

World Directory of Light Aviation - Buyer's Guide

WINGS of the WORLD

2024-2025

e-Flight-expo
ecological electrical evolutionary

a collaboration between

Flügel
Das Magazin

Aviation
et Pilote

eFlight Journal

FLYING CHINA
自由飞翔与通航

POWERED
sport flying
MAGAZINE

FliegerRevue

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
- Multicopters

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
- Features about e-flying, Simulators, and Airshows

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

To find out more contact the advertising manager

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Our magazines
are also available online.



*excluding balloons, models, footlaunched aircraft and paraplanes



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Das Magazin

FliegerRevue

eFlight Journal

FLYING CHINA
自由飞翔与通航

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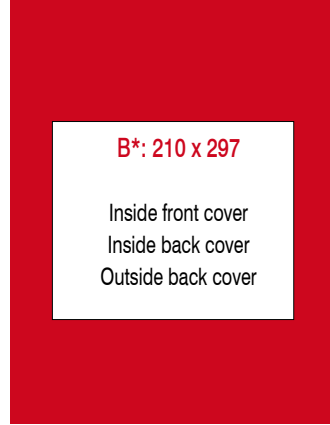
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CHOOSING YOUR SIZE

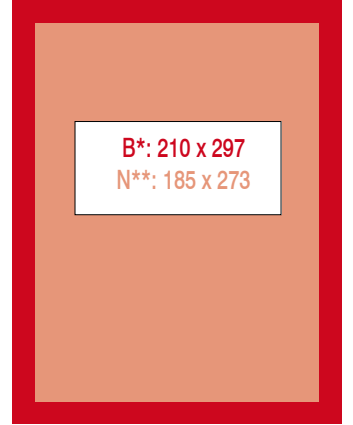
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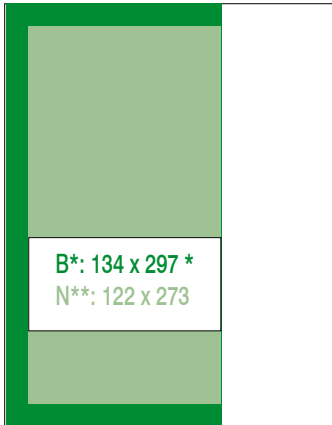
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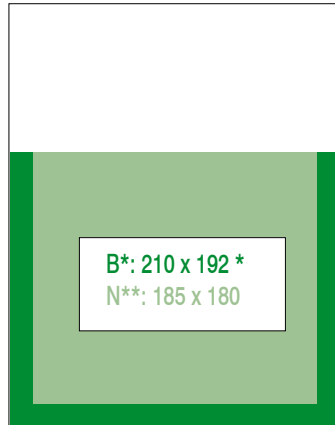
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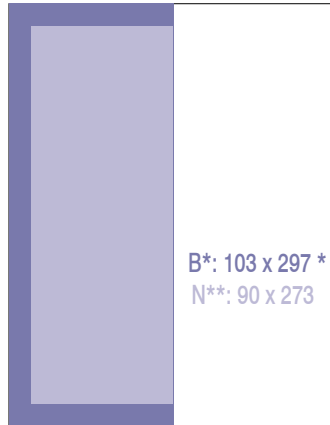
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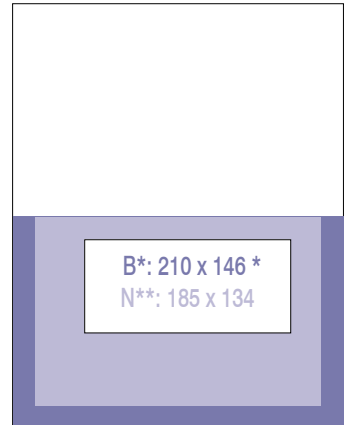
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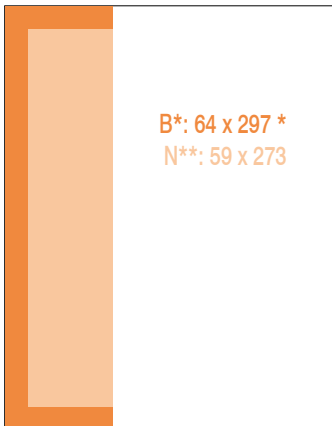
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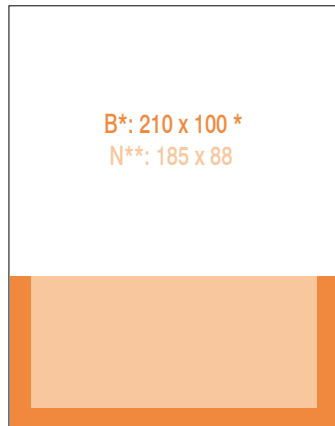
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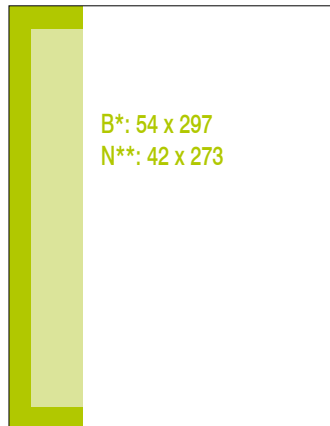
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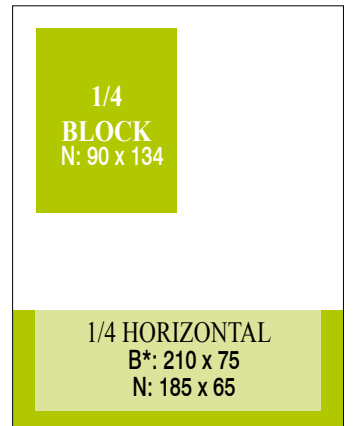
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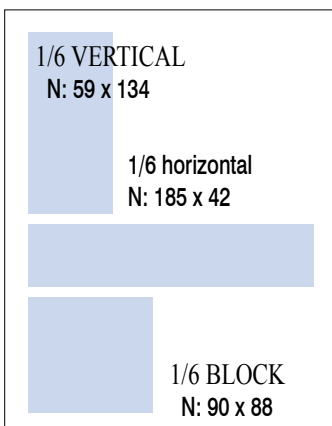
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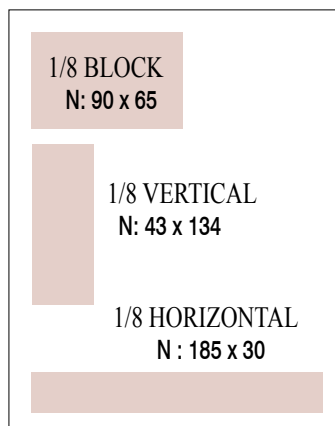
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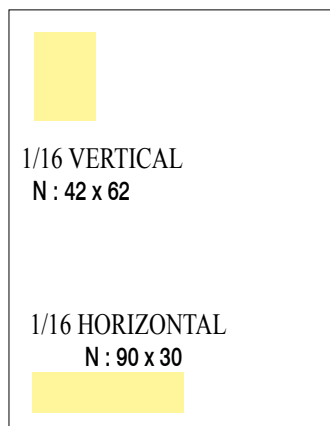
1/6 PAGE



