

World Directory of Light Aviation - Buyer's Guide



2018-2019

a collaboration between



4 language editions!

The **World Directory of Light Aviation** has always been a unique publication. Sold worldwide in four different language editions, for well over a decade it has been the only annual at any price which aimed to detail every aircraft that flies for fun*, as well as offering comprehensive coverage of engines, accessories, training, aviation organizations, etc.

This exciting entry into the world's most dynamic market complements our strength elsewhere, particularly in North America, where WDLA's sales consistently exceed the specialist magazine average. With nearly 300 color pages and a print run over 100,000, WDLA is sold not only through shops but also by mail order through the EAA and many other pilot outlets.

If you want to reach the whole world of light aviation, there is only one answer: advertise in the **World Directory of Light Aviation** and choose **Worldwide Coverage**. Your advertisement will appear in all four language editions (English, French, German and Chinese) and be seen by over 250,000 people across the globe. You can have different wording in each edition at no extra cost, giving you the flexibility to tailor your message independently to each market. Moreover, the **World Directory of Light Aviation** advertisers receive publicity free of charge on our comprehensive online database at <www.widola.com>.

Alternatively, you can choose **International Coverage** (English, French and German editions) or **National Coverage** (one language of your choice).

The **World Directory of Light Aviation** is the undisputed market leader in its sector. Nothing else is as prestigious, as comprehensive, or as widely read, and nothing else gets referred to time and time again throughout the year. It's unbeatable value for money.

What's in The World Directory of Light Aviation? Description, technical data and photos of...

- Fixed-wing ultralights and microlights
- Light-Sport Aircraft
- Certified aircraft
- Ultralight gliders
- Trikes
- Light helicopters
- Homebuilt lightplanes
- Light jets (Chinese edition only)
- Certified gliders
- Gyrocopters
- Multikopter / VTOL ...

Plus...

- Technical data and photos of engines
- Specialist section on instruments and avionics
- Lists of other suppliers of accessories, propellers, spares etc
- Lists of importers
- Details of selected schools

(ask for 50% discount - on school advertising exclusively)

To find out more contact the advertising manager

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Fax: +1 (970) 449 0566
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*excluding balloons, models, footlaunched aircraft and paraplanes



