A Publication of the Vertical Flight Society

VERTIFLITE

Advancing Vertical Flight Since 1943

2025 MEDIA KIT

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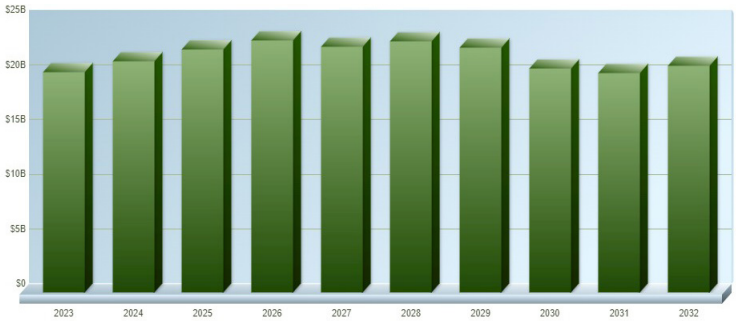
VERTIFLITE magazine is the official publication of the Vertical Flight Society. Founded in 1943 as the American Helicopter Society, VFS is the professional society for the advancement of vertical flight technology and its useful application throughout the world, with more than 6,000 individual and 150 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 6,000 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. 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!



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

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 Angelo Collins, 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 "Hands-Off Hawks" — Sikorsky plans to integrate autonomous flight controls into the UH-60M with an eye to future Black Hawks. VERTIFLITE looks at the plans and payoffs. Also featured is "ARES Outlooks" — Piasecki Aircraft has flown its Aerial Reconfigurable Embedded System (ARES) demonstrator. VERTIFLITE looks at the design and potential of the innovative tilt-duct uncrewed aircraft.

This issue will have bonus distribution at the Society's Technical Meeting on Handling Qualities on Jan. 22–23, 2025, in Huntsville, Alabama, as well as the VFS Transformative Vertical Flight (TVF) meeting, which includes the 11th biennial Autonomous VTOL Technical Meeting and the 12th Annual eVTOL Symposium, taking place Feb. 4–6, 2025, in Phoenix, Arizona.

Material Close Date: Nov. 27, 2024.

The March/April Forum issue features "Apache Modernized Again" — The US Army and Boeing seek to integrate new capabilities into the AH-64E attack helicopter. VERTIFLITE looks at the options and status of the Modernized Apache. Additionally, the issue will report on the TVF 2025 meeting, including the 12th Annual eVTOL Symposium.

This issue will have bonus distribution at the Vertical Aviation International (VAI) Verticon on March 11–13, 2025, in Dallas, Texas, and the 4th Annual VFS H2-Aero Symposium, April 2–3, 2025, in Long Beach, California. This is also the pre-Forum issue and it offers an excellent opportunity for exhibitors to build booth traffic for the Society's 81st Annual Forum in Virginia Beach, Virginia, USA, on May 20–22, 2025.

Material Close Date: Jan. 31, 2025.

The May/June issue includes our highly anticipated Annual Rotorcraft Forecast of the next ten years (2025-2034), by Forecast International, as well as the latest insights into the developments of hydrogen for aviation. Also included is "Icing Up" — Penn State conducts rotor icing research and has a second-generation Adverse Environment Rotor Test Stand (AERTS); VERTIFLITE looks at the work ahead — and "Feedback from Afar," looking at the industry-supported research at the University of Maryland on haptic feedback from uncrewed air systems (UAS) to cue remote pilots.

This issue will also be distributed at Society's 81st Annual Forum in Virginia Beach, Virginia, USA, on May 20–22, 2025.

Material Close Date: March 31, 2025.

The July/August issue includes a summary of the Vertical Flight Society's 81st Annual Forum and Technology Display. It'll also include the Society's annual Military Rotorcraft Programs Review, looking at research and development efforts of the US rotorcraft industry.

This issue will also be distributed at the Society's 19th Annual Electric Aircraft Symposium (EAS) in Oshkosh, Wisconsin, July 19–20, 2025, and the co-located EAA AirVenture 2025.

Material Close Date: May 30, 2025.

The September/October issue reports on the "Wolf Without a Lair" — The US Air Force is fielding the MH-139 Grey Wolf, based on the AW139 commercial helicopter. How do the Air Force and Boeing support a commercial off-the-shelf helicopter? This issue will also include updates on electric aviation challenges and developments, as well as a review of news from EAA AirVenture 2025.

This issue will also be distributed at the VFS Structures and Survivability Technical Meeting, Oct. 21–23, 2025, in Hampton, Virginia, and the annual Airtec B2B trade fair in Augsburg, Germany, Oct. 22–24, 2025.

Material Close Date: July 31, 2025.

The November/December issue examines "Just Like Real" — The National Research Council of Canada aims to use integrated-reality flight simulation to reduce the time and cost of real-world flight testing to set ship–helicopter operating limits. VERTIFLITE looks at the work and the implications.

Material Close Date: Sept. 30, 2025.

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VFS 2025 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 81 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 81 Proceedings

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

Forum 81 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 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 Membership Newsletter	560 x 80 px	$2500 for 6 months or $750 one-time	

VFS Online Membership Directory/Forum 81 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 — **A $1,000 value!**

As an added bonus, your banner ad will also appear on the Forum 81 online registration page. Ensure that your company will be seen by top government and industry officials when registering for Forum 81 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 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.

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 81 Final Program:** printing; offset; paper stock: offset 60 lb. gloss; binding: saddle stitch.

2025 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.	11/8/24	11/27/24	12/20/24	1/15/25
March/April	1/17/25	1/31/25	2/24/25	3/15/25
May/June	3/19/25	3/31/25	4/20/25	5/15/25
Jul./Aug.	5/12/25	5/30/25	6/24/25	7/15/25
Sept./Oct.	7/18/25	7/31/25	8/26/25	9/15/25
Nov./Dec.	9/19/25	9/30/25	10/21/25	11/14/25
Forum 81				
Final Program	3/14/25	3/31/25	5/9/25	5/19/25
Proceedings	3/14/25	3/31/25	5/19/25	7/15/25

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 81 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 81 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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