

National Association of Flight Instructors



Sponsorships, Partnerships, and Advertising

MEDIA KIT 2026

nafimentor.org



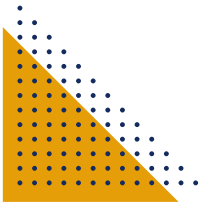


Organization Overview

The National Association of Flight Instructors (NAFI) is the leading association working on behalf of flight instructors, with more than **8,000 members and growing**. Our mission is to promote flight instructor excellence through **education, mentorship, and advocacy**. NAFI initiatives enhance members' knowledge and professional status within the aviation industry.

Through the cooperation of our industry partners, NAFI provides:

- Education and accreditation programs
- Product and service discounts
- Live streaming broadcasts



Our Members



Audience Influence

NAFI members:

- Recommend aviation products, supplies, and services to their students.
- Suggest makes of aircraft to their students.
- Recommend brands of avionics, training courses, and flight planning software.

Member Profile Metrics



- More than **8,000** current members
- **56%** have trained six or more students in the last 12 months
- **100%** purchase products and services for professional and personal flying
- **86%** hold a current CFI certificate
- **68%** are self-employed
- **50%** own an aircraft

NAFI members represent a valuable and influential market for aviation advertisers.

Advertising Opportunities



Media partnerships and advertising place your brand in direct contact with active, committed flight instructors and training professionals seeking quality aviation products and services.



Engage with NAFI



Mentor Magazine

- Bi-monthly publication
- **77,217** digital page views in 2025, demonstrating sustained engagement with instructor-focused content.



eMentor Digital Newsletter

- Over **8,000** delivered weekly
- **67%** open rate
- **7%** average click-through rate

eMentor
National Association of Flight Instructors Newsletter



nafimentor.org

As a sponsor or partner, your organization is featured in our new, powerful website that showcases your products and services.

Engage with NAFI



More Right Rudder Podcast

- **140+** episodes
- **120,000** downloads
- **800** combined downloads and YouTube views per episode



MentorLIVE Broadcasts

- Over **100** episodes
- **2,800** monthly average views
- **287,000** email invites per episode



Dedicated Email Campaigns

- On-demand distribution
- **8,000** recipients
- **68%** open rate
- **7%** average click-through rate

NAFI Outreach



NAFI Partnership Events

Over 2,000 in-person participants at conferences

- Ascend Flight Training Summit
- SUN 'n FUN
- EAA AirVenture



Social Media

- **28,798** total followers
 - Facebook: **20,000**
 - LinkedIn: **4,650**
 - Instagram: **2,166**
 - Threads: **335**
 - X: **1,647**
- NAFI YouTube Channel: **5,400** subscribers



CFI Care

Monthly eMentor column by Brian Schiff that teaches misunderstood topics that pilots need to know in a brief, easy to understand way.



Advertising - Mentor Magazine

Mentor magazine is distributed to more than **8,000 NAFI members**, six times per year, in an interactive digital format.

Publication Calendar and Due Dates:

Issue	Ad Space	Art Materials	Event Issues
Jan/Feb	11/10/25	11/17/25	
Mar/Apr	1/12/26	1/18/26	SUN 'n FUN
May/June	3/09/26	3/16/26	
July/Aug	5/11/26	5/18/26	AirVenture
Sept/Oct	7/13/26	7/20/26	Ascend Flight Training Summit
Nov/Dec	9/14/26	9/21/26	

Mentor Magazine Ad Rates Per Insertion

Cover Positions (Non-cancelable) Pricing one, three, six issues

- Inside Front Cover, Pages 2–3
- Inside Back Cover: \$2,900 | \$2,755 | \$2,610
- Back Cover: \$3,600 | \$3,420 | \$3,240

Color Ad Rates

- 2-Page Center Spread: \$4,000 | \$3,800 | \$3,600
- 2-Page Spread: \$3,600 | \$3,420 | \$3,240
- Full Page: \$2,600 | \$2,470 | \$2,340
- 2/3 Page: \$2,030 | \$1,930 | \$1,830
- 1/2 Page: \$1,560 | \$1,480 | \$1,400
- 1/3 Page: \$1,300 | \$1,235 | \$1,170
- 1/6 Page: \$650 | \$620 | \$585





Advertising Specifications

Mentor Magazine Ad Sizes and Specs

Ad Size	Trim Size	Bleed Size
2 Page Spread	16.5" x 10.75"	17" x 11.25"
Full Page	8.25" x 10.75"	8.75" x 11.25"
$\frac{2}{3}$ Page	4.625" x 10"	
$\frac{1}{2}$ Page Vert	4.265 x 7.437"	
$\frac{1}{2}$ Page Horz	7.125" x 4.937	
$\frac{1}{3}$ Page Vert	2.25" x 10"	
$\frac{1}{3}$ Page Horz	7.125" x 3.333	
$\frac{1}{3}$ Page Square	4.625" x 4.937	
$\frac{1}{6}$ Page Vert	2.25" x 4.937"	
$\frac{1}{6}$ Page Horz	4.625" x 2.437"	

Digital Banner Advertising eMentor Newsletter

- More than **8,000** newsletters sent
- **68%** open rate
- **7%** average click rate

Ad Size	\$ Value
160 x 240	\$90 - \$150
160 x 320	\$170 - \$290
450 x 160	\$210 - \$350
450 x 240	\$330 - \$550

Position, size, and quantity will vary on value options.



Banner Options and Rates

- Column Banner (160x240)
 - \$150 (1x) | \$135 (4x) | \$120 (12x) | \$105 (24x) | \$90 (50x)
- Double Column Banner (160x320)
 - \$290 | \$260 | \$230 | \$200 | \$170
- Story Banner (450x160)
 - \$350 | \$315 | \$280 | \$245 | \$210
- Big Story Banner (450x240)
 - \$550 | \$495 | \$440 | \$385 | \$330

20% surcharge applies for premium placement.



Tier One \$2,000

Guest for 20-minute podcast

Tier Two \$1,000

Host reads copy by sponsor

Tier Three \$750

Announce as sponsor episode

140+ total episodes

800 downloads per episode

Mentor LIVE

National Association of Flight Instructors



MentorLIVE Advertising

MentorLIVE is a monthly, interactive live-streaming broadcast open to the aviation community. Programs feature subject matter experts from across flight instruction and are WINGS-approved.

- **Average Monthly Viewers 2,800**
- **Total Email Invites per episode 287,000**
- **100+ Broadcasts**



MentorLIVE Sponsored Episodes include:

Email Invitation	300 x 250 graphic w/accompanying + 350 characters of content
eMentor Ads	Two 450 x 160 banners w/accompanying +125 characters of content
45-Second Video	45 second commercial ad (MentorLIVE MPA format H.264 codec prefer)
MentorLIVE Banner	300 x 250 jpeg w/accompanying + 125 characters of content

300 x 250

\$3,000 Per Episode
with NAFI Partnership Agreement

\$5,000 Per Episode
without NAFI Partnership Agreement

450 x 160

980 x 240

Targeted Emails: Lead Generation

Dedicated Email Campaigns

Dedicated email campaigns are personalized emails sent to NAFI member with offers or news from our advertisers. These messages can be informational, sales, event announcement, or simply a greeting to the members.

- More than 8,000 Recipients
- Open Rate 68%
- Average Click Through 7%



\$1,500 Per Campaign

Dedicated Email Specifications

Preferred format, HTML
Most emails have one or more images
Include a brief description
Include a call to action
Customized links are encouraged



The NAFI Professional Development Program integrates multiple subject areas into a curriculum designed to develop instructor proficiency for initial certification, periodic review, and continuing education.

PDP Sponsorship Opportunities

Subject Area Sponsorship – \$2,000 (Annual, Exclusive)

- Over 2,500 participants

Benefits include:

- Subject area description page recognition
- Inclusion in PDP email marketing campaigns

Subject Areas

- **Advanced Instructional Concepts**
- **Business and Communication**
- **Leadership Development**
- **Risk Management and Human Factors**
- **Practical Teaching Skills and Technical Subjects**

Advertising Partnerships

Your support of the flight instruction community impacts both the current and the next generation of pilots. Through NAFI, you not only show your support of flight instructors, you also have many ways to increase your organization’s brand awareness and sales. Corporate partnerships are available on several levels. View the following chart to compare the benefit each level offers:

Benefit	Advocate	Aviator	Master	CFII	CFI	Educator
Package Cost	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,500
Monthly Pay Options	\$2,500	\$2,083	\$1,667	\$1,250	\$833	\$458
MentorLIVE (12 available) \$2k savings	1	1	1	0	0	0
Mentor Magazine	6 FB	6 FB	6 FB	6-1/2 pg	6-1/3 pg	6-1/6 pg
eMentor Column Banner Left Side	12	10	8	6	4	2
eMentor DBL Column Banner Left Side	6	5	5	3	0	0
eMentor Story Banner	6	4	2	3	2	2
eMentor Big Story Banner	6	4	2	4	2	2
Tier I Guest spot 20 minutes	1	1	0	0	0	0
Tier II Host reads ad & small ad in notes	2	2	2	2	2	1
Tier III Small ad in podcast notes	10	8	6	5	2	1
Memberships	12	10	8	7	4	2
Dedicated Email Campaigns	2	1	1	0	0	0
Option to offer member benefits	✓	✓	✓	✓	✓	✓
Event recognition	✓	✓	✓	✓	✓	✓
Certificate	✓	✓	✓	✓	✓	✓
Monthly Pay Options	\$42,108	\$36,020	\$29,252	\$19,298	\$13,596	\$7,728
Savings	\$12,108	\$11,020	\$9,252	\$4,298	\$3,596	\$2,228

Customize your partnership to increase your brand awareness and sales.

Package Options Include: 

- **MentorLIVE**
- **Mentor Magazine**
- **eMentor Banners**
- **Podcast, three levels**
- **NAFI Memberships**
- **Dedicated Email Campaigns**
- **Option to offer NAFI Member Discounts**
- **Annual Event Support**



Corporate Membership \$1,000 Annually

A corporate membership provides you with an opportunity to make a difference for flight instructors. When you partner with NAFI, you support our efforts to provide education, mentorship, and advocacy on behalf of this essential safety community.



✓ Included with your Membership

- One NAFI Membership with digital subscription to *Mentor* magazine.
- Logo on Corporate Member Page on NAFI website
- Big Story newsletter ad (1)
- Discount offer listed under Members only on NAFI website (if applicable)





National Association of Flight Instructors



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**Your partnership with NAFI supports aviation safety
and excellence in flight instruction.**

nafimmentor.org