

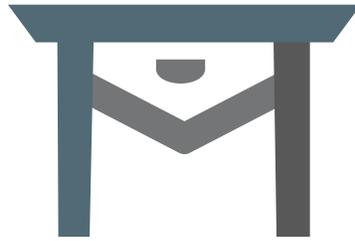


TOP DRAWER MEDIA

2026

TOP DRAWER MEDIA

Media Kit



TOP DRAWER MEDIA

- ✓ GRAPHIC DESIGN
- ✓ MARKETING & CONSULTING
- ✓ CONTENT & SOCIAL MEDIA
- ✓ TRADESHOW BOOTHS
- ✓ WEB DESIGN & DEVELOPMENT
- ✓ VIDEO PRODUCTION

Top Drawer Media provides marketing services to the aerospace manufacturing industry, and has grown to encompass these brands:

EDITORIAL PUBLICATIONS



ONLINE DIRECTORY



Mission Statement:

Dean Cameron, president of Top Drawer Media, brings over 30 years of aerospace and advanced manufacturing experience. He founded the company as a full-service marketing firm and built a team of seasoned industry experts to deliver effective, multi-channel campaigns.

Top Drawer Media provides professional, insight-driven marketing that builds awareness and creates new opportunities for aerospace businesses.

Our Team



Dean Cameron

TOP DRAWER MEDIA CEO

Founder | Chief Executive Officer
30+ Years Aerospace Manufacturing
Business Marketing Strategist

→ 509.995.9958

→ dean@topdrawermedia.com



Kelsey Arnold

SALES SPECIALIST



Helen Dettmer

PROJECT COORDINATOR



Emerald Dumas

CREATIVE DIRECTOR & DESIGNER



Brianna Karle

CREATIVE DIRECTOR & DESIGNER



Jennifer Ferrero

WRITER & CONTENT MARKETING
MANAGER



Ann Contois

COPY EDITOR & PROOFREADER



Antonio Miguel

DIGITAL MARKETING SPECIALIST
CONSULTANT



Melissa Cameron

VIDEO PRODUCER & SOCIAL
MEDIA STRATEGIST



TOP DRAWER MEDIA

Our Marketing Strategy

Our marketing strategy draws on decades of aerospace manufacturing and industry expertise.

We know who your audiences are and how to connect with them.

After crafting a strategic plan tailored to your business goals, we develop compelling communications and a multi-channel marketing program designed to accelerate your growth.



Our Reach

Northwest Aerospace News website has over 500 unique average daily visitors, spending an average of 13 minutes on the site. Our social media reach is over 15,000 followers across several channels, and we're always working to grow those numbers with our own marketing campaigns and advertising. Our newsletter sends to over 4,500 individuals twice a month.

OVER 15,000 SOCIAL FOLLOWERS & GROWING



WEBSITE & SOCIAL STATISTICS

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

TOP SEARCH TERMS

Aerospace Industry News
Aerospace Manufacturing
Boeing
Northwest Aerospace Technologies

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 SPONSOR FOR:

- ▶ **AFA** | Aerospace Futures Alliance
- ▶ **AUVSI** | The Association for Uncrewed Vehicle Systems International
- ▶ **CAMPS** | Center for Advanced Manufacturing Puget Sound
- ▶ **NIMA** | Northwest I-90 Manufacturing Alliance
- ▶ **PNAA** | Pacific Northwest Aerospace Alliance
- ▶ **PNDC** | Pacific Northwest Defense Coalition
- ▶ Space Northwest

