ROTOR DRONE PRO

2021
media kit

AirAGE MEDIA

our audience

RotorDrone Pro's audience consists of a diverse network of industry professionals that covers the drone marketplace. They are active, interested, ready to spend, and highly engaged. *RotorDrone Pro* reaches across the full age spectrum and in–cludes photographers, business professionals, and more.

Drones bring a whole new perspective to the world, and *RotorDrone Pro* is at the forefront, delivering you an educated, affluent and enthusiastic audience.

Build your brand with our loyal and active audience*

67% plan to purchase a new drone

96% are influenced by *RotorDrone Pro*

59% will use drones for entertainment

57% will spend more than $500

70% earned a college degree

98% male

$82,471 annual household income

39 average age

leading the market

Maximize your audience reach

RotorDrone Pro delivers the widest exposure in the business across all media platforms. Air Age Media's powerful distribution system reaches more targeted readers.

#1 in Integrated Media
RotorDrone Pro is part of Air Age Media's extensive integrated marketing program. In addition to print and digital editions of *RotorDrone Pro,* videos, forums, blogs, emails, e-newsletters, special issues, social media, and ancillary products including books, DVDs, and other merchandise, are all part of an ongoing strategy to bring the best RC products to the widest cross section of consumers. With six category-leading magazines, print and digital products, seven websites, and RCX, the world's largest radio control expo, Air Age Media reaches more than one million interested consumers across the full age spectrum, from young action-sports fans to seasoned modelers.

All print subscribers also receive full access to digital editions of *RotorDrone Pro* on their iOS devices, Android, Kindle Fire, and also Mac and PC. In addition, the *RotorDrone Pro* special issues can be found at AirAgeStore.com. *RotorDrone Pro* is available separately on the Barnes & Noble NOOK Store.

#1 in Newsstand Penetration
RotorDrone Pro ranks highest in sales for all RC magazines sold in Barnes & Noble and Books-a-Million. It can be found in all leading national chain stores, including supermarkets, drugstores, mass merchandisers and bookstores, top-quality independent stores, and Amazon.com.

#1 in Circulation
- Largest paid circulation among all drone media
- Aggressive subscription marketing programs ensure that *RotorDrone Pro* remains #1

#1 in Digital Newsstand
The digital editions are available through the following digital delivery platforms:

amazon kindle   MAGZTER   zinio   Readly   pressreader

National Newsstand:

CMG   BARNES & NOBLE   BAM! BOOKS-A-MILLION   meijer   Walmart   MICRO CENTER computers & electronics   Albertsons   Kroger   Publix

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print
RotorDrone circulation, distribution & readership

Paid circulation — **46,301**
Opt-in e-newsletter subscribers — **24,352**
Social Media Followers — **472,413**

audience demos

Male — **73%**

Female — **27%**

Average Age — **39**

HHI — **104k**

College Education: **72%**

media channels

Utilize the powerful media components of *RotorDrone Pro* to build your brand, promote your products and reach your target audience.
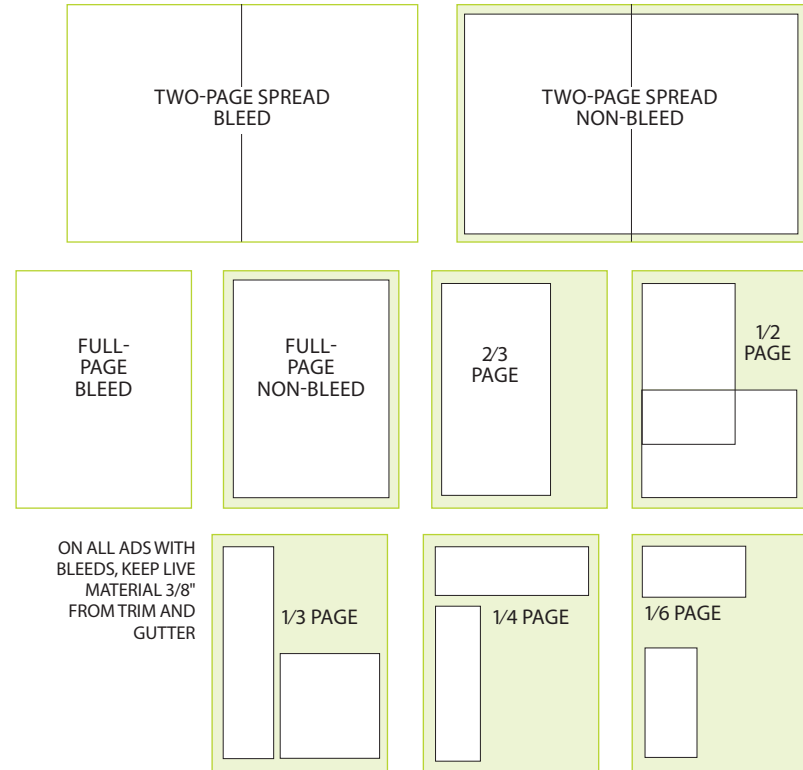
Print

Website

App

Social Media

Digital Edition

Video

Live Event coverage

Newsletter

print advertising

Use our audience to build your business

Sizes	Width	Height
Spread—With 1/8'' bleed on all sides	16.25''	11.125''
Spread—Non–Bleed	15''	10''
Full Page—Non–Bleed	7''	10''
Full Page—With 1/8'' bleed on all sides	8.25''	11.125''
2/3 Page	4.625''	10''
1/2 Page (V)	4.625''	7.375''
1/2 Page (H)	7''	4.875''
1/3 Page (V)	2.25''	10''
1/3 Page (S)	4.625''	4.875''
1/4 Page (H)	7''	2.375''
1/4 Page (V)	2.25''	7.375''
1/6 Page (H)	4.625''	2.375''
1/6 Page (V)	2.25''	4.875''

H = Horizontal, V = Vertical, S = Square

TWO-PAGE SPREAD BLEED

TWO-PAGE SPREAD NON-BLEED

FULL-PAGE BLEED

FULL-PAGE NON-BLEED

2/3 PAGE

1/2 PAGE

ON ALL ADS WITH BLEEDS, KEEP LIVE MATERIAL 3/8" FROM TRIM AND GUTTER

1/3 PAGE

1/4 PAGE

1/6 PAGE

TRIM SIZE: 8'' x 10.875''

BINDING STYLE: Perfect

PRINTING PROCESS: Web Offset

REQUIRED AD MATERIAL:
- 300 dpi PDF files, created to PDF/X–1a settings, are strongly preferred
- All images must be saved as CMYK files with maximum combined ink density not exceeding 290%
- All fonts must be embedded/included
- File must be built to the approriate height/ width dimension listed above.
- All material must be prepared according to SWOP (Specifications for Web Offset Publications) standards
- When designing an ad file, critical content should be kept at least .25'' inside the trim margins of the file template.

PROOFS: If you provide a hard proof, it must be made to SWOP standards from an industry recognized proofing system. Laser printouts will be used to confirm content integrity only, and will not be accepted as proofs for color.

EMAIL:
Files up to 10MB can be emailed to production@airage.com (large files should be zipped).

FOR FTP INFORMATION CONTACT:
Production (203) 529–4604
production@airage.com

Additional advertising opportunities
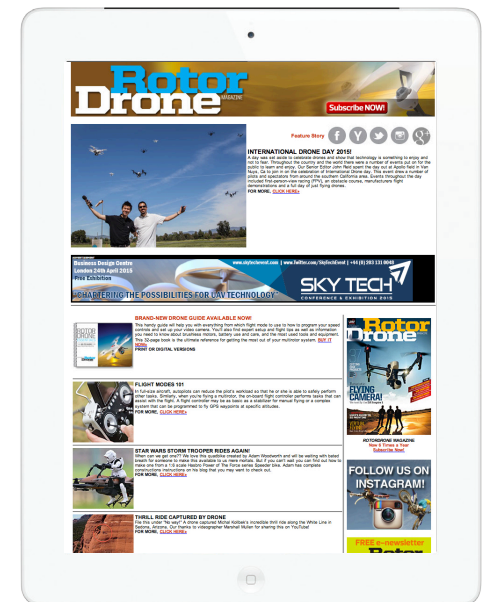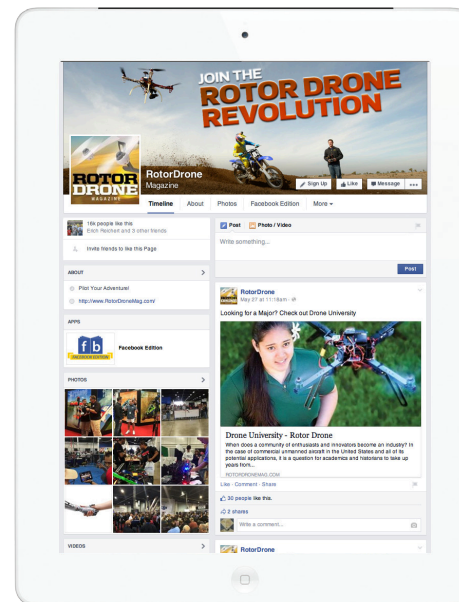
Web Banners
- Standard banners
- Leaderboard banners

Sponsorship
- Event coverage
- eNewsletter top story
- Facebook post

Custom Content
- Videos
- Contests
- Special programs
- Advertorial web posts
- Print & digital media
- Social media
- Article reprints
- Inserts and onserts

partnership benefits

Let us put the power of
RotorDrone Pro
behind you!

- Increase your brand awarness and sell more products with an audience of affluent and tech–savvy prosumers
- Partner with Air Age Media who has been in business since 1929, with a documented history of connecting buyers and sellers
- Gain more exposure from *RotorDrone Pro's* partnership with the UAVSA
- Dual–platform format (print and digital) translates to more sales
- Expand your reach with bonus distribution at UAV shows and expos worldwide

***RotorDrone Pro* increases influence through event media partnerships.**

The UAV industry is growing at a rapid pace as trade shows, expos, and festivals are appearing world–wide. *RotorDrone Pro* has formed media partnerships with numerous organizations such as UAVSA, expanding its reach and impact.

contact us

for more information or to discuss how intergrated marketing can work for your brand

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