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CHOOSING YOUR SIZE

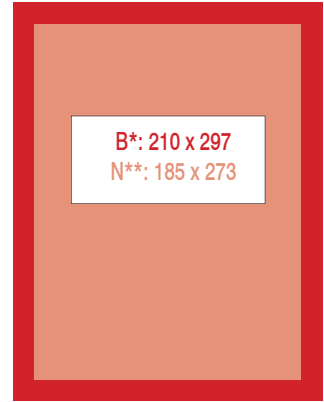
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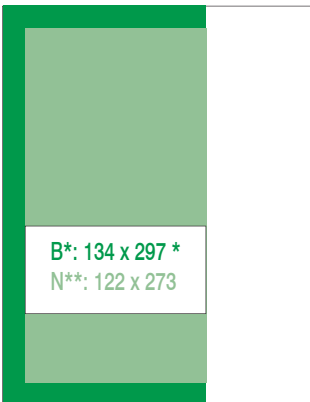
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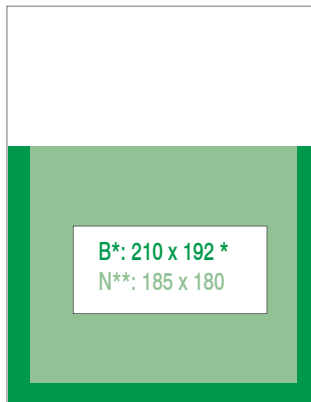
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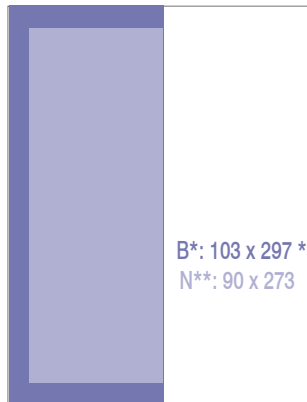
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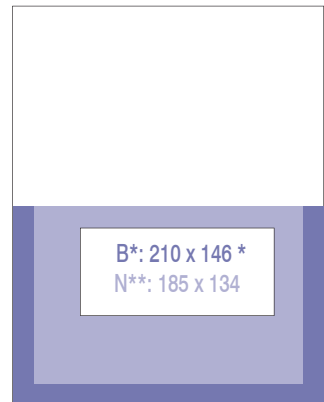
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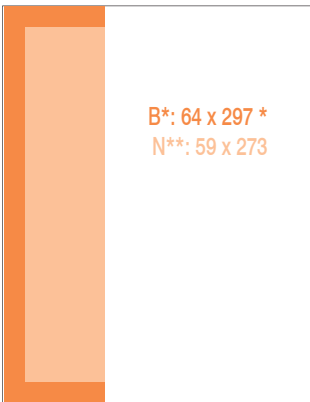
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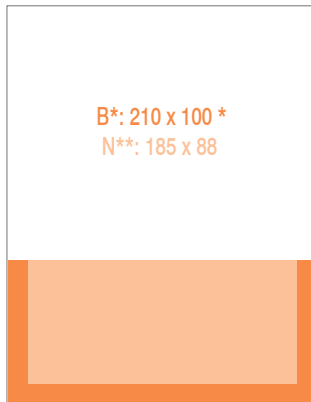
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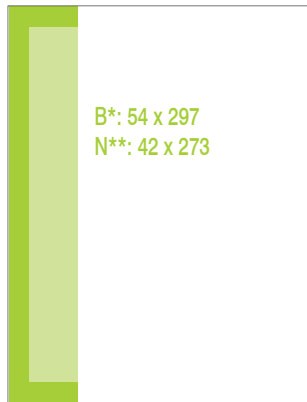
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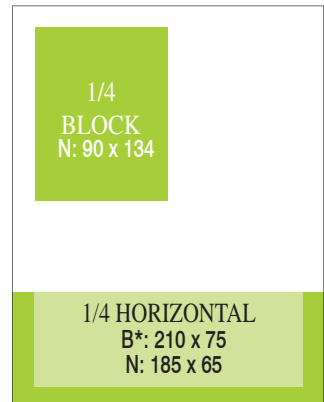
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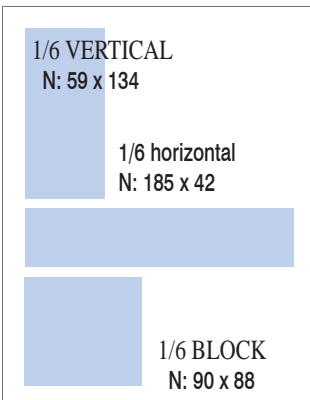
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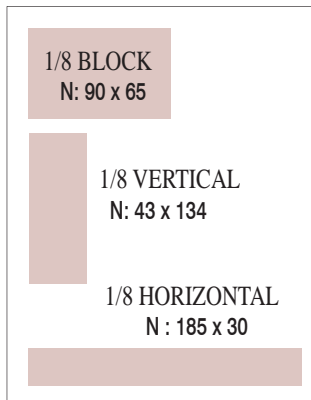
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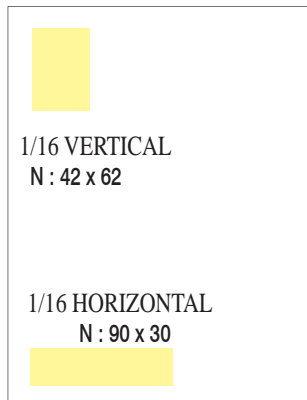
1/6 PAGE



1/8 PAGE



1/16 PAGE



Size in mm


*B: Trimmed. Finished size of ads printed to edge of paper. Add bleed allowance of 5 mm all round to figures shown. No type within 10 mm of edge.
 **N: Normal. Within normal type area (with margin).

PRICES ⁽¹⁾

	International coverage		National coverage	
	Black & White	Full-Color	Black & White	Full-Color
Full page	\$ 3,301	\$ 4,717	\$ 2,212	\$ 3,159
Double page	\$ 5,481	\$ 7,830	\$ 3,566	\$ 5,247
Inside front & back cover	-	\$ 6,603	-	-
Outside back cover	-	\$ 7,547	-	-
2/3 page	\$ 2,477	\$ 3,537	\$ 1,659	\$ 2,370
1/2 page	\$ 1,981	\$ 2,831	\$ 1,327	\$ 1,896
1/3 page	\$ 1,486	\$ 2,123	\$ 995	\$ 1,422
1/4 page	\$ 1,155	\$ 1,651	\$ 775	\$ 1,107
1/6 page	\$ 826	\$ 1,179	\$ 553	\$ 790
1/8 page	\$ 660	\$ 943	\$ 442	\$ 632
1/16 page	\$ 397	\$ 566	\$ 266	\$ 379

(1) All prices in \$ US, subject to taxes at the appropriate rate and for one insertion.

