

RADIO CONTROL
car action

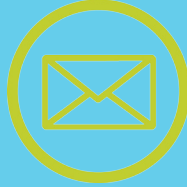
AUDIENCE FAST FACTS

1,750,000+ total monthly audience



FACEBOOK

920K+ followers
9.46% average post engagement rate



NEWSLETTER

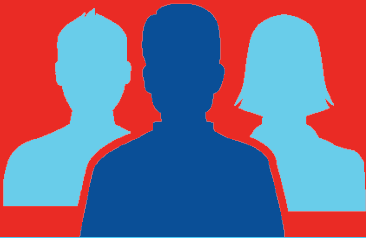
85,000 opt-ins
15% open rate
4.24% average click rate



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 our content
40% purchased a product after reading our content
31% requested more information
97% say *RC Car Action* influences their purchasing decisions
60% always refer to *RC Car Action* when purchasing anything RC

PASSIONATE ABOUT RC

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



RC Car Action is the model motorsports authority and the world's best-selling RC media brand. In print and online, Car Action delivers the power, speed, and passion of the RC car scene.

Contact: advertising@airage.com | 203.529.4652

Last Updated: 2022