

RADIO CONTROL  
**car action**

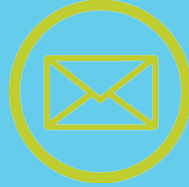
# AUDIENCE FAST FACTS

1,750,000+ total monthly audience



## FACEBOOK

**920K+** followers  
**9.46%** average post engagement rate



## NEWSLETTER

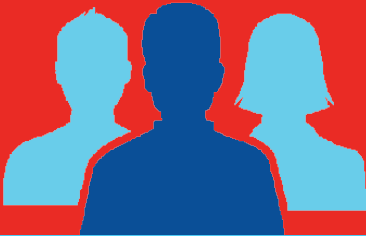
**85,000** opt-ins  
**15%** open rate  
**4.24%** average click rate



## WEBSITE

**196,935** average monthly page visits

## INTERESTS



**69%** prefer electric racing  
**85%** participate in off-road racing  
**25%** participate in crawling/U4RC-style events  
**74%** are racers



## READERSHIP

Digital & Print  
& Passalong  
**295,394** total monthly  
**4,744,728** total yearly

## DEMOGRAPHICS



**99%** male  
**37** average age  
**\$73,616** average HHI  
**70%** college education



## MESSAGING

**75%** visited a company's website after reading an issue  
**40%** purchased a product after reading an issue  
**31%** requested more information after reading an issue  
**97%** say *RC Car Action* influences their purchasing decisions  
**60%** always refer to *RC Car Action* when purchasing anything



## RC CAR PROSUMERS

**24%** are advanced RC'ers  
**58%** enjoy off-road RC  
**20%** spend more than \$200 a month on RC racing



## RC CAR CONSUMERS

**89%** are interested in 1/10-scale buggies/trucks  
**42%** are interested in scale & trail  
**34%** are interested in rock crawlers  
**44%** are intermediate RC'ers

**ABOUT RC CAR ACTION:** *RC Car Action* is the model motorsports authority and the world's best-selling RC car magazine. In print and online, *Car Action* delivers the power, speed, and passion of the RC car scene. **Contact: [advertising@airage.com](mailto:advertising@airage.com) | 203.529.4652**

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