



UNITED STATES PARACHUTE ASSOCIATION

ADVERTISING & MEDIA GUIDE

2025



PARACHUTIST

2024 Magazine Covers

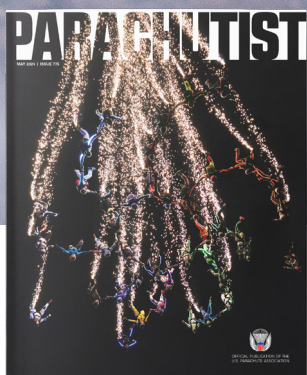
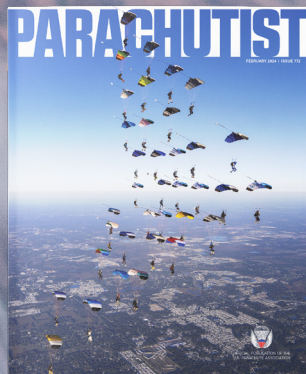




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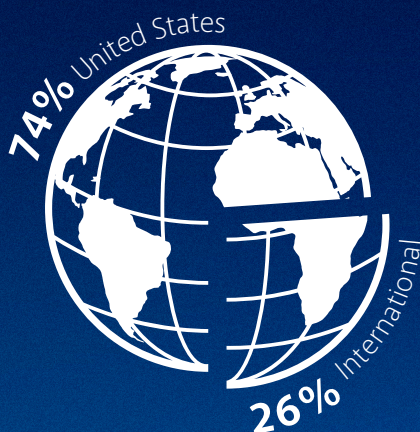
Photo by Alex Swindle
Cover Photo by Bruno Brokken

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 2024!



40%
attended a boogie



32%
bought new gear



23%
earned a new license



21%
bought used gear

Most Popular Gear Purchases



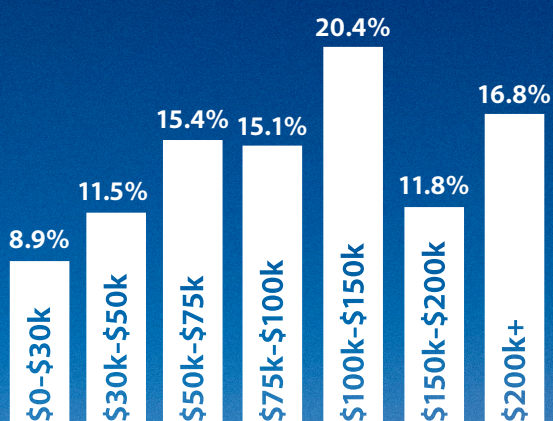
1. Main/reserve canopy
2. Jumpsuit
3. Harness/container
4. Helmet
5. Camera
6. Altimeter



Age



Household Income



U.S. Median Household Income: \$80,610

Interests and Hobbies



50%

Hiking



40%

Indoor Skydiving



39%

Camping



30%

Crossfit/Weight Lifting



28%

Running



38%

Skiing/Snowboarding



PARACHUTIST

Published Since 1958

2025 Feature Coverage

March:

USPA National Collegiate Skydiving Championships

May:

Safety Day

October—December:

FAI World Cups

December/January:

USPA National 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

1/3 SQUARE

1/3 VERTICAL

2/3

1/6 VERTICAL

1/6 HORIZONTAL

1/6 VERTICAL

1/12

1/12

FIVE-MINUTE CALL

STANDING TALL PHOTO BY JARNO CORDIA | USPA #238702



1/3 SQUARE

1/6 VERTICAL

FIVE-MINUTE CALL

U.S. DZs: It's Time to Renew Your Group Memberships



1/6 HORIZONTAL

1/2 HORIZONTAL

1/6 VERTICAL

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Parachutist Starter Magazine



[USPA.ORG/STARTERMAG](https://uspa.org/startermag)

Feedback from Industry Professionals

Since the Parachutist Starter Magazine was first introduced in 2023, it has seen use as a valuable student-retention tool at more than **220** drop zones worldwide. USPA has distributed over **28,000** copies to drop zones and training centers.

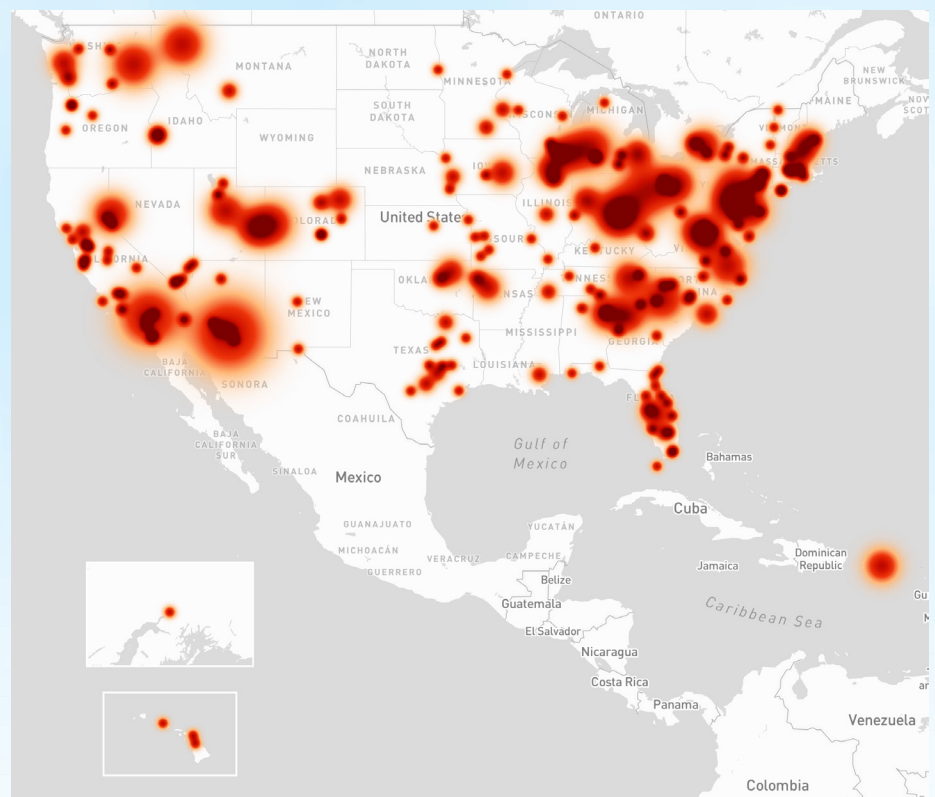
"A much-needed reference for the new jumper thinking of crossing the bridge."

