



TOP DRAWER MEDIA

2024-2025
Media Kit

Top Drawer Media

MEDIA KIT

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Editorial

Mission Statement

Top Drawer Media has been in the Aerospace and Advanced Manufacturing technology industry for over 30 years. Leveraging our expertise, we provide businesses with the necessary tools to build their brand and reach a global audience.

Our experienced team understands your business goals and can help take your business to the next level. Let us help you achieve your goals!

Editorial Calendar — NW Aerospace News

December | January

Northwest Aerospace News Magazine
Specialty Issue — Annual Aerospace
Resource Guide

Ad Close October 15

June | July

Northwest Aerospace News Magazine

Ad Close April 15

February | March

Northwest Aerospace News Magazine
Specialty Issue — PNAA Conference

Ad Close November 15

August | September

Northwest Aerospace News Magazine

Ad Close June 15

April | May

Northwest Aerospace News Magazine
Specialty Issue — I-90 Conference

Ad Close February 15

October | November

Northwest Aerospace News Magazine

Ad Close August 15

Editorial Calendar — Let's Go! Aerospace

WINTER ISSUE

Release Date January 1

SPRING ISSUE

Release Date April 1

SUMMER ISSUE

Release Date July 1

FALL ISSUE

Release Date October 1

Top Drawer Media

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1. Two-Page Spread

Full Bleed — 17" w x 11.125" h

2. Full Page

Full Bleed — 8.5" w x 11.125" h

3. 2/3 Page

Full Bleed 5.5" w x 11.125" h

4. 1/2 Vertical

Full Bleed 4.25" w x 11.125" h

5. 1/2 Horizontal

Full Bleed — 8.5" w x 5.5" h

6. 1/3 Square

Full Bleed 5.5" w x 5.5" h

7. 1/4 Page

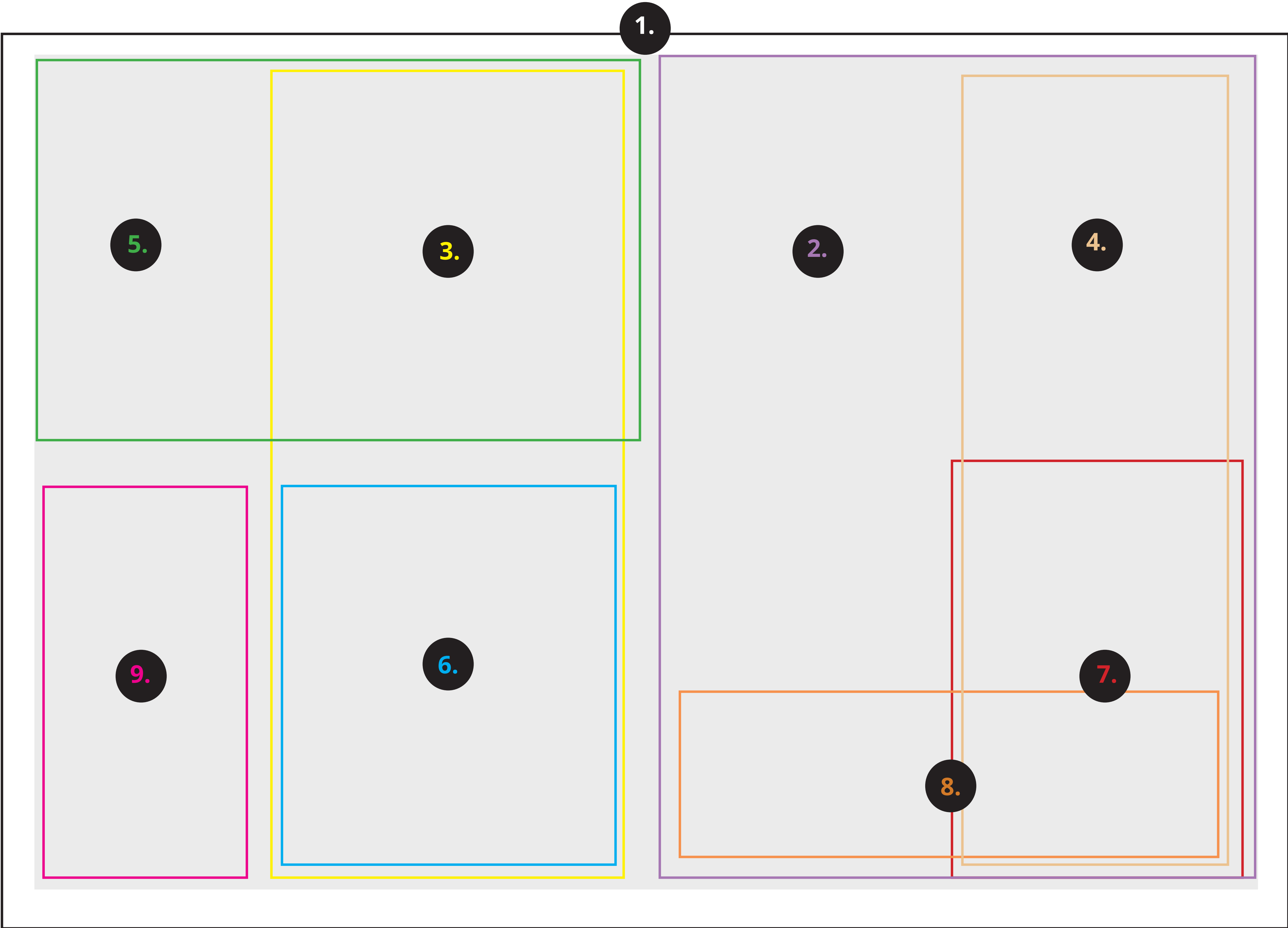
Full Bleed — 4.25" w x 5.5" h

8. 1/4 Horizontal

Full Bleed — 8.5" w x 2.28" h

9. 1/6 Horizontal

Full Bleed — 2.28"w x 4.43"h



Print Specifications

All article and ad content is the responsibility of the company and/or company representative submitting. NWAN assumes all copyrights and permissions have been acquired. NWAN assumes no liability for content provided for submission in Northwest Aerospace

