



UNITED STATES PARACHUTE ASSOCIATION

ADVERTISING & MEDIA GUIDE

2024

PARACHUTIST

2023 Magazine Covers

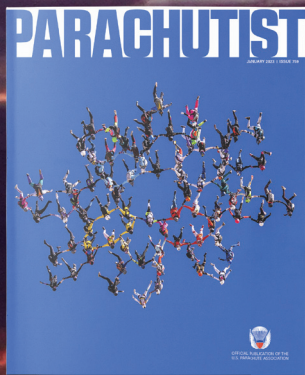




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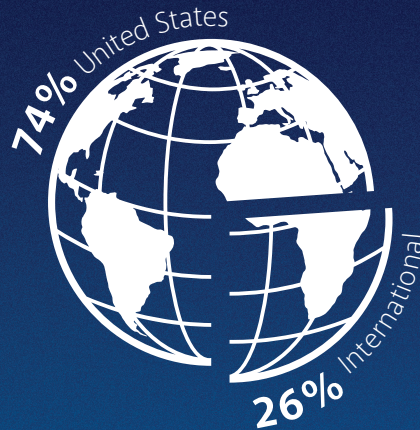
Photo by Nathan Roth
Cover Photo by Alex Swindle

Parachutist operates from the headquarters of the United States Parachute Association, and is the official magazine of USPA and its more than 40,000 members. For more than 60 years, *Parachutist* has built its reputation as the gold standard in skydiving news, information and entertainment, and continues to be the most-read periodical covering skydiving activity around the world. Through the print and web magazines, email newsletters, social media and other channels, USPA and *Parachutist* hold the unrivaled attention of the worldwide skydiving community. With contributions from expert staff members and elite competitors, photographers and educators, *Parachutist* is the most respected publication in the sport.

Our members are active and adventurous. They travel the world. Skydivers can be many things, but above all, they are people who see a challenge and say “Yes.” *Parachutist’s* content reflects that, with material ranging from event coverage to history of aerial sports, from safety tips to competitive advice.

Membership Snapshot

OVER
40k
MEMBERS
ACROSS 130
COUNTRIES



66%
of USPA
members hold a
college degree

Skydivers Stayed Busy in 2023!



32%
attended a boogie



29%
bought new gear



23%
earned a new license



19%
bought used gear

All data accurate as of February 1, 2024

Most Popular Gear Purchases



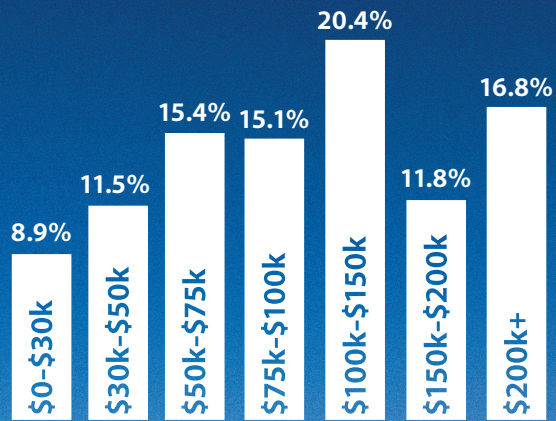
1. Main/reserve canopy
2. Harness/container system
3. Jumpsuit
4. Camera
5. Helmet
6. AAD



Age



Household Income



U.S. Median Household Income: \$74,580

Interests and Hobbies



PARACHUTIST

Published Since 1958

2024 Feature Coverage

March:

USPA National Collegiate Skydiving Championships

May:

Safety Day

November:

USPA National Skydiving Championships

November/December:

FAI World Skydiving Championships

Approximately 30,000
copies printed and mailed
each month

Available digitally to **over**
40,000 USPA Members



Print Advertising by the Numbers

31% advantage over digital advertising when recalling brand names¹

77% of *Parachutist* readers prefer print to digital²

82% of consumers trust print ads most when making purchase decisions³

74 average value rating (out of 100) USPA members gave *Parachutist* in print²

58% of USPA members plan to make a gear purchase in 2024⁴

36% of online users have an adblocker installed⁵

¹According to a 2023 study by Canada Post

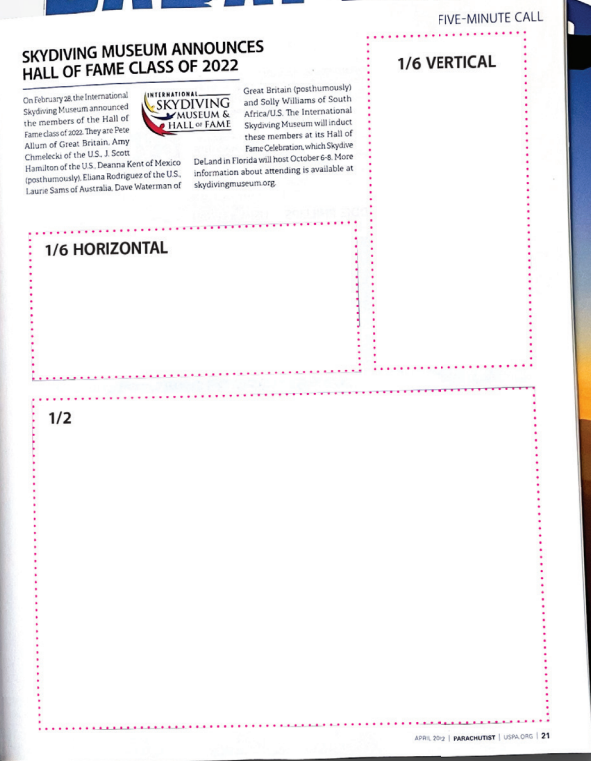
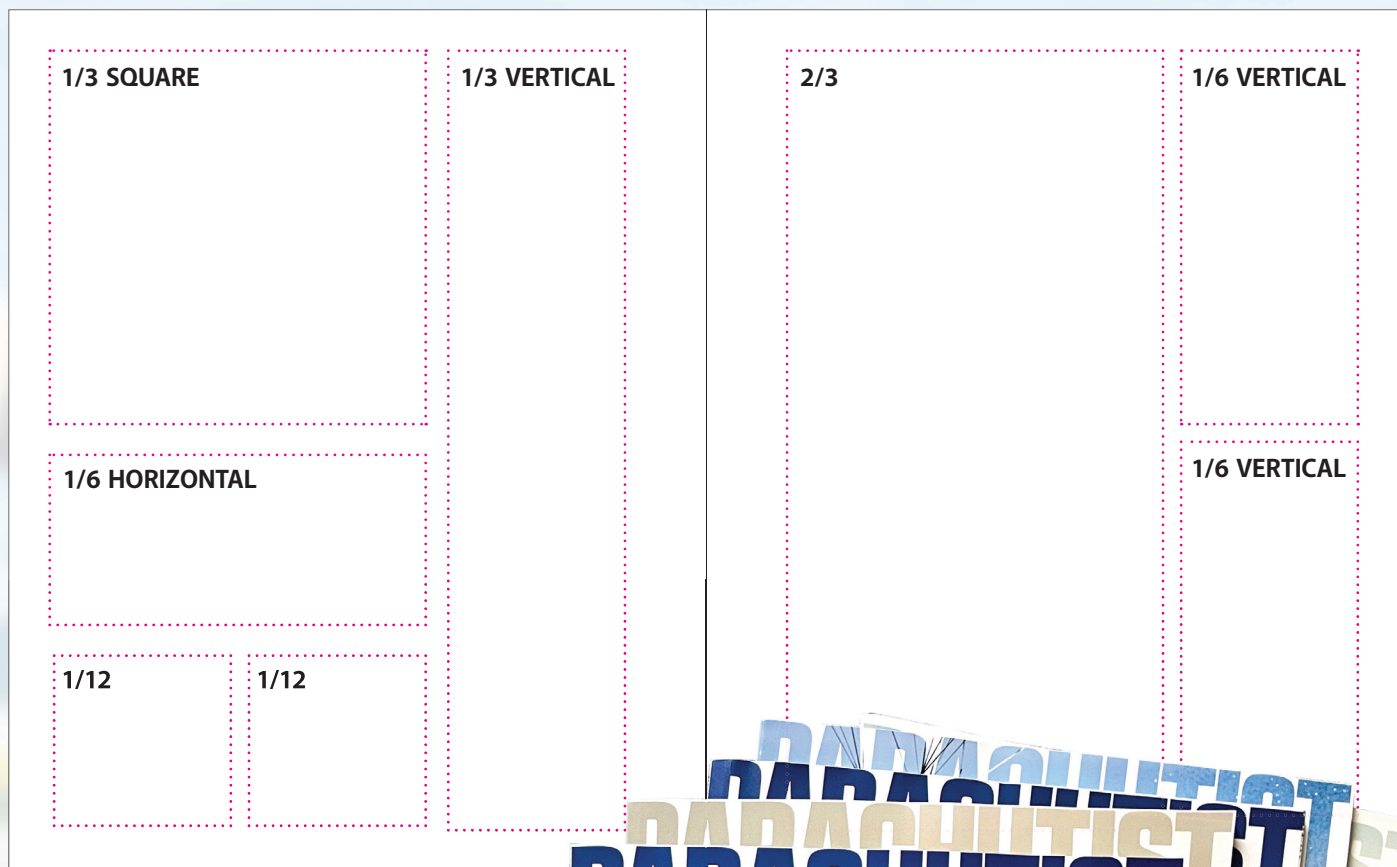
²According to the 2022 USPA Membership Survey

