



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

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## February | March

Northwest Aerospace News Magazine  
**Specialty Issue** — PNAA Conference

**Ad Close** November 15

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## April | May

Northwest Aerospace News Magazine  
**Specialty Issue** — I-90 Conference

**Ad Close** February 15

## June | July

Northwest Aerospace News Magazine

**Ad Close** April 15

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## August | September

Northwest Aerospace News Magazine

**Ad Close** June 15

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## October | November

Northwest Aerospace News Magazine

**Ad Close** August 15

# Editorial Calendar — Let's Go! Aerospace

## WINTER ISSUE

**Release Date** January 1

## SUMMER ISSUE

**Release Date** July 1

## SPRING ISSUE

**Release Date** April 1

## FALL ISSUE

**Release Date** October 1

# Top Drawer Media

## MEDIA KIT

### 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

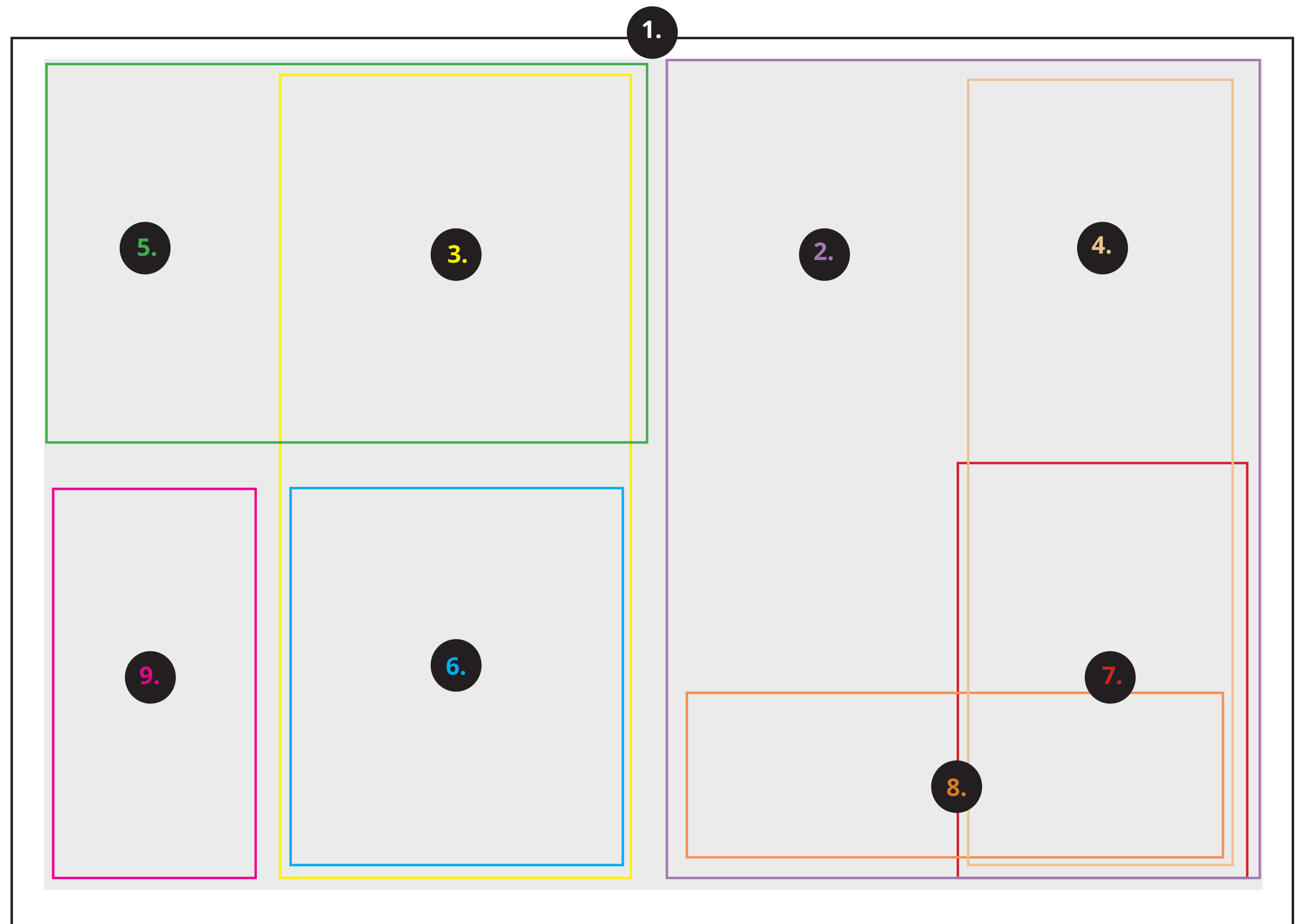
Full Bleed — 4.25" w x 5.5" h

### 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	\$2,150
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

PNAAC Conference   PNAAC Conference Bundle	Inquire