Strong Aerospace Manufacturing Client Base





DECEMBER | JANUARY

SPECIALTY ISSUE:
Annual Aerospace Resource Guide

Content Deadline: **OCTOBER 15**

FEBRUARY | MARCH

SPECIALTY ISSUE:
PNAAC Conference

Content Deadline: **NOVEMBER 15**

APRIL | MAY

SPECIALTY ISSUE:
I-90 Conference

Content Deadline: **FEBRUARY 15**

JUNE | JULY

Content Deadline: **APRIL 15**

AUGUST | SEPTEMBER

Content Deadline: **JUNE 15**

OCTOBER | NOVEMBER

Content Deadline: **AUGUST 15**

Let's Go! AEROSPACE

WINTER ISSUE

RELEASE DATE: **JANUARY**

SPRING ISSUE

RELEASE DATE: **APRIL**

SUMMER ISSUE

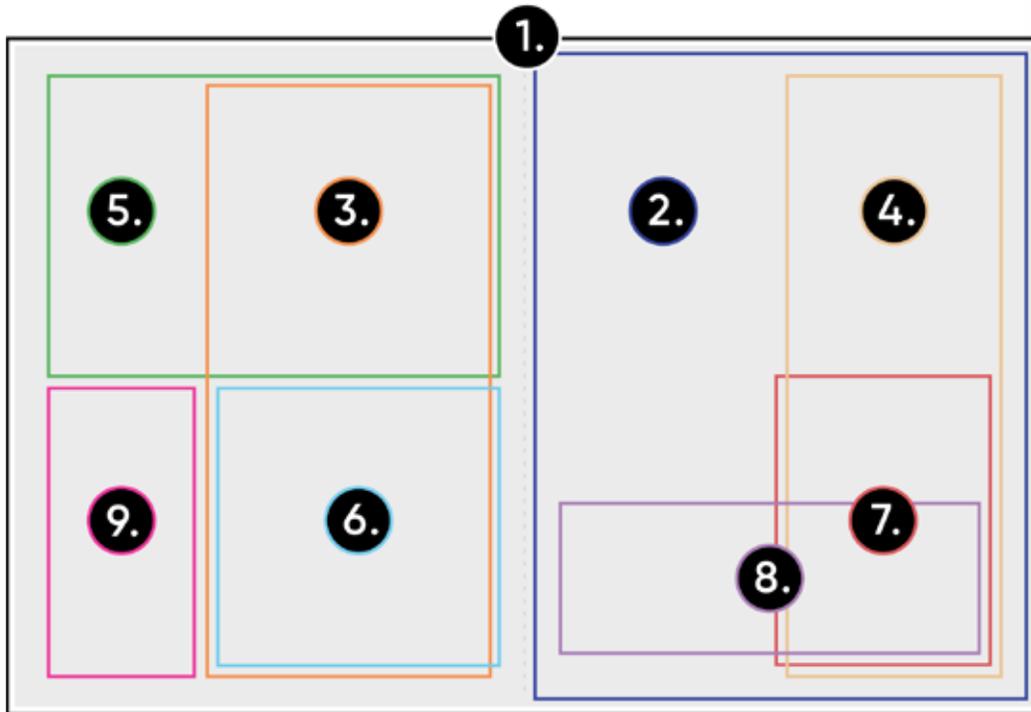
RELEASE DATE: **JULY**

FALL ISSUE

RELEASE DATE: **OCTOBER**

Advertising Opportunities

NORTHWEST AEROSPACE NEWS MAGAZINE



Ad Sizes:

	(width x height)
1. Two-Page Spread	10.875" x 16.75"
2. Full Page	10.875" x 8.375"
3. 2/3 Page	4.74" x 9.375"
4. 1/2 Vertical	3.53" x 9.375"
5. 1/2 Horizontal	7.24" x 4.60"
6. 1/3 Square	4.74" x 4.60"
7. 1/4 Vertical	3.53" x 4.60"
8. 1/4 Horizontal	7.24" x 2.20"
9. 1/6 Vertical	2.25" x 4.60"

SPECIALTY RATES

PNAA Conference Bundle	Inquire
I-90 Conference Bundle	Inquire
Resource Guide + Aerospace Vendors Bundle	\$295 annual
Inside Front Cover	+ \$1,000
Outside Back Cover	+ \$1,000
Inside Back Cover	+ \$500

PRINT SPECIFICATIONS

All article accuracy 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 News magazine.

NWAN will make every effort to place advertising in the best possible manner, and 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 (300 dpi+ resolution).

12-Month Marketing Specials

Level I STARTER

\$400 / monthly
\$750.00 Savings!



Best for companies starting their journey or wanting to create or maintain reach.

- ▶ 1/4 Page Ad in 6 Issues of NWAN.
- ▶ Graphic design assistance of ads provided free of charge if needed - All plans.

Level II BASIC

\$600 / monthly
\$1,950.00 Savings!



Best for companies looking to develop a cost-effective presence.

- ▶ 1/3 Page Ad in 6 Issues of NWAN.
- ▶ Graphic design assistance of ads provided free of charge if needed - All plans.

Level III CORE ESSENTIALS

\$800 / monthly
\$2,300.00 Savings!



Best for companies looking to build a balanced digital presence as well as print.