³According to a 2017 study by Marketing Sherpa

⁴According to the 2023 USPA Membership Survey

⁵According to a 2023 study by Statista

Available Ad Sizes



Parachutist Starter Magazine

After the first volume of the *Parachutist Starter Magazine* was introduced at the 2023 DZO Conference in Reno, Nevada, drop zones quickly saw its value as a student education and retention resource. USPA mailed copies of the magazine to **211** Group Member drop zones over the past year, and out of 81 DZs designated as “training centers,” **67** of them reordered copies of the publication. As of February 2024, more than 20,000 copies have been shipped to drop zones across the country and around the world.

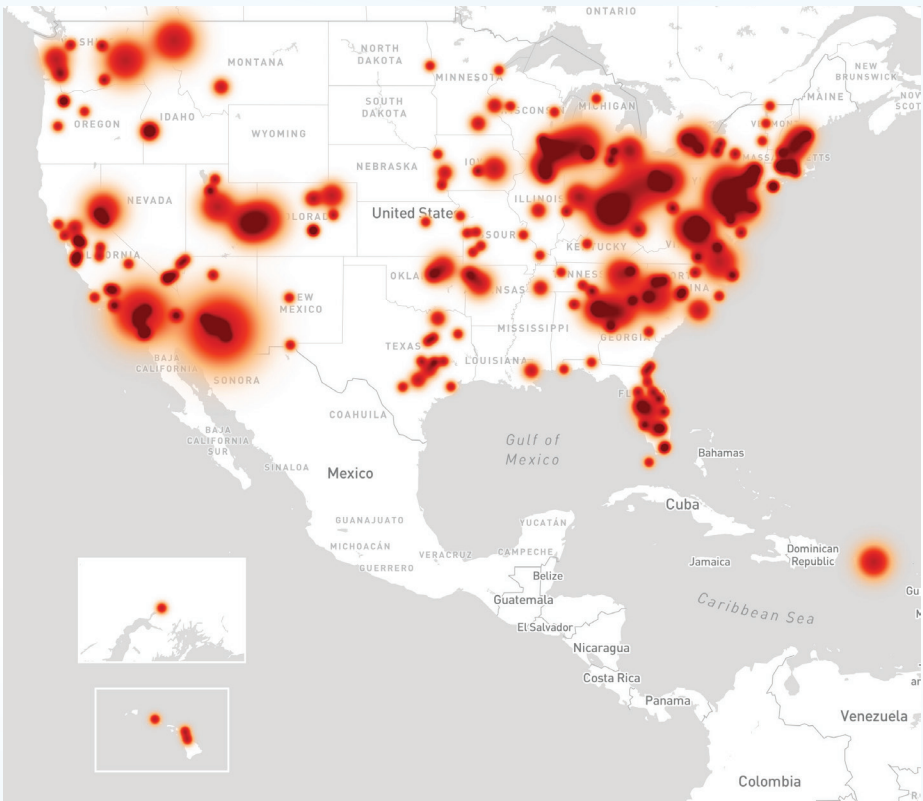
Toward the end of 2024, USPA will finish an updated *Parachutist Starter Magazine, Volume 2*, using feedback from skydivers and drop zone staff to create an even more effective and widely used version of the magazine.