I-90 Conference   I-90 Conference Bundle	Inquire
Resource Guide + Aerospace Vendors Bundle (Renew annually)	\$295

# Marketing Packages

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

¼ page ad in six issues of NWAN

Savings \$750

## Level II — \$600.00 monthly (12 month contract)

1/3 page ad in six issues of NWAN

Savings \$1,950

## Level III— \$800.00 monthly (12 month contract)

½ 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	
<b>**Production of two standard 2-3 minute videos</b>	
<b>2:4 Ratio Digital Advertising on northwestaerospacenews.com</b>	

\*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.

## PNAAC ADVANCE

The annual PNAAC 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

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Northwest I-90 Manufacturing Alliance

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The Association for Uncrewed Vehicle Systems International

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Advanced Manufacturing Apprenticeships

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Center for Advanced Manufacturing

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Pacific Northwest Defense Coalition

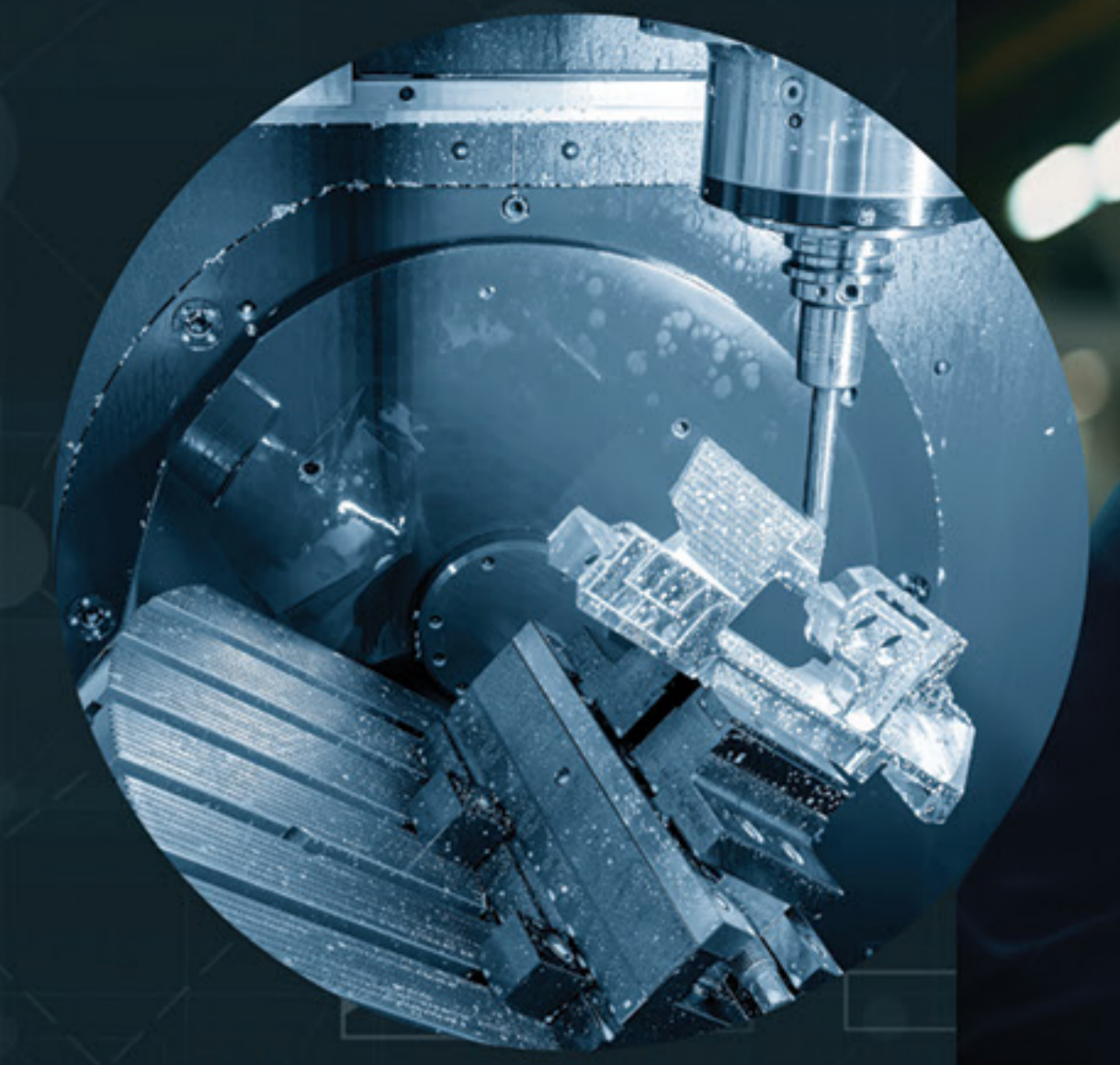
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Aerospace Futures Alliance

