



*Latinas in*  
**AVIATION**

Stories of passion, power, and  
breaking into the aviation industry

**MEDIA KIT**

  
*Latinas in*  
**AVIATION**

**Stories of passion, power, and  
 breaking into the aviation industry**

**Latinas in Aviation** is a platform of different products that aims to promote equality and more diverse workspaces, through giving positive exposure to the underrepresented women in the male-dominated industries of aviation and space. By providing access to success stories of career advancement, mentorship, education, training opportunities, financial assistance options, and access to Science, Technology, Engineering, and Math. We are committed to creating diversity and inclusion within these industries on a worldwide scale for this and future generations of Latina women.



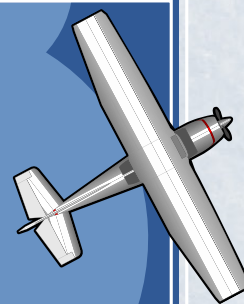
**Latinas in Aviation** is the latest endeavor of minority businesswoman Jacqueline S. Ruiz, CEO who founded Fig Factor Media and JJR Marketing, among many other successful accomplishments. JJR Marketing is one of the fastest growing marketing and public relations agencies in Chicago. While Fig Factor Media is an international multicultural media company dedicated to celebrating authors through quality books, expert marketing/PR, events productions and creative product development. These market-leading brands will serve as an additional

marketing tool for Latinas in Aviation giving added exposure to the Latina Community via their existing social media platforms or events production.

**LATINASINAVIATION.COM**

## LATINAS IN AVIATION STATS:

**WOMEN HAVE A LONG HISTORY IN AVIATION, YET STILL REMAIN UNDERREPRESENTED IN MANY AREAS.**



Percentage of Women in Key Aviation Roles

**1.5%**  
Airline Captains

**2.4%**  
Mechanics

**3%**  
CEO & COOs

**5.1%**  
Airline Pilots

**13.4%**  
Engineers

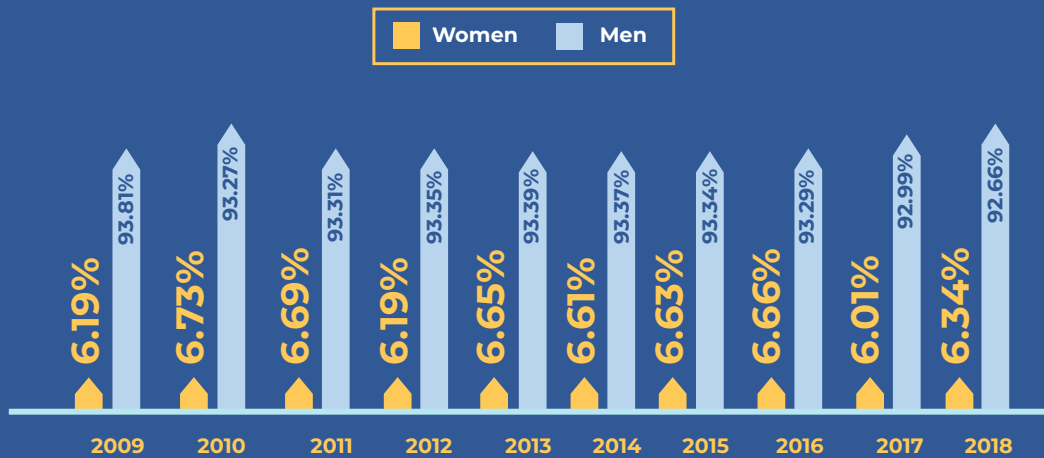
**16.6%**  
Airport Managers

**16.7%**  
ATC

**40%**  
TSA Screeners

**70%**  
Flight Attendant

### Total Active Airmen Certificate Held by Gender



### Percentage of FAA Licenses Held by Women

**13.2%**  
Student License

**6.3%**  
Private License

**6.6%**  
Commercial License

**4.4%**  
ATP

"Women in Aviation: Past, Present and Future." AeroGuard, 3 Mar. 2020, <https://www.flyaeroguard.com/blog/women-in-aviation/>.

## LATINAS IN AVIATION STATS:



# EMILY HOWELL WARNER

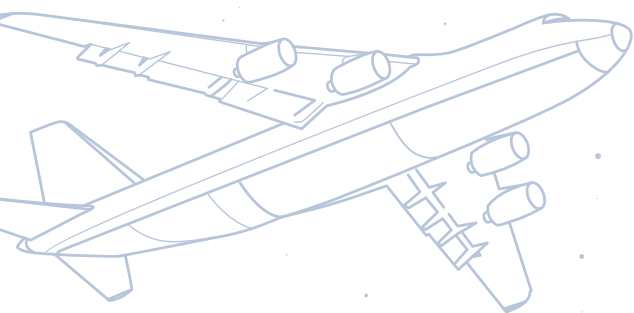
**In 1973**, the first female pilot was hired by a U.S. Airline and would become the first female captain three years later.