Aesthetics are a very important element in our vision of Northwest Aerospace News magazine. NWAN will make every effort to place advertising in the best possible manner, this is at the sole discretion of our editorial director.

Acceptable file formats: JPEG, PNG, TIFF, PSD, PDF, EPS, AI, INDD — All files should be print ready (300dpi+ resolution)

Print Ad Rates

Standard Rates

	1X	3X	6X
Two-Page Spread	\$6,000	\$5,500	\$5,000
Full Page	\$3,700	\$3,500	\$3,100
2/3 Page	\$2,600	\$2,400	\$2,1500
1/2 Page Horizontal	\$2,000	\$1,850	\$1,650
1/2 Page Vertical	\$2,000	\$1,850	\$1,650
1/3 Page Square	\$1,500	\$1,400	\$1,300
1/3 Page Vertical	\$1,500	\$1,400	\$1,300
1/4 Page	\$1,200	\$1,050	\$900
1/4 Page Horizontal	\$1,200	\$1,050	\$900
1/6 Page	\$800	\$700	\$600

Specialty Rates

PNAAConference PNAAConference Bundle	Inquire
I-90 Conference I-90 Conference Bundle	Inquire
Resource Guide + Aerospace Vendors Bundle (Renew annually)	\$295
Inside Front Cover or Outside Back Cover	+\$1,000
Inside Back Cover	+\$500

Marketing Packages

Level I — \$400.00 monthly (12 month contract)

1/4 page ad in six issues of NWAN	Savings \$750
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Level II — \$600.00 monthly (12 month contract)

1/3 page ad in six issues of NWAN	Savings \$1,950
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Level III— \$800.00 monthly (12 month contract)

1/2 page ad in six issues of NWAN	Savings \$2,300
*Production of one standard 60 second promo video	
Embed video to your ad in the digital version of the magazine	
2:1 Ratio Digital Advertising on northwestaerospacenews.com	

Level IV— \$1000.00 monthly (12 month contract)

2/3 page ad in six issues of NWAN	Savings \$4,000
**Production of 1 standard 2 minute promo video	
Embed video to your ad in the digital version of the magazine	
2:2 Ratio Digital Advertising on northwestaerospacenews.com	