# Strong Aerospace Manufacturing Client Base



# FIND YOUR AEROSPACE SUPPLIER



Aerospace Engine



## 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](http://www.aerospacevendors.com)



Manufactured

Engineering



Metal Finishing



Plastic Injection Molding

- 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

# Aerospace Vendors

## Aerospace Vendors

[www.aerospacevendors.com](http://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**



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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



**Get in touch:**  
**Dean@topdrawermedia.com**  
**509.995.9958 | topdrawermedia.com**

# 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*

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



509-995-9958



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[dean@topdrawermedia.com](mailto:dean@topdrawermedia.com)



### Rebecca Lloyd

#### *Creative Director*

Editorial Design | Graphic Design | Ad  
Creation | Social Graphic | Web Design



[www.topdrawermedia.com](http://www.topdrawermedia.com)  
[rebecca@topdrawermedia.com](mailto:rebecca@topdrawermedia.com)



### Jennifer Ferrero

#### *Writer and Marketing Account Manager*

Writer | Northwest Aerospace News Live  
Host | Marketing Specialist | Content  
Creation | Press Releases | Consulting



[www.topdrawermedia.com](http://www.topdrawermedia.com)  
[jennifer@topdrawermedia.com](mailto:jennifer@topdrawermedia.com)



### Janis Bers

#### *Video Producer | Drone Operator*

Video Editing | Video Production  
Recording Studio | Videographer



[www.topdrawermedia.com](http://www.topdrawermedia.com)  
[janibers@mail.com](mailto:janibers@mail.com)



### Ann Contois

#### *Editor | Proofreader*

Editor | Great oral, written, research,  
communication and organization skills |  
Detail Oriented |



[www.topdrawermedia.com](http://www.topdrawermedia.com)  
[ann.contois@gmail.com](mailto:ann.contois@gmail.com)



### Robin Bishop

#### *Social Media Accounts Manager*

Project management | Content Creation  
Public Relations | Writer | Editor



[www.topdrawermedia.com](http://www.topdrawermedia.com)  
[contact@robinbishop.com](mailto:contact@robinbishop.com)

## 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

### Top Drawer Media

#### **Main Office**

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Spokane, Washington 99218

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**Website** [www.topdrawermedia.com](http://www.topdrawermedia.com)