- ▶ 1/2 Page Ad in 6 Issues of NWAN.
- ▶ 1 year Aerospace Vendors premium subscription included.
- ▶ 2:1 Ratio Digital Advertising on NWAN website.

Level IV PREMIUM

\$1000 / monthly
\$4,000.00 Savings!



Strong visibility ideal for companies balancing cost and exposure.

- ▶ 2/3 Page Ad in 6 Issues of NWAN.
- ▶ 1 year Aerospace Vendors premium subscription included.
- ▶ 2:2 Ratio Digital Advertising on NWAN website.

Level V GOLDEN

\$1500 / monthly
\$5,950.00 Savings!



Maximum reach and visibility for industry leaders wanting a strong impact.

- ▶ Full Page Ad in 6 Issues of NWAN.
- ▶ 1 year Aerospace Vendors premium subscription included.
- ▶ 2:4 Ratio Digital Advertising on NWAN website.

* These package options are 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 Standard Rates in that case. We can also quote custom variations of the above plans if desired. Graphic design assistance of ads is a free service we provide if needed.

Build Your Brand AND REACH A Global Audience



STANDARD RATES		DIMENSIONS	1X	3X	6X
1.	Two-Page Spread	10.875" x 16.75" + 0.125 bleed	\$6,000	\$5,500	\$5,000
2.	Full Page	10.875" x 8.375" + 0.125 bleed	\$3,700	\$3,500	\$3,100
3.	2/3 Page	4.74" x 9.375"	\$2,600	\$2,400	\$2,150
4.	1/2 Vertical	3.53" x 9.375"	\$2,000	\$1,850	\$1,650
5.	1/2 Horizontal	7.24" x 4.60"	\$2,000	\$1,850	\$1,650
6.	1/3 Square	4.74" x 4.60"	\$1,500	\$1,400	\$1,300
7.	1/4 Vertical	3.53" x 4.60"	\$1,200	\$1,050	\$900
8.	1/4 Horizontal	7.24" x 2.20"	\$1,200	\$1,050	\$900
9.	1/6 Vertical	2.25" x 4.60"	\$800	\$700	\$600

DIGITAL ADVERTISING		MONTHLY PRICE	DURATION	DIMENSIONS
1.	Header	\$900	3 month min.	150 x 1500
2.	Sidebar 2:1	\$300	3 month min.	300 x 600
3.	Sidebar 2:2	\$400	3 month min.	600 x 600
4.	Sidebar 2:4	\$500	3 month min.	600 x 1200
5.	Footer	\$700	3 month min.	150 x 1500

NWAN Specialty Issue Partnerships

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



A TOP DRAWER EDITORIAL PUBLICATION



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 | March issue is a long valued partnership.

I-90 CORRIDOR AEROSPACE CONFERENCE

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



AEROSPACE VENDORS RESOURCE GUIDE

We start every year off with our Annual Resource Guide, which supports our Aerospace Vendor Directory companies, and is used by supply chain and engineering teams to learn about available resources to satisfy demand.

Youth Magazine Sponsorship



Let's Go! AEROSPACE

A TOP DRAWER EDITORIAL PUBLICATION

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 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
both for themselves and
for the world.



Join the largest **INTERACTIVE DATABASE**

for the aerospace and advanced
manufacturing industries

| Find Your Aerospace Supplier



Create your free vendor listing and get seen by a worldwide
network of aerospace professionals.



\$295
annually



JOIN TODAY AT
aerospacevendors.com



- 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
- Design Engineering
- 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
- 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 & Training
- Injection Molding
- Propulsion
- Metal Supplier
- Management Consulting
- Thermoforming Plastic Sheet

For \$295 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!

Aerospace Vendors

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 aerospace professionals.

We join forces with Northwest Aerospace News Magazine to create a "2-for-1" opportunity to be seen not only on the Aerospace Vendors platform, but also include your listing in the NWAN Annual Resource Guide magazine. Creating a significant marketing opportunity at a very competitive price point.

Join Today:





TOP DRAWER MEDIA

Marketing Services

Marketing Consulting

Graphic Design

Content & Social Media

Tradeshow Booths

Web Design + Development

Video Production

Marketing Consulting

BUNDLED EXPERT GUIDANCE: Expert consulting comes built into every service—optimizing your website design, strategizing tradeshow booth layouts, or crafting article content. Strategic advice is part of the execution for seamless, results-driven delivery.