Level V— \$1500.00 monthly (12 month contract)

Full page ad in six issues of NWAN	Savings \$5,950
Embed video to your ad in the digital version of the magazine	
**Production of two standard 2-3 minute videos	
2:4 Ratio Digital Advertising on northwestaerospacenews.com	

*This package option is intended to help create an effective marketing plan. It is not necessary to commit to 12 months if the client wishes to purchase less ads over less duration. Please refer to the media kit for pricing in that case. We will work to schedule advertisers in our Northwest Aerospace News “Live” shows that will be Live Stream events. We can also custom quote variations of the above if a custom marketing plan is desired. Graphic design assistance of ads is a free service we provide if needed.

**Included in video production costs: regional B-roll videography, post production and voiceover. Not included: Still photography, unique production requests, travel expenses if outside of drivable location.

Digital Advertising	Price	Duration	Dimensions
Header	\$900	3 month min.	150x1500
Sidebar 2:1	\$300	3 month min.	300x600
Sidebar 2:2	\$400	3 month min.	600x600
Sidebar 2:4	\$500	3 month min.	300x1200
Footer	\$700	3 month min.	150x1500

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Let's Go! Aerospace Youth Magazine Sponsorship

Show me a youth without hope, and I will show you a youth without future. Nothing brightens the life of any youth better than knowledge and ability to effect a positive change.

Let's Go Aerospace Magazine is on a mission to introduce our youth to the world of Aerospace and Advanced Manufacturing, inspire them to pursue a future career in an exciting industry, and provide them with the tools to make a positive impact.



Your support and participation are vital to the success of this effort. Together we can make a difference.

Join us in this journey to empower our youth with the knowledge and skills they need to create a brighter future for themselves and the world.

Learn more about how you can get involved



Specialty Issues

Northwest Aerospace News

Northwest Aerospace News Magazine partners with the organizations that are created to be industry super highways.

PNAA ADVANCE

The annual PNAA Conference is one of the largest Aerospace Conferences on the West Coast drawing attendees from around the world. Our inclusion of the Conference Guide in our Feb/Mar issue is a long valued

I-90 Corridor Aerospace

Our Apr/May issue highlights the I-90 Aerospace Conference held in Coeur d'Alene, Idaho. Our partnership helps create additional visibility for companies from Montana through Idaho and Washington.

Aerospace Resource Guide

As our reputation for sharing details about the Aerospace Manufacturing industry has grown. We decided it would be of value to start every year off with our annual Resource Guide. The Resource Guide is used by supply chain and engineering teams to learn about available resources to satisfy demand.



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Social & Digital

Marketing Strategies

"If you want to catch a fish you need to go to where the fish are and present what they want" Social Media is where people are. However, you need to present the right message to the right location for it to be of value.

We understand the industry and will help deliver a planned and strategic approach to delivering an engaging message.

Our Reach

Northwest Aerospace News Website has an average daily visitors count of over 500 unique visitors spending an average 13 minutes on the website. Our Social Media reach is over 15,000 followers across several channels. Our Newsletter sends to over 4500 individuals two times monthly.

Over 15,000 Social Followers



X



Facebook



Instagram



LinkedIn

Website & Social Statistics

Newsletter Reach	4,500+
Social Reach	15,000+
Unique Daily Vistors	500+
Minute per Visit	13+ Minutes

Top Search Terms

Aerospace Industry News
Aerospace Manufacturing
Boeing
Northweset Aerospace Technolgies

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Worldwide Subscribers

11,000+

Demographic

Top Drawer Media and our resources reach a focused audience of Aerospace and Advanced Manufacturing companies. Our reputation for being a voice for Manufacturing has created a "Networking Juggernaut" with many businesses using us as a sourcing resource.