According to the 2023 USPA Member Survey, **95%** of skydivers familiar with *Parachutist Starter Magazine* consider it a valuable resource for new skydivers. Advertising in this publication puts your brand in front of a demographic of skydivers that will soon be purchasing helmets, altimeters, AADs, containers, canopies and more, in a magazine that will be paged through repeatedly over the course of the student process. *Starter Mag* has a target audience of brand-new skydivers that will be most enthusiastic about absorbing its content—including your advertisement.

To reserve advertising in *Starter Mag, Vol. 2*, contact communications@uspa.org.



Starter Mag Distribution



Monthly Digital Newsletters

Standard open rate for organizational newsletters, per MailChimp: **21.33%**

USPA Update

General newsletter sent to all USPA members.

Average Distribution: **37,383**
Average Open Rate: **60%**



USPA Group Members Help Fend off Damaging Legislation



USPA would like to thank the 83 Group Member DZs who responded to USPA's call to action and sent letters to the Senate Commerce Committee opposing Senator Schatz's proposed Air Tour and Parachuting Safety Act. Senator Schatz wanted his amendment added to the end-of-year government funding bill passed through Congress. USPA met with several Senate offices to emphasize the negative financial impact this amendment would have on operators without increasing safety. Our collective efforts resulted in the proposed language aimed at parachute operators being excluded from the final bill. It is unclear whether Senator Schatz will continue to try to forward the bill by other means but rest assured, USPA will stay alert to any movement in this area. The funding bill did include items to improve aviation infrastructure that USPA supports. These supported measures include:

- Up to 480 new air traffic controllers
- \$11.4M to hire 110 new aviation safety inspectors
- \$558.5M in new budget authority for additional grants for airport improvement projects

The Professional

Sent to DZOs, manufacturers, instructors, pilots and other industry professionals.

Average Distribution: **6,668**
Average Open Rate: **64%**



A-License Newsletter

Sent to USPA members who have earned their A licenses that month.

Average Distribution: **510**
Average Open Rate: **81%**



New Member Newsletter

Sent to all new and returning USPA members.