Dean Cameron | TOP DRAWER MEDIA CEO

→ dean@topdrawermedia.com

Dean Cameron is the founder and publisher of Top Drawer Media, serving the aerospace and advanced manufacturing industries. With decades in B2B publishing, he's built trusted platforms that connect manufacturers, suppliers, and decision-makers through print, digital, and events. Dean is passionate about inspiring future aerospace professionals with youth-focused STEM publications and is known for combining editorial credibility with strategic marketing to help brands stand out.



Kelsey Arnold

SALES SPECIALIST

→ kelsey@topdrawermedia.com

With 13+ years of experience in business development and customer relationship management, Kelsey excels as a dedicated sales professional in aerospace, aviation, and defense sectors. Known for her strategic approach to networking and commitment to excellence, she consistently cultivates valuable connections and drives outstanding results.



Helen Dettmer

PROJECT COORDINATOR

→ helen@topdrawermedia.com

Helen Dettmer has a diversified background in manufacturing, much of it focused on production of aerospace products. Her prior roles include working hand in hand with production lines, engineering department, sales along with project and cost management. Her current role with Top Drawer Media provides an opportunity to grow and continue learning within this exciting industry.

- ▶ Reach decision-makers and drive leads through custom print and digital campaigns across our platforms
- ▶ Connect with industry professionals via event networking and sponsorships
- ▶ Position as an industry leader with public relations strategies
- ▶ Build reputation among future professionals through youth STEM outreach



Graphic & Tradeshow Booth Design

Marketing today requires great visual assets. Our graphics team can create professional trade show booths and signs, brochures, social media graphics, promotional materials, and more. Let us help you look your best!



Emerald Dumas
CREATIVE DIRECTOR & DESIGNER
EDITORIAL + ADVERTISEMENTS
→ emeralddumas@gmail.com

Emerald is a seasoned, freelance creative director and designer with more than 17 years working with companies across the nation. Her award-winning portfolio includes high-visibility projects such as the annual I-90 Aerospace Corridor Conference and Expo, the 2022 Bloomsday Run Finisher Shirt and the Spokane Hoopfest YouTube logo, along with extensive work in editorial, advertising, illustration, and website design. Outside of work, Emerald can be found hiking Spokane's trails with her husband and two dogs or contributing her time and talent to community non-profits.



Brianna Karle
CREATIVE DIRECTOR & DESIGNER
TRADESHOW + PRINT MARKETING
→ briannakarle@gmail.com

Brianna has been busy beautifying the world with marketing, graphic, and website design for the last decade. As an independent contractor, she focuses mainly on aerospace and non-profit endeavors. She has been the head of marketing for companies throughout the Pacific Northwest and has held the roles of Art Director and Editorial Designer for two magazines. Brianna has been instrumental in the branding of aerospace and manufacturing companies across our region, bringing a modern touch to blue-collar business. Her current work focuses mainly on design for industry events, advertisements, and company rebrands. She is headquartered in the beautiful town of Bellingham, WA.





YOUR TECHNOLOGY
PUSHES BOUNDARIES.
**Your tradeshow
presence should too.**

At Top Drawer Media, we design and produce high-performance marketing displays that stop foot traffic, spark conversations, and showcase your technology with the same precision and ambition that defines your work.

- ▶ Visually commanding - at every distance
- ▶ Modular, durable, travel-ready
- ▶ Tailored to your brand, tech, & audience



Need a Quote?



→ dean@topdrawermedia.com
→ kelsey@topdrawermedia.com
→ 509.995.9958

TOPDRAWERMEDIA.COM

Web Design + Development

We design modern, high-performing websites with engaging user experiences, and content crafted to drive real impact, led by our expert web developer, Antonio, and backed by our entire team.



Antonio Salazar

DIGITAL MARKETING SPECIALIST CONSULTANT

→ antonio@masomenosmedia.com

Antonio helps enterprises and law firms transform complex WordPress sites into reliable, revenue-producing assets. With a focus on performance, compliance, security, and high-intent search content, he builds streamlined systems using 90-day sprints, clear SOPs, and dashboards that show measurable progress and impact. His expertise spans technical SEO, schema, accessibility, analytics, and conversion design, supported by broader experience in product strategy, UX, and project management. Recent projects include AM Law site management, large-scale metadata, and high-converting AIDA-style landing pages.



