

ROTOR DRONE PRO

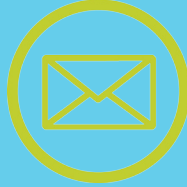
AUDIENCE FAST FACTS

720,000+ total monthly audience



FACEBOOK

504K+ followers
6% average post engagement rate



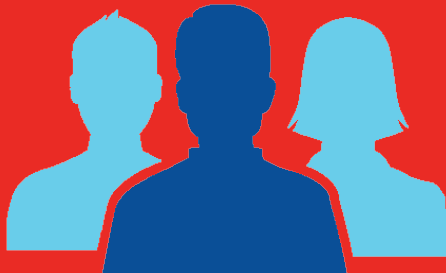
NEWSLETTER

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

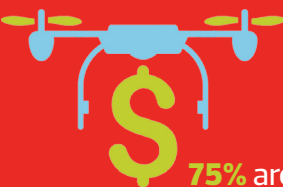
DEMOGRAPHICS

98% male
37 average age
\$100,000 average HHI
70% college education



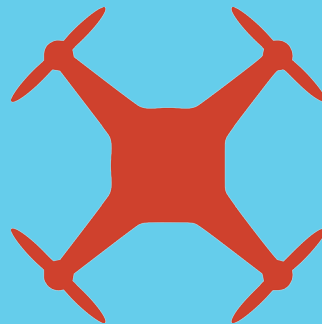
MESSAGING

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.

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