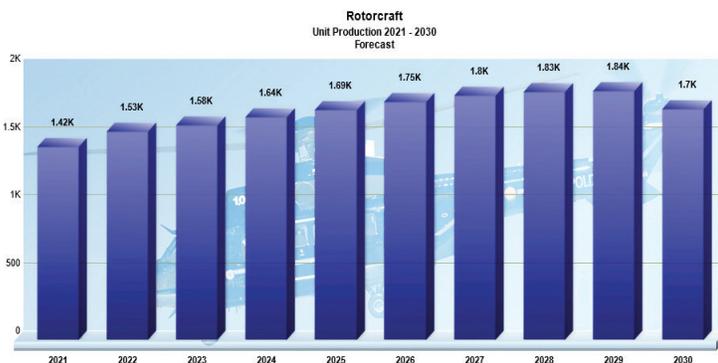
Advancing Vertical Flight Since 1943

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 6,000 individual and more than 160 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 electric/hybrid-electric VTOL (eVTOL) aircraft to helicopters, advanced rotorcraft and jet-powered lift. The targeted audience stretches far beyond its printed circulation of nearly 6,000 to an online and pass-along readership of 10,000 vertical flight and aerospace professionals. Its international distribution list includes influential members in government, industry and academia. VERTIFLITE has been serving the vertical flight community for more than 65 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



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## 2022 MEDIA KIT

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forecaster of the vertical flight market — predicts that approximately 16,780 rotorcraft will be produced from 2021 through 2030. The value of this production is estimated at \$202.8 billion in constant 2021 US dollars. This includes nearly 11,500 civil rotorcraft valued at \$68.4 billion, and 5,270 military rotorcraft valued at \$134.4 billion, 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.

# Editorial Calendar

**VERTIFLITE**, published bi-monthly, is the leading vertical flight technology publication. Every issue includes an insightful “Commentary” by VFS Executive Director Mike Hirschberg, the latest industry briefs, a profile on a distinctive VTOL leader, in-depth stories on vertical flight technology by our award-winning authors — such as VERTIFLITE Senior Editors Frank Colucci and Kenneth Swartz — updates on eVTOL and Future Vertical Lift (FVL), spotlights on leading and innovative companies, and a review of VFS member activities.

**The January/February issue** examines electric VTOL: Where does military eVTOL make sense, and particularly which configurations might pay off in military missions, such as those being considered under the US Air Force’s Agility Prime program, which aims to accelerate eVTOL development using novel funding mechanisms. In addition, the Canadian Vertical Lift Autonomy Demonstrator (CVLAD) project aims to reduce human errors and increase operational effectiveness of rotary-wing operations in degraded visual environments. This issue will look at how the program is progressing in its efforts to fly a Chinook helicopter autonomously and what could be next for the Canada’s autonomous aircraft efforts.

This issue has bonus distribution at the VFS Transformative Vertical Flight Meeting — featuring our Aeromechanics Technical Meeting and 9th Annual eVTOL Symposium — in San Jose, California, in Jan. 25–27, 2022.

**Material Close Date: Nov. 30, 2021.**

**The March/April Forum issue** focuses on advancements in commercial rotorcraft. Aircraft like the Bell 525 have embraced advanced health and usage monitoring systems (HUMS) that allow maintainers to quickly identify problems, and automate inspections and data collection. This issue considers how these systems are laying the foundation for condition-based maintenance (CBM). In addition, the Airbus RACER helicopter demonstrator promises to provide high-speed and cost-efficient flight while minimizing fuel and noise emissions. VERTIFLITE looks at what Airbus is seeking to learn from RACER, and how it might inform the goals of the European Union’s Clean Sky 2 program, which seeks to reduce the environmental footprint of the aviation sector.

This issue will have bonus distribution at the Helicopter Association International (HAI) HELI-EXPO on March 7–10, 2022 in Dallas, Texas, and the Army Aviation Association of America (Quad A) Mission Solutions Summit, April 3–5, 2022 in Nashville, Tennessee. This is also the pre-Forum 78 issue and it offers an excellent opportunity for exhibitors to build booth traffic for the 78th Annual Forum in Fort Worth, Texas, on May 10–12, 2022.

**Material Close Date: Jan. 31, 2022.**

**The May/June issue** reports on the US Department of Defense programs that are developing the next generation of combat rotorcraft. It will look at the Marine Corps’ efforts to define the requirements for the Attack Utility Replacement Aircraft (AURA), a planned replacement for the Marine Corps’ Bell AH-Z Vipers and UH-1Y Venoms. VERTIFLITE will also update readers on the Army’s progress on developing engines for the Future Long Range Assault Aircraft (FLRAA) and the Future Attack Reconnaissance Aircraft (FARA). It will provide updates on the T55, T408, T901 and AE1107 engine programs, and what might be done to extend today’s turboshafts to FVL programs.

