

ROTOR DRONE PRO

AUDIENCE FAST FACTS

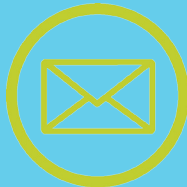
720,000+ total monthly audience



FACEBOOK

504K+ followers

6% average post engagement rate



NEWSLETTER

13,500+ opt-ins

29.97% average open rate

8.45% average click rate



WEBSITE

20,000+ average monthly page views



INTERESTS

12% work in architecture or engineering

13% work in a skilled trade

40% enjoy traveling

43% enjoy creative hobbies

18% participate in action sports

13% participate in endurance sports



READERSHIP

Digital & Print
& Passalong

180,751 total monthly

2,169,012 total yearly

DEMOGRAPHICS

98% male

37 average age

\$100,000 average HHI

70% college education



MESSAGING

60% refer to *RotorDrone Pro* before they make a purchase

45% purchase brands shared on *RotorDrone Pro's* Facebook

30% share brands on *RotorDrone Pro's* Facebook

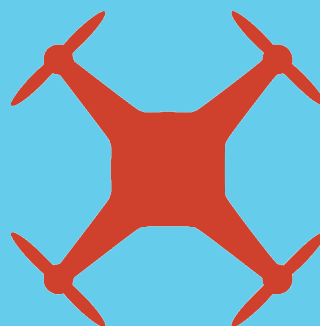


DRONE PROSUMERS

75% are interested in using drones commercially

15% have a part 107 license

26% are planning on getting a 107 license



DRONE CONSUMERS

95% are interested in photography and videography

84% own a drone

42% fly their drone a few times a week

ABOUT ROTORDRONE PRO: *RotorDrone Pro* is the world's number one drone media brand. We're dedicated to today's drone enthusiast and prosumer, serving up essential information for every audience—from beginners to sport racers to professional aerial cinematographers to commercial users. **Contact: advertising@airage.com | 203.529.4652**

Last updated: 2/2019