Official media Sponsors for:

Pacific Northwest Aerospace Alliance

Northwest I-90 Manufacturing Alliance

The Association for Uncrewed Vehicle Systems International

Advanced Manufacturing Apprenticeships

Center for Advanced Manufacturing

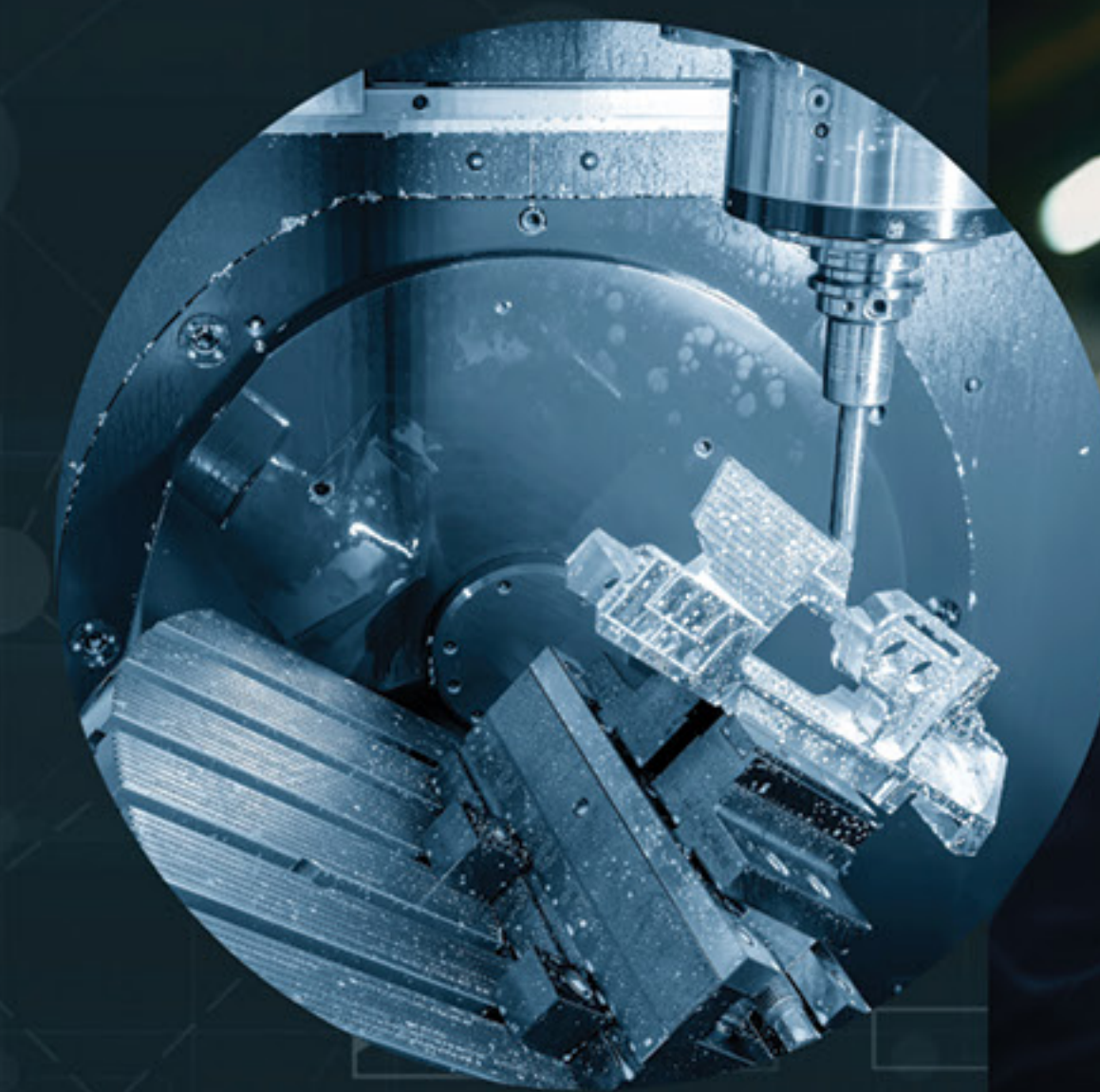
Pacific Northwest Defense Coalition

Aerospace Futures Alliance

Strong Aerospace Manufacturing Client Base



FIND YOUR AEROSPACE SUPPLIER



Aerospace Engine



Aerospace Vendors

AEROSPACE VENDORS MUCH MORE THAN A DIRECTORY

Imagine being able to send your unique URL with all of your company information including contact information, website links, social media links - as well as photos, videos and documents - all on one easy-to-read page. Your prospects will appreciate the efficiency and your close rate will surely increase. Use your Aerospace Vendors URL in the Chat Box, during a video conference or as a part of your email signature.



