

# RADIO CONTROL **car action**

The World's Best-Selling  
RC Car Magazine

Delivering the power, speed and passion  
of RC across every media platform



THE LEADER SINCE 1985

# HIGH-PERFORMANCE AUDIENCE

RC Car Action's audience is active, interested and ready to spend.

- 99%** male
- 53%** involved in RC for more than 10 years
- 27** average age
- \$60,422** average household income

Source: Reader Survey, 2010.



**"RC Car Action readers are our biggest spending customers."**

Todd Mattson, president, Pro-Line Racing

## Reader Stats

<b>PAID CIRCULATION</b> 68,204	<b>BONUS DISTRIBUTION</b> 3,500
<b>TOTAL DISTRIBUTION</b> 71,704	<b>READERSHIP</b> <b>250,964</b>

Based on a circulation of 71,704 and average pass-along rate of 3.5 readers per copy.



## Readers value RC Car Action

- 86%** SAVE EACH ISSUE OR SPECIFIC ARTICLES AND ADS FOR FUTURE REFERENCE
- 85%** HAVE READ THREE OR MORE OF THE LAST FOUR ISSUES
- 5** AVERAGE NUMBER OF TIMES READERS REFER BACK TO AN ISSUE

Source: RC Car Action Reader Survey, 2010.



**87%**  
OF READERS SAY THAT RC CAR ACTION INFLUENCES THEIR PURCHASING DECISIONS

**RC Car Action readers SPEND BIG**  
Average planned spending on RC cars and equipment within the next year = **\$767**

- \$1-\$499 — **31%**
- \$500-\$999 — **36%**
- \$1,000+ — **37%**

**2 HOURS 23 MINUTES**  
AVERAGE TIME SPENT READING RC CAR ACTION (average reader spends only 43 minutes reading a magazine. \*Source: MRI, Fall 2009)

**53%**  
OF READERS OWN FIVE OR MORE VEHICLES

**51%**  
OF ALL READERS ARE SUBSCRIBERS



## POWER-DRIVEN PRINT

Since 1985, *RC Car Action* has driven the market and set the standard for RC journalism. Covering the full spectrum of the radio control car market, from racing to ready-to-runs, kits to custom creations, each issue is filled with exclusive product launches, insider tech tips, hard-hitting comparison tests, in-depth product reviews, how-tos from the experts and jaw-dropping project vehicles. Each month, new drivers, hardcore enthusiasts and racing pros turn to *RC Car Action* as their #1 source to guarantee success on the track, in the dirt and over the rocks.



### Driving RC Trends is our Specialty

We produce four special issues each year that take a unique detailed look at the hottest trends in RC and extend your reach and frequency. With a 12-month shelf life and unprecedented newsstand, bookstore and hobby shop penetration, these special issues create a tremendous yearlong demand for your products. These special issues are also available as digital products, creating an even longer-lasting sales period.

#### SHORT COURSE RACING

The fastest growing RC segment, this special issue is the ultimate collection of the hottest dirt action.

Now in its third year, it covers everything from pro setup tips to wild custom builds.

**Space Closing:** January 17, 2011  
**On Sale:** March 8, 2011



#### 2012 RC BUYER'S GUIDE

With over 1,000 listings of the latest RC cars, trucks, boats, engines, and electronics, this issue reaches everyone from beginners to seasoned pros. Now in its 24th year!

**Space Closing:** September 5, 2011  
**On Sale:** October 25, 2011



#### SHORT COURSE PERFORMANCE

Short course is so hot we're devoting another special issue to RC's fastest growing segment!

This issue will be loaded with useful performance how-tos and tips, killer race projects, interviews with the top names in short course, the latest accessories and gear, plus full-scale, power-slidin' mayhem!

**Space closing:** June 20, 2011  
**On Sale:** August 9, 2011



#### PRO RACER

Dedicated to the high-energy competitive side of RC and loaded with helpful how-to articles. The content, with no bashing and no bling, is driven by those who know how to win—the pros. Includes race product guides, pro interviews, race tips, the latest race tech