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	3 730 €	5 330 €	2 500 €	3 570 €
Double page	6 200 €	8 850 €	4 000 €	5 930 €
Inside front & back cover	-	7 460 €	-	-
Outside back cover	-	8 530 €	-	-
2/3 page	2 800 €	4 000 €	1 880 €	2 680 €
1/2 page	2 240 €	3 200 €	1 500 €	2 140 €
1/3 page	1 680 €	2 400 €	1 120 €	1 600 €
1/4 page	1 300 €	1 870 €	880 €	1 250 €
1/6 page	930 €	1 330 €	620 €	890 €
1/8 page	750 €	1 060 €	500 €	720 €
1/16 page	450 €	640 €	300 €	430 €

(1) All prices in Euro, 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.

Don't forget to activate your «hyperlinks» when you are recording your ad.

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)

Worldwide (four editions: English / French / German / Chinese)

International (three editions: English / French / German)

National (English-language edition only)

National (French-language edition only)

National (German-language edition only)

National (Chinese-language edition only)

Color
(tick one)

Full Color

Spot Color or Black & White

Size
(tick one)

Inside front cover

Inside back cover

Outside back cover

Double page spread

Full page

2/3 page horizontal

2/3 page vertical

1/2 page horizontal

1/2 page vertical

1/3 page horizontal

1/3 page vertical

1/4 page horizontal

1/4 page vertical

1/4 page block

1/6 page horizontal

1/6 page vertical

1/6 page block

1/8 page horizontal

1/8 page vertical

1/8 page block

1/16 page horizontal

1/16 page vertical

Section
(publisher's discretion if nothing ticked)

Fixed-wing Microlights / LSA

Homebuilt Lightplanes

Certified Aircraft

Ultralight Gliders & Motorgliders

Certified Gliders & Motorgliders

Trikes / LSA

Gyroplanes

Light Helicopters

Engines

Instruments & Avionics

Other Suppliers

Schools

Special requests

Not all combinations of size, colour and position are possible

DEADLINE
 Space orders must be received on or before
MAY 31, 2024

ADVERTISE IN OUR SISTER PUBLICATION
 * in Germany:
 Flügel - das Magazin
 * in France:
 Aviation et Pilote
 * in China:
 Flying China
Special discounts available for multi-publication bookings!

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.

Signed

Date.....