Terms: 14 days from date of invoice.

 For **Worldwide Coverage** (China include), add **25%** to International Coverage rates.

Technical specifications

We accept artwork generated by a Mac or a PC in the following formats: PDF, TIFF, EPS and JPG. Resolution should be 300 dpi and color mode CMYK.

Files up to 7 Mb can be emailed, to submit larger files please contact us.

If you originate your own artwork, it is your responsibility to ensure that it contains no typographical errors. If you notice a problem after you have submitted the artwork, contact us, we will do our best to help.

If you are supplying different artwork for the different language editions, note that the changes must affect the black plate only. Please supply a color proof.

A fully professional advertisement design service is available at modest cost. Please ask for details.



SPACE ORDER



Company:
 Responsible individual:
 Job title:
 Company address:
 City: State:
 Zip: Country:
 Tel: Fax:
 eMail:

Coverage (tick one)	<input type="checkbox"/> Worldwide (four editions: English / French / German / Chinese)			
	<input type="checkbox"/> International (three editions: English / French / German)			
	<input type="checkbox"/> National (English-language edition only)			
	<input type="checkbox"/> National (French-language edition only)			
	<input type="checkbox"/> National (German-language edition only)			
	<input type="checkbox"/> National (Chinese-language edition only)			
Color (tick one)	<input type="checkbox"/> Full Color	<input type="checkbox"/> Spot Color or Black & White		
Size (tick one)	<input type="checkbox"/> Inside front cover	<input type="checkbox"/> Inside back cover	<input type="checkbox"/> Outside back cover	
	<input type="checkbox"/> Double page spread	<input type="checkbox"/> Full page		
	<input type="checkbox"/> 2/3 page horizontal	<input type="checkbox"/> 2/3 page vertical		
	<input type="checkbox"/> 1/2 page horizontal	<input type="checkbox"/> 1/2 page vertical		
	<input type="checkbox"/> 1/3 page horizontal	<input type="checkbox"/> 1/3 page vertical		
	<input type="checkbox"/> 1/4 page horizontal	<input type="checkbox"/> 1/4 page vertical	<input type="checkbox"/> 1/4 page block	
	<input type="checkbox"/> 1/6 page horizontal	<input type="checkbox"/> 1/6 page vertical	<input type="checkbox"/> 1/6 page block	
	<input type="checkbox"/> 1/8 page horizontal	<input type="checkbox"/> 1/8 page vertical	<input type="checkbox"/> 1/8 page block	
	<input type="checkbox"/> 1/16 page horizontal	<input type="checkbox"/> 1/16 page vertical		
Section (publisher's discretion if nothing ticked)	<input type="checkbox"/> Fixed-wing Microlights / LSA	<input type="checkbox"/> Homebuilt Lightplanes		
	<input type="checkbox"/> Certified Aircraft	<input type="checkbox"/> Ultralight Gliders & Motorgliders		
	<input type="checkbox"/> Certified Gliders & Motorgliders	<input type="checkbox"/> Trikes / LSA		
	<input type="checkbox"/> Gyroplanes	<input type="checkbox"/> Light Helicopters		
	<input type="checkbox"/> Multikopter / VTOL			
	<input type="checkbox"/> Engines	<input type="checkbox"/> Instruments & Avionics		
	<input type="checkbox"/> Other Suppliers	<input type="checkbox"/> Schools		

Special requests
 Not all combinations of size, colour and position are possible

DEADLINE
 Space orders must be received on or before
05 MAY 2018

Please place the advertising detailed above in the next edition of *World Directory of Light Aviation* at the price agreed below. I have read and understood the terms and conditions.

Agreed price (US \$)	Signed
	Date

ADVERTISE IN OUR SISTER PUBLICATION
 * **in Germany:**
Flügel - das Magazin
 * **in France:**
Vol Moteur, Paramoteur+, AIRcontact
 * **in China:**
Flying China
Special discounts available for multi-publication bookings!

