

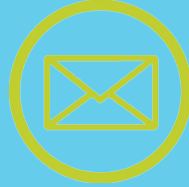
# AUDIENCE FAST FACTS

1,360,000+ total monthly audience



## FACEBOOK

**905K+** followers  
**6.19%** average post engagement rate



## NEWSLETTER

**75,000** opt-ins  
**24.76%** open rate  
**15.38%** average click rate



## WEBSITE

**148,219** average monthly page visits



## INTERESTS


**35%** enjoy traveling  
**13%** work in a skilled trade  
**20%** enjoy sports  
**33%** enjoy creative hobbies



## READERSHIP

Digital & Print  
& Passalong  
**227,968** total monthly  
**2,735,616** total yearly

## DEMOGRAPHICS




**99%** male  
**44** average age  
**\$73,000** average HHI  
**75%** college education



## MESSAGING


**84%** always notice brands featured editorially in each issue  
**65%** purchase brands featured editorially  
**77%** purchase brands advertised in each issue  
**85%** think favorably of brands that advertise  
**37%** purchase brands seen on *Model Airplane News* Facebook

## MODEL AIRPLANE PROSUMERS



**68%** are involved in RC > 10 years  
**\$2,073** average amount spent yearly on RC  
**35%** are advanced model airplane pilots

## MODEL AIRPLANE CONSUMERS



**44%** are interested in drones  
**92%** enjoy RC as a daily hobby  
**54%** share *Model Airplane News* with two or more people

**ABOUT MODEL AIRPLANE NEWS:** *Model Airplane News* is the brand that started it all back in 1929, and it remains the trusted resource for RC aircraft enthusiasts everywhere. Written for the full spectrum of RC airplane, helicopter, and multirotor fliers—from beginners to seasoned pros. **Contact: [advertising](#) | [advertising@airage.com](mailto:advertising@airage.com) | 203.529.4652**

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