**2021**, 48 years since Emily Howell Warner was hired, women still only makeup 5% of Airline pilots.



### The Future

The current pilot shortage presents many opportunities for women



# LATINAS IN AVIATION “PRODUCTS/PLATFORMS”:

## SOCIAL MEDIA:

A Growing and Thriving Community

**FB:** 366+ Followers

**IG:** 1,476+ Followers

**LinkedIn:** 300+ Followers



Latinas in AVIATION

“  
**ONLY FIVE PERCENT** OF PEOPLE THAT IDENTIFY AS HISPANIC/LATINX ARE PILOTS, BUT WE MAKE UP 18.5 PERCENT OF THE POPULATION.”

— **CLAUDIA Zapata-Cardone**

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Latinas in AVIATION

“  
IF WOMEN WANT TO SPACEWALK, **THEY CAN DO IT.**”

— **EVELYN Miralles**

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Photo taken by Nate Hey at the University of Houston Clear Lake



Latinas in AVIATION

“  
Nothing can dim the light which shines from within.”

— **MAYA ANGELOU**



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**NATIONAL LATINA DAY**

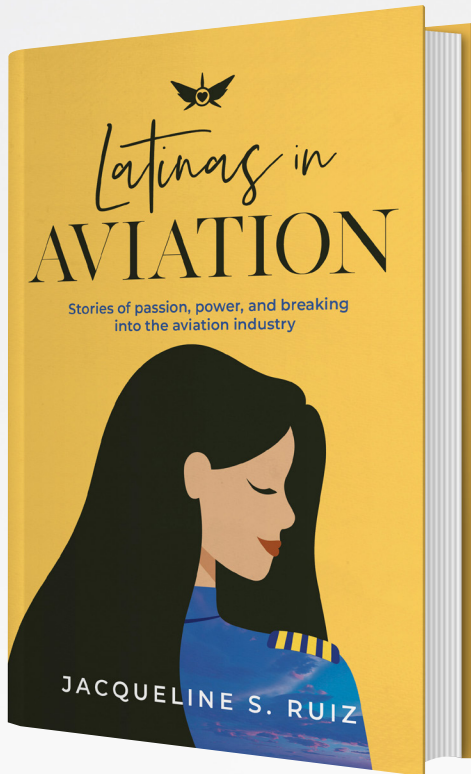
**August 20<sup>th</sup>**

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Latinas in AVIATION



# BOOK AVAILABLE NOW!



amazon

**Latinas in Aviation** is a celebration of the rarest women in the industry, told through stories of their triumphs, their falls and their most crowning achievements. Hear from retired veterans as well as new graduates, pilots as well as aviation aeronautical engineers, administrators, military and civilians, all with a unique passion for aviation and its impact on our world. Each author inspires, entertains and sets the stage for the next generation of Latinas who look to the sky with a dream.

**27+ 5-STAR REVIEWS!**

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## Latinas in AVIATION

STORIES OF PASSION, POWER,  
AND BREAKING INTO THE  
AVIATION INDUSTRY

**AVAILABLE IN SPANISH!**

ISBN: 978-1952779220

Price: \$17.97

Publisher: Fig Factor Media Publishing

Publication Date: August 7, 2020

Page Count: 200

Format: 5.5 x 0.5 x 8.5 inches Softcover

**PAPERBACK**

Publisher: Fig Factor Media, LLC

Publication date: September 13, 2020

Language: English

File size: 1792 KB

**KINDLE**

Publisher: Fig Factor Media Publishing

Publication date: April 20, 2021

Language: English

Hardcover: 200 pages

ISBN-13: 978-1952779916

Dimensions: 5.5 x 8.5 inches

**HARDCOVER**

## Magazine:

**Latinas in Aviation Magazine** is a semi-annual, internationally distributed publication that is committed to promoting diversity, inclusion and equality for this and future generations of Latina women working within and aspiring to careers in STREAM and the aviation, aerospace, and space industries. The magazine creates access to mentorship, educational resources, internships, and other opportunities by sharing success stories from Latinas who have overcome challenges, stereotypes, sexism, and financial hardships to find a place in the industry of their dreams.

## NEW EDITION

OCTOBER 2021



Read the latest issue of Latinas in Aviation Magazine

## FIRST EDITION

MARCH 2021



# Latinas in AVIATION

Stories of passion, power, and breaking into the aviation industry

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## Annual Festival:

Fig Factor Media in partnership with College Park Aviation Museum and Airport celebrated a “first” as they presented the inaugural “Latinas in Aviation Global Festival” held in early October during Hispanic Heritage Month.