This issue will also be distributed at the Vertical Flight Society’s 78th Annual Forum & Technology Display, May 10–12, 2022 in Fort Worth, Texas, as well as the AUUVSI XPONENTIAL unmanned systems trade show, April 25–29, 2022 in Boston, Massachusetts.

**Material Close Date: March 31, 2022.**

**The July/August issue** includes a summary of the Vertical Flight Society’s 78th Annual Forum and Technology Display. In addition, it will examine recent developments in electric aircraft. The issue will look at how NASA’s Electric Powertrain Flight Demonstration (EPFD) program aims to accelerate hybrid electric flight in commercial fixed-wing aviation. It will consider the implications of the EPFD program for rotary-wing aircraft.

This issue will also be distributed at the 16th Annual Electric Aircraft Symposium (EAS) in Oshkosh, Wisconsin, and the adjacent EAA AirVenture in July 2022.

**Material Close Date: May 31, 2022.**

**The September/October issue** will include a feature article on obstacle avoidance technology: reliable, affordable, lightweight helicopter solutions remains an elusive safety aid for commercial and military rotorcraft; VERTIFLITE looks at current technologies and development initiatives. This issue also takes a look at naval helicopter developments including unique naval requirements for an Attack/Utility Replacement Aircraft (AURA) based on FVL technologies.

This issue will also be distributed at the VFS Helicopter Military Operations Technology (HELMOT) Meeting in Hampton, Virginia, in October 2022.

**Material Close Date: July 29, 2022.**

**The November/December issue** focuses on developments in autonomy in aircraft. It will include reflections from industry and government about certification testing of large optionally piloted rotorcraft. It will examine how the industry can build confidence in a hands-off helicopter. Our annual Corporate Member Directory will also provide the details of the Society’s 160+ corporate members, including a current description of their activities and points of contact at these leading VTOL-related companies.

This issue will also support the VFS 10th Biennial Autonomous VTOL Technical Meeting & 10th Annual Electric VTOL Symposium in Phoenix, Arizona, January 24–26, 2023.

**Material Close Date: Sept. 30, 2022.**

## VERTIFLITE Staff

Director of Advertising

**David Renzi**

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**Austin Fitz, Ironmark**

# VFS 2022 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.

## VFS Online Advertising

Location	Ad Size	Price	URL
VFS Membership Directory	720 x 100 px	\$1,000/year (multiple banners may rotate)	hover.vtol.org
Forum Registration	720 x 100 px	\$1,000/year (multiple banners may rotate)	ahs.portal.membersuite.com
My VFS website banner	920 x 100 px	\$3,500/year or \$2,500 for 6 months	www.vtol.org/my-VFS
VFS Online Store website banner	920 x 100 px	\$1,750/year or \$1,000 for 6 months	www.vtol.org/store
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 Online Membership Directory/Forum 78 Website Banner Ad — \$1,000/year

When you advertise on the VFS Online Membership Directory, 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.

**Purchase six equal size advertisements in VERTIFLITE magazine and receive an VFS website banner for free — \$1,000 value!**

As an added bonus, your banner ad will also appear on the Forum 78 online registration page. Ensure that your company will be seen by top government and industry officials when registering for Forum 78 or viewing the Membership Directory. Banner ads will appear in a rotation with other participating advertisers. No additional charge for banner ad creation. See the mechanical specifications table for banner ad technical requirements. All banner ads offer hyperlinks direct to your website.

### Sample Banner Ad



VFS Banner Advertisement \$1,000 USD (If Purchased Separately)

### 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.

## Forum 78 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 78 Proceedings

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

Forum 78 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.

# 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 PDF's 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".
- 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 78 Final Program**: printing; offset; paper stock: offset 60 lb. gloss; binding: saddle stitch.



## 2022 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
<b>VERTIFLITE Magazine</b>				
Jan./Feb.	11/20/21	11/30/21	12/15/21	1/15/22
March/April	1/21/22	1/31/22	2/15/22	3/15/22
May/June	3/21/22	3/31/22	4/15/22	5/14/22
Jul./Aug.	5/20/22	5/31/22	6/15/22	7/15/22
Sept./Oct.	7/19/22	7/29/22	8/15/22	9/15/22
Nov./Dec.	9/20/22	9/30/22	10/14/22	11/15/22
<b>Forum 78</b>				
Final Program	3/1/22	3/18/22	4/20/21	5/10/22
Proceedings	3/1/22	3/18/22	5/9/22	6/1/22

### VERTIFLITE Magazine

	Width	Depth
Publication Bleed Size	8.4"	10.9"
Publication Trim Size	8.375"	10.875"
Full-page	8.375"	10.875"
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 78 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 78 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:

VERTIFLITE Advertising

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