"It was very well-written, organized and engaging—a great intro to our sport!"

Starter Mag Distribution

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

"I think it is a great idea. I love handing it to tandem students and pointing out the people in the Starter Mag I got to help learn to jump. It makes me proud to show off my old students' accomplishments to the next generation of skydivers."



Monthly Digital Newsletters

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

USPA Update

General newsletter sent to all USPA members.

Average
Distribution:

37,389

Average
Open Rate:

61.2%



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

Sample Ad



Canopy Safety Webinar Available on Video

The Professional

Sent to DZO's, manufacturers, instructors, pilots and other industry professionals.

Average
Distribution:

6,629

Average
Open Rate:

61.8%



A-License Newsletter

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

Average
Distribution:

356

Average
Open Rate:

78.4%



New Member Newsletter

Sent to all new and returning USPA members.

Average
Distribution:

555

Average
Open Rate:

75%



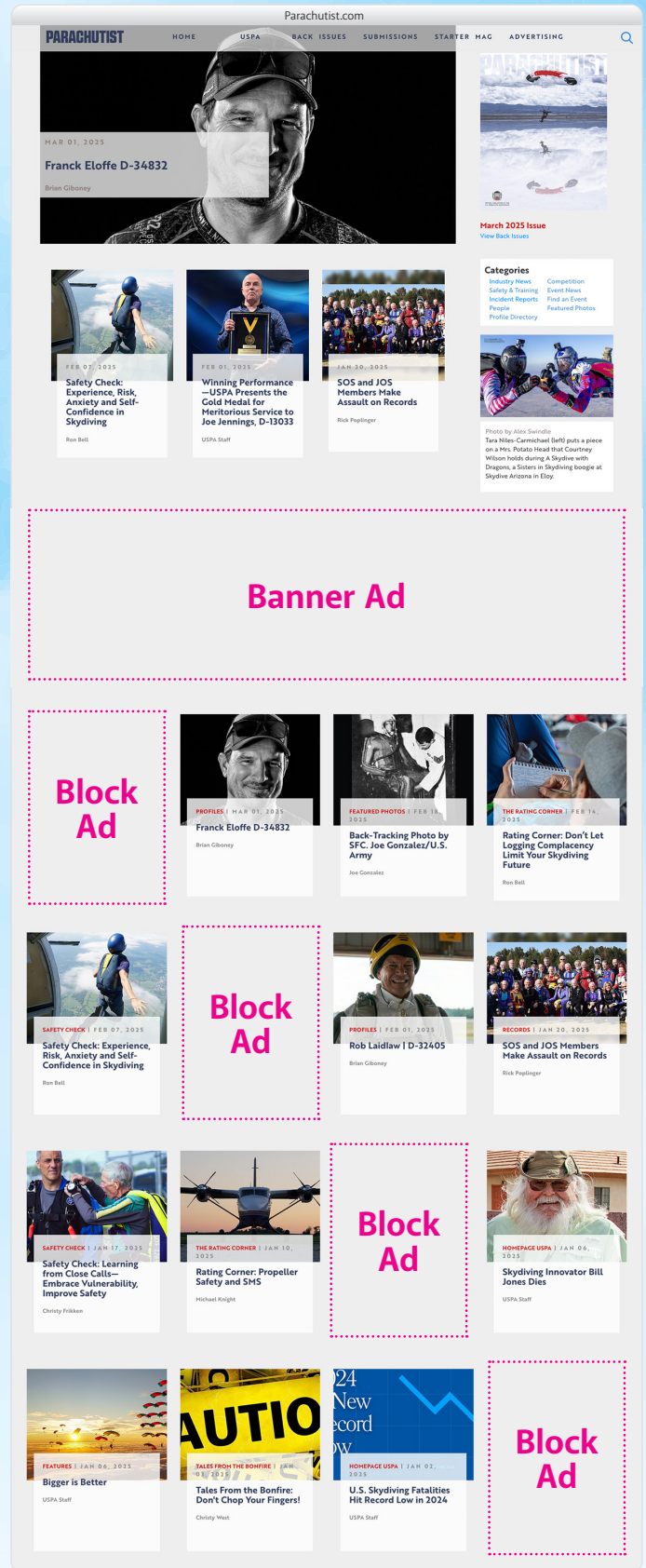
10,000+
Visitors per month

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 Per Month

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	2-Dec
February	15-Dec	6-Jan
March	15-Jan	3-Feb
April	15-Feb	3-Mar
May	15-Mar	31-Mar
June	15-Apr	28-Apr
July	15-May	26-May
August	15-Jun	31-Jul
September	15-Jul	28-Jul
October	15-Aug	1-Sep
November	15-Sep	28-Sep
December	15-Oct	28-Oct
January 2026	15-Nov	1-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"



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Fredericksburg, VA 22407

Photo by Seth Robison



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United States Parachute Association



Parachutist.com/Advertising