This festival will be held annually to celebrate Latinas in Aviation and bring together the contributing authors and supporters to shared their challenges and accomplishments in the industry. Fly ins, panel discussions and shared mentoring opportunities, giveaways and more are part of the unique festival.

COLLEGE PARK AVIATION MUSEUM PRESENTS



(301) 864-6029  
 collegeparkaviationmuseum.com  
 collegeparkaviation@pgparks.com

*Latinas in*  
**AVIATION**  
**GLOBAL FESTIVAL** 2022

OCTOBER 1<sup>ST</sup>, 2022





## SCHOLARSHIPS:

### #Pilotina Aviation Scholarship

An annual scholarship presented to a young Latina in Aviation.

This scholarship was created to help start young Latinas begin a career as a pilot, aeronautical engineer, A&P mechanic, air traffic controller, accident investigator, as a captain at a major airline, and even to pursue their dream of becoming an astronaut. We believe this scholarship will have a positive impact on the future of the aviation or aerospace industries as it gives opportunities to young Latinas. They can contribute their talent and skills to a global industry and help other Latinas see that the sky is no limit to dreams.

**Scholarship range from \$2,500- \$5,000 and are open to aspiring pilots in the US, Latin and South America.**



FOR MORE INFORMATION, PLEASE VISIT: [HTTP://WWW.LATINASINAVIATION.COM/](http://www.LATINASINAVIATION.COM/)

**Latinas in Aviation** is committed to help create awareness and provide as many scholarships as possible to young women that want to join this amazing industry. We need your help. There are many ways:

- Monetary contributions for scholarships
- Book purchase: This is an amazing way to contribute to our cause and also have a great gift
- Magazine advertisement
- Speaking opportunities

## **SPONSORSHIP PACKAGES:**

### **\$15,000:**

- **ANNUAL FESTIVAL:**
  - Logo on Invitations, Flyer, banners, etc.
  - 5 minutes speech at event
  - 1 panel discussion
- **SOCIAL MEDIA:**
  - 6 Insta/Facebook Lives
  - 10 posts
- **WEBSITE:**
  - (banners, different sizes according to the level of sponsorship)
- **100 BOOKS**
- **200 PINS**
- **MAGAZINE:**
  - Three stories
  - One full page every edition (2 per year)
- **50 CO-BRANDED TEDDY BEARS**
- **Speaking: Depending on availability, have one or more of our authors as a speaker**

### **\$10,000:**

- **ANNUAL FESTIVAL:**
  - Logo on Invitations, Flyer, banners, etc.
  - 5 minutes speech at event
- **SOCIAL MEDIA:**
  - 3 Insta/Facebook Lives
  - 6 posts
- **WEBSITE:**  
(banners, different sizes according to the level of sponsorship)
- **50 BOOKS**
- **100 PINS**
- **MAGAZINE:**
  - One Story
  - One full page (2 per year)
- **20 CO-BRANDED TEDDY BEARS**
- **Speaking: Depending on availability, have one or more of our authors as a speaker**

**\$5,000:**

- **ANNUAL FESTIVAL:**
  - Logo on Invitations, Flyer, banners, etc.
- **SOCIAL MEDIA:**
  - 1 Insta/Facebook Lives
  - 3 posts
- **WEBSITE:**
  - (banners, different sizes according to the level of sponsorship)
- **10 BOOKS**
- **20 PINS**
- **MAGAZINE:**
  - Half page
- **Speaking: Depending on availability, have one or more of our authors as a speaker**

**\$2,500:**

- **ANNUAL FESTIVAL:**
  - Logo on Invitations, flyer, banners, etc.
- **SOCIAL MEDIA:**
  - 2 posts
- **WEBSITE:**
  - (banners, different sizes according to the level of sponsorship)
- **5 BOOKS**
- **10 PINS**

**SPECIAL SCHOLARSHIP SUPPORTER:**

Contribute any amount above \$500 to help the next generation of Latinas in Aviation.

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- Social media and website mention.



## ADVERTISER INFORMATION

Business Name:
Contact Person:
Title:
Phone:
Email:

Paying by Check (make checks payable to Latinas In Aviation)

## CREDIT CARD AUTHORIZATION

<b>Billing Information</b>	
Type of Card	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
Cardholders Name:	
Billing Address:	
Credit card No.	
Expiration Date:	Security Code:
<b>Cardholder Signature Authorization</b>	
<p>After credit card order has been processed, the transaction can be voided only within the same day before close of business. For refund of the credit card payment, to cancel the order, or to change the payment method after close of business on same day of transaction, buyer agrees to pay a \$25.00 refund processing fee.</p> <p>Cardholder expressly authorizes LATINAS IN AVIATION to charge the above credit card for products or services purchased from LATINAS IN AVIATION and agrees to the terms hereinbefore stated. This authorization is to be considered a part of each order and is to continue in force until revoked.</p>	
Signature:	Date:

