

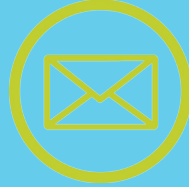
AUDIENCE FAST FACTS

1,360,000+ total monthly audience



FACEBOOK

905K+ followers
6.19% average post engagement rate



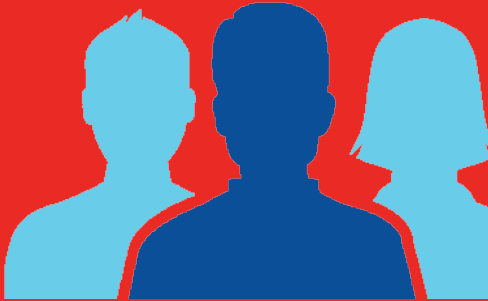
NEWSLETTER

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 with our content
65% purchase brands featured
77% purchase brands advertised with our content
85% think favorably of brands that advertise
37% purchase brands seen on *Model Airplane News* Facebook

PASSIONATE ABOUT RC



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

MODEL AIRPLANE CONSUMERS



77% purchase products that are advertised in our channels
92% enjoy RC as a daily hobby
54% share *Model Airplane News* with two or more people

Written for the full spectrum of enthusiasts—from beginners to seasoned pros, *Model Airplane News* is the brand that started it all back in 1929. It remains the trusted resource for RC aircraft pilots everywhere.

Contact: [advertising](mailto:advertising@airage.com) | advertising@airage.com | 203.529.4652

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