- ▶ High-performance, conversion-focused builds
- ▶ Fast, responsive sites designed to turn visitors into leads or customers
- ▶ Built-in SEO analytics and performance metrics
- ▶ Seamless revenue, CRM, ecommerce, form, and marketing integration
- ▶ Secure, scalable, and streamlined systems



Content & Social Media

Press releases, social media management, blog and newsletter creation is our specialty. We are great story tellers, backed by experienced writers, with the best proofreaders. We would love to share your story.



Jennifer Ferrero

WRITER & MARKETING ACCOUNT
MANAGER

→ jennifer@topdrawermedia.com

Jennifer Ferrero has over 30 years as a freelance writer, interviewer, and editor, 25+ years as a marketer, 10+ years in PR, and 14+ years writing for the aerospace manufacturing industry. She has owned and managed her own website development and marketing companies and serves as a subcontractor for Top Drawer Media providing full-service marketing and public relations. Her passion is interviewing business owners and helping them to reach new customers and prospects.

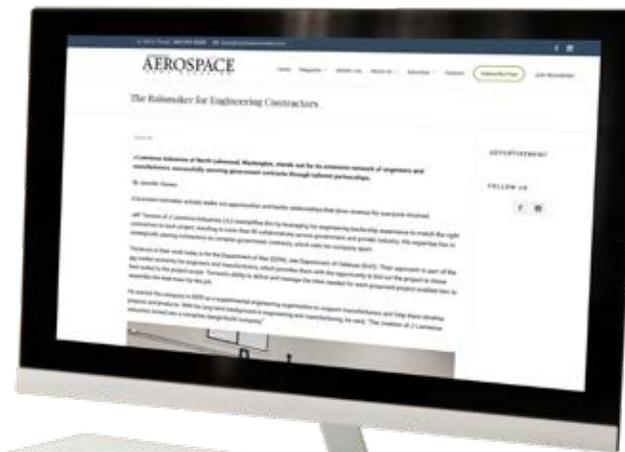
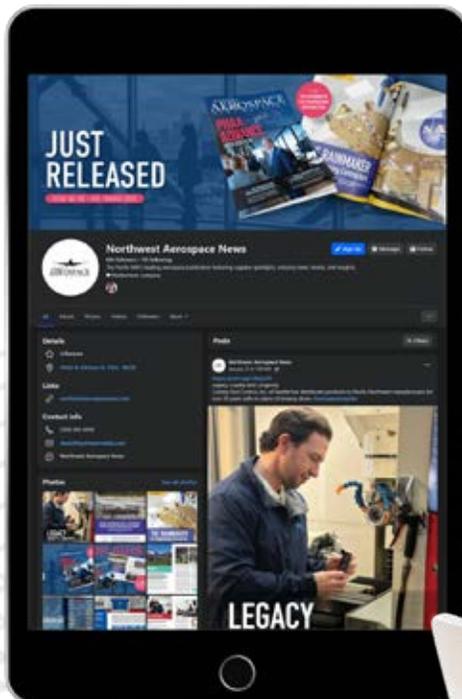


Ann Contois

COPY EDITOR & PROOFREADER

→ ann.contois@gmail.com

Ann is a writer and artist with decades of experience herding the feral cats of literary lapses into a semblance of domesticated coherence. Punctuation, acronyms and logical clarity all soon purr contentedly together under her watchful eye. Ann's editing skills and attention to detail were honed by world travel with her nomadic military family; the rigors of the UC Berkeley English department; her 45 years as a stained glass artist; and by early immersion creating WWW content. She now resides in the beautiful Northwest, a place that embodies her childhood dream to "slip the surly bonds of Earth and dance the skies on laughter-silvered wings" - along with those unruly cats!



Video Production

We are equipped to build a visual story, implementing all available tools at our disposal, including stock assets, AI, and our very own expert team, to capture your message. Led by Melissa, an expert in all things tiktok and social media.



Melissa Cameron

VIDEO PRODUCER & SOCIAL
MEDIA STRATEGIST

→ melissa@topdrawermedia.com.

Also known as Director of Scroll-Stopping Content, Melissa Cameron is a media creator at Top Drawer Media, where she produces video content for clients and leads social media creation for Let's Go! Aerospace. She specializes in turning ideas into engaging visuals that feel clear, human, and intentional—whether explaining complex concepts or building brand presence through consistent, high-quality content.



Get in touch:



→ dean@topdrawermedia.com
→ kelsey@topdrawermedia.com
→ 509.995.9958

[TOPDRAWERMEDIA.COM](https://topdrawermedia.com)