\$295
annually

For \$295.00 per year you not only receive an Aerospace Vendors featured listing, you will also get a Resource Guide listing in the Dec/Jan issue of Northwest Aerospace News magazine every year!

CLAIM THIS OFFER | JOIN TODAY: www.aerospacevendors.com

Aerospace Vendors

Aerospace Vendors

www.aerospacevendors.com

We are building the largest online interactive database for the aerospace and space industries. Sign up in a few minutes, create your free vendor listing, and get seen by a worldwide network of 190,000 aerospace professionals.

We partner with our sister resource Northwest Aerospace News magazine to create a "2 for 1" opportunity to be seen not only on the Aerospace Vendors platform, but also have their listing in the Northwest Aerospace News audience as well creating a significant marketing opportunity for a very affordable price.

Join Aerospace Vendors



- ☐ CNC Machining
- ☐ Manufacturing
- ☐ Machining
- ☐ Defense
- ☐ Precision Machining
- ☐ Professional Services
- ☐ Aircraft Parts & Supplies
- ☐ Tooling Fabrication
- ☐ Consulting
- ☐ Assembly
- ☐ Aerospace Quality
- ☐ Tooling
- ☐ Plastics Machining
- ☐ Metal Fabrication
- ☐ Sheet Metal
- ☐ Engineering
- ☐ Tooling Design
- ☐ Finishing
- ☐ Transportation
- ☐ DesignEngineering
- ☐ Aircraft Systems
- ☐ Maintenance
- ☐ Testing & Certifications
- ☐ Metal Finishing
- ☐ Space-Related
- ☐ Marketing
- ☐ Apprenticeship
- ☐ Metal Processor
- ☐ CAD Software
- ☐ MRO
- ☐ OEM/MRO
- ☐ Ground Support Equipment
- ☐ Metal Treatment
- ☐ Materials
- ☐ Workforce Development
- ☐ Recruitment
- ☐ Communications
- ☐ CAD
- ☐ Plastics Forming
- ☐ Equipment Repairs & Sales
- ☐ Factory-Automation
- ☐ Composites Manufacturing
- ☐ UAS
- ☐ UAV
- ☐ Welding Services
- ☐ Castings
- ☐ Electronics Test&Measurement
- ☐ Parts Finishing
- ☐ M&A Advisory
- ☐ Plastic Injection Molding
- ☐ MRS Machining
- ☐ Aerospace Painting
- ☐ Die Casting
- ☐ Education and Training
- ☐ Injection Molding
- ☐ Propulsion
- ☐ Metal Supplier
- ☐ Management Consulting
- ☐ Thermoforming Plastic Sheet

Metal Finishing



Plastic Injection Molding

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Marketing Services

Graphic Design

Marketing today requires great visual assets. Our graphics team can create that needed brochure, social media graphic, banner design and more. Always look your best!

Story Telling

Press Releases, Social Media management, Blog and Newsletter creation is our specialty. We are great story tellers. We would love to share yours.



Web Design and Development

We specialize in updating and creating a current and engaging website with easy navigation and a focused message.

Video Production

We are equipped with the latest equipment and decades of experience to create your visual story. From Factory Tours to Podcasts and more our team is ready to capture the best of your business. (show our drone in a

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NORTHWEST AEROSPACE NEWS **LIVE**

JOIN US ON THIS POPULAR INDUSTRY WEBCAST



Northwest Aerospace News Live

Northwest Aerospace News Magazine features the stories behind the manufacturing companies providing genuine insights into what makes them tick. Learn about aerospace careers, culture, and manufacturing trends and topics through Northwest Aerospace News Magazine – Live!



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Dean Cameron

Top Drawer Media, CEO
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30+ years Aerospace Manufacturing |
Business Marketing Strategist

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Meet the Team

With our talented Top
Drawer Media team and
their years of experience
we are prepared to offer
additional services in the
following areas:

Marketing Services

Website design and development
Video Production
Graphic Design / Print Materials
Press Releases
Blog / Newsletter creation and
management

Request a Quote

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