Average Distribution: **899**
Average Open Rate: **76%**



Sample Ad



Canopy Safety Webinar Available on Video

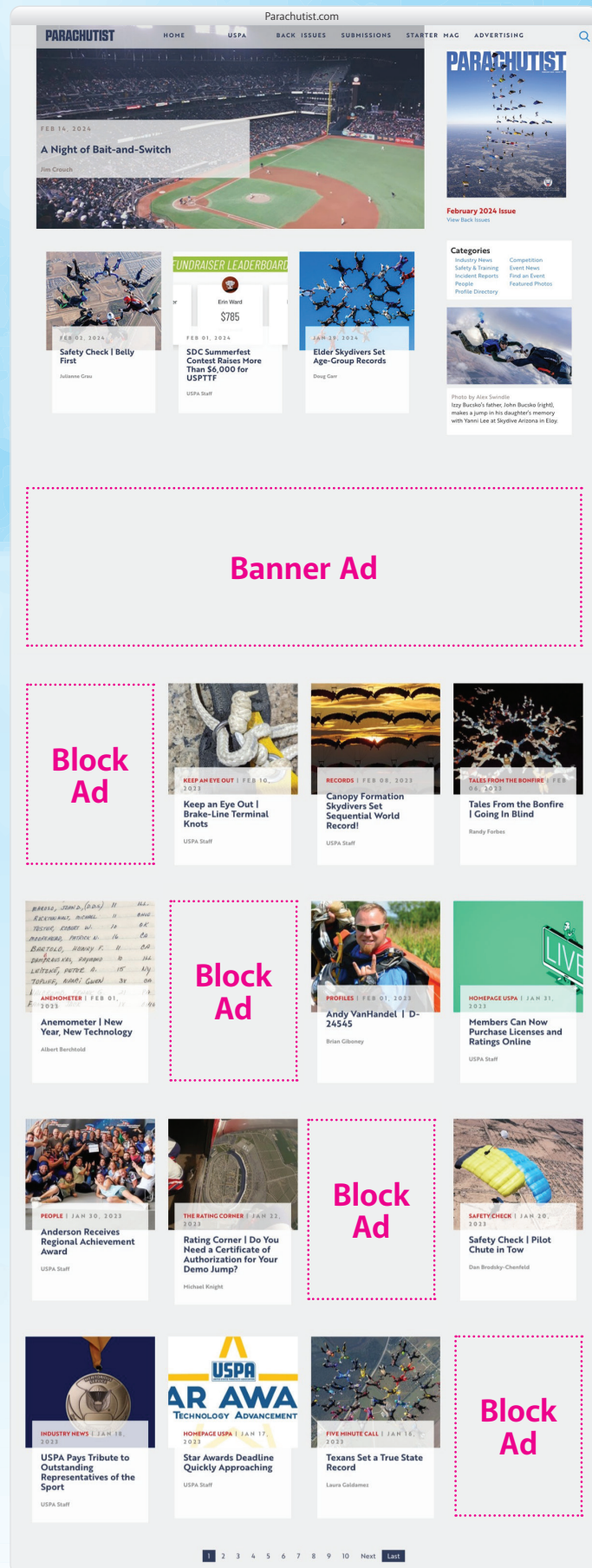
10,000+
Visitors per month

9–12 articles posted per month

Web traffic from USPA social media posts

Full catalog of *Parachutist* back issues

Exclusive live coverage of skydiving events such as National/World Championships, Collegiates and more



Rates and Specifications

Print Magazine Rates

Size	Dimensions W x H (in.)	1-3x	4-11x	Gold
2-Page Spread	17.75 x 9.813	\$2,820	\$2,685	\$2,485
Back Cover	9 x 11.063	\$1,855	\$1,765	\$1,620
Inside Covers	9 x 11.063	\$1,880	\$1,780	\$1,640
Full Page	9 x 11.063	\$1,505	\$1,425	\$1,330
2/3 Page	4.75 x 9.813	\$1,105	\$1,050	\$985
1/2 Page H.	7.25 x 4.719	\$920	\$885	\$825
1/3 Page S.	4.75 x 4.719	\$575	\$545	\$515
1/3 Page V.	2.25 x 9.813	\$575	\$545	\$515
1/6 Page H.	4.75 x 2.167	\$335	\$320	\$310
1/6 Page V.	2.25 x 4.719	\$335	\$320	\$310
1/12 Page	2.25 x 2.167	\$105	\$105	\$105

The Gold Rate is available for ads running 12 consecutive months or longer, for our Group Member DZs and for any USPA member placing a memorial ad.

Digital Rates

Parachutist.com

Ad Size	Width	Height	CPM	Unlimited/Yearly
Banner	1400 px	370 px	\$9	\$299
Block	330 px	420 px	\$6	

CPM refers to cost per thousand impressions.

Monthly Digital Newsletters

Contact *Parachutist* for ad availability.

Newsletter	Cost	Size
USPA Update	\$279	1400px by 370px
The Professional	\$199	
All Newsletters	\$429	

A maximum of three advertisements will appear per newsletter.

Shipping and file Instructions

Mechanical requirements and publishing terms can be found at parachutist.com/details

Send all advertising materials and payment to:

United States Parachute Association

5401 Southpoint Centre Boulevard, Fredericksburg, VA 22407

(540) 604-9740

communications@uspa.org

parachutist.com

Parachutist.com ads are **FREE** for full-page print advertisers!

During the month the print ad appears in Parachutist

Magazine Deadlines

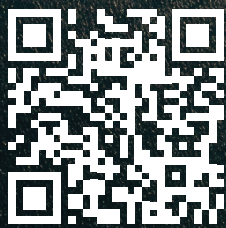
Issue	Reservation	Artwork
January	15-Nov	4-Dec
February	15-Dec	1-Jan
March	15-Jan	30-Jan
April	15-Feb	27-Feb
May	15-Mar	1-Apr
June	15-Apr	29-Apr
July	15-May	29-May
August	15-Jun	1-Jul
September	15-Jul	29-Jul
October	15-Aug	2-Sep
November	15-Sep	29-Sep
December	15-Oct	29-Oct
January 2025	15-Nov	2-Dec

Bleed: .125"

Trim Size: 8.75" x 10.8125"

Danger Area: Keep text .25" from trim

Final ad size should be 17.75" x 11.0625"



[Parachutist.com/Advertising](https://parachutist.com/Advertising)

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540-604-9740 x303

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Fredericksburg, VA 22407

Photo by Ioannis Vlachiots



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