



AIR FORCE

JOURNAL OF THE AIR FORCE ASSOCIATION MAGAZINE

ABOUT THE AIR FORCE ASSOCIATION

Air Force Magazine and *airforce-magazine.com* are the official publications of the Air Force Association.

Founded in 1946, AFA's mission has been focused and enduring: to promote Air Force airpower in defense of the nation. AFA has, over some six decades, compiled an impressive record of achievement and provided a strong, credible voice for air, space, and cyber power.

AFA today is an independent, nonprofit, civilian education organization boasting more than 120,000 members—active-duty, Air National Guard, Air Force Reserve, retired, and civilian—around the United States and the world. Its activities range far beyond the publication of *Air Force Magazine* and *airforce-magazine.com*. The association also:

- ★ Conducts a one-of-a kind Air & Space Conference each year in the Washington, DC area, bringing together high-ranking USAF officials with the press, public, and airmen from throughout USAF.
- ★ Sponsors an annual three-day Technology Exposition, featuring 1.3 acres of floor space filled with the latest and best technologies from US and foreign air and space industries.
- ★ Each year holds two national symposia—one in Orlando and one in Los Angeles—offering fact-filled presentations by top Air Force and national defense speakers. In Orlando, AFA also provides a major technology exhibition.
- ★ Publishes each year, through its independent Mitchell Institute for Airpower Studies, at least two in-depth studies about air and space issues of particular importance. For instance, AFA in 2008 addressed the growing potential for the nation's Air Force to lose its air dominance capability.
- ★ Sponsors professional development seminars and recognizes excellence in the education and aerospace fields through national awards programs. In addition, AFA presents scholarships and grants to Air Force active duty, Air National Guard, and Air Force Reserve members and their dependents.
- ★ Through its government relations staff and elected leaders, it actively promotes the interests of airmen—active, reserve, and retired—to committees of Congress and key members and staff.

In sum, the Air Force Association is more than *Air Force Magazine* and *airforce-magazine.com*. Your message in the magazine or online will put your company at the center of a dynamic and growing aerospace and defense industrial community.



*No other publication has more Air Force decision-maker readership.
Period.*

IF YOU WANT TO REACH THE USAF, YOU WANT YOUR MESSAGE IN AIR FORCE MAGAZINE.

- *Air Force Magazine's 32,000 active Air Force and aerospace readers are FIVE TIMES that of our closest competitor.*
- *Air Force Magazine reaches 8,000 Majors, company grade officers, Lieutenant Colonels, Colonels and Generals each month.*
- *Air Force Magazine has more USAF Pentagon circulation than any other publication.*
- *Air Force Magazine is the official journal of the Air Force Association.*

STRENGTH OF READERSHIP

TOTAL CIRCULATION	125,000
ACTIVE USAF PERSONNEL	24,500
AEROSPACE INDUSTRY	7,800
ADDITIONAL US GOVERNMENT	6,200

PLUS . . .

165 members of Congress are members of the Air Force Association.

Every US Senator and every US Representative receives a copy of *Air Force Magazine* every month. So do key staffers on Armed Services, Appropriations, and Budget committees. The Air Force Association's government relations team uses *Air Force Magazine* as a regular part of its information program on Capitol Hill.

Air Force Magazine
airforce-magazine.com
1501 Lee Highway
Arlington, VA 22209

WILLIAM G. TURNER
Director of Advertising
703.247.5820
bturner@afa.org