

World Directory of Light Aviation - Buyer's Guide



expo

Flügel
Das Magazin

**Aviation
et Pilote**

eFlight Journal

AOPA



FLYING CHINA
自由飞翔与通航

4 language editions!

The **World Directory of Light Aviation (WDLA)** is - published by AOPA USA, Flying Pages and Aviation et Pilote - a unique aviation publication and sold worldwide in four different languages. It was founded 30 years ago by Flying Pages and its partners.



The **World Directory of Light Aviation** contains the relevant information and photos of all aircraft in production weather they are

- certified fixed-wing • Light-Sport • fixed-wing ultralights and microlights • homebuilt
- motorgliders (certified, ultralight and LSA) • LSA Trikes • LSA Gyrocopters
- LSA & helicopters • eVTOLs plus...

- not to mention technical data and photos of engines • electrical aviation motors • instruments & avionics • listing of suppliers of accessories, propellers, spares etc. • Lists of importers • Features about e-flying, Simulators, flight training sector.

(ask for flight training discount - on school advertising).



With nearly 300 colour pages and a print run of over 45,000, the **WDLA** is sold not only through shops but also by AOPAs all around the world and other pilot outlets. It is also distributed as a membership benefit to AOPA members: The English, French and German edition are available for free to over 440,000 AOPA USA and AOPA Europe members.



If you wish to address the general aviation market globally, the AOPA **World Directory of Light Aviation** is by far the most widely distributed aviation publication. You choose Worldwide Coverage and the world is yours.

Your advertisement will appear in all four language editions (English, French, German and Chinese) and be seen at least by over 440,000 people (most of them are pilots) across the globe in print and/or online.

You may have different wording in each edition at no extra cost, giving you the flexibility to tailor your message independently to each geography.



We offer special combo discounts with our national aviation magazines: **AOPA Pilot**, **Aviation et Pilote**, **e-Flight-Journal**, **Flügel - das Magazin** and **Flying China**.

To find out more contact the advertising manager

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Our magazines
are also available online.



Flügel
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**Aviation
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eFlight Journal

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FLYING CHINA
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• willi@flying-pages.com • www.widola.com • www.flying-pages.com

CHOOSING YOUR SIZE

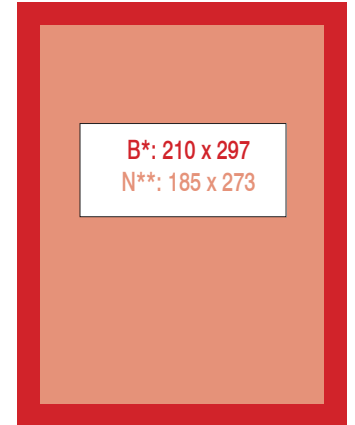
DOUBLE PAGE



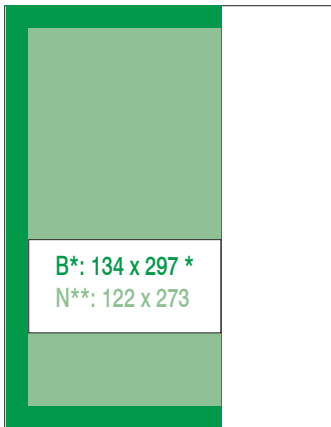
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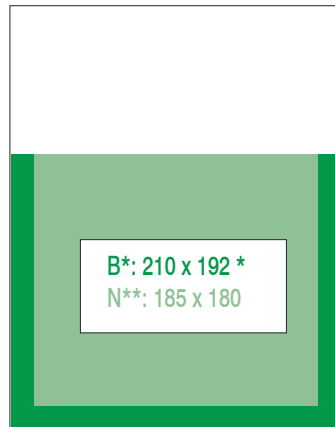
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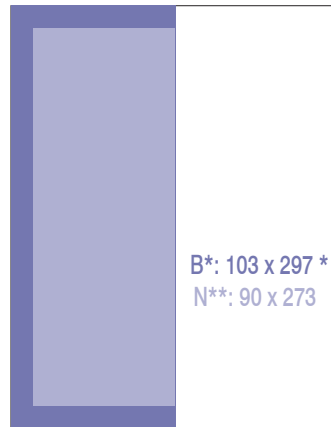
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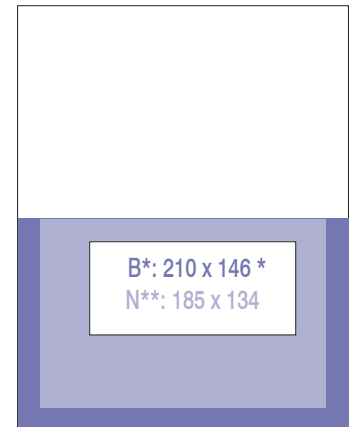
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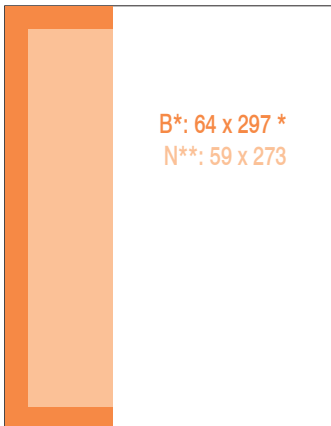
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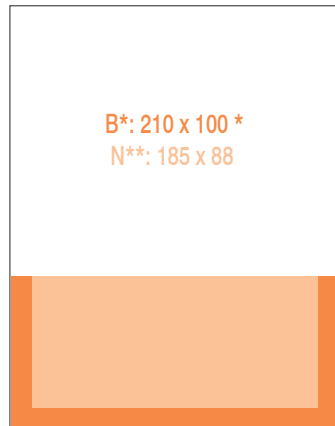
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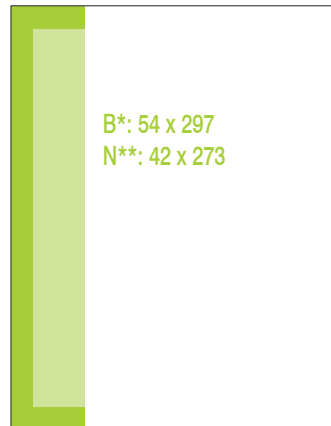
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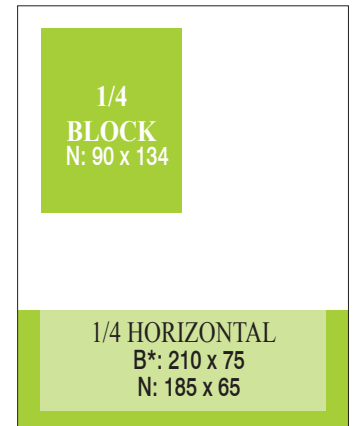
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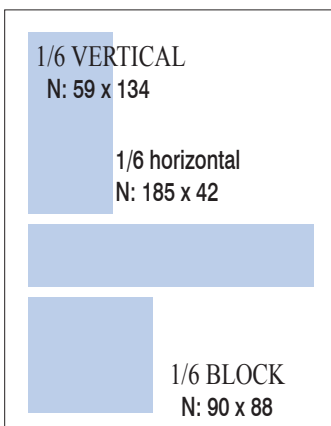
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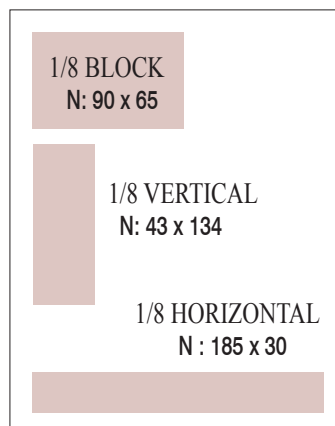
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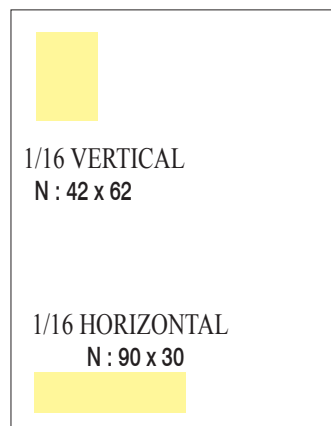
1/6 PAGE



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	3,915 €	5,600 €	2,625 €	3,750 €
Double page	6,500 €	9,300 €	4,200 €	6,225 €
Inside front & back cover	-	7,830 €	-	-
Outside back cover	-	8,950 €	-	-
2/3 page	2,740 €	4,200 €	1,975 €	2,815 €
1/2 page	2,350 €	3,360 €	1,575 €	2,247 €
1/3 page	1,765 €	2,520 €	1,175 €	1,680 €
1/4 page	1,365 €	1,965 €	925 €	1,310 €
1/6 page	975 €	1,400 €	650 €	935 €
1/8 page	785 €	1 110 €	525 €	755 €
1/16 page	470 €	670 €	315 €	450 €

(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
 eVTOLs Other Suppliers

Special requests

Not all combinations of size, colour and position are possible

DEADLINE
 Space orders must be received on or before
MAY 30, 2025

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.

Price agreed (Euro)

Signed
 Date.....



HEAD OF MEDIA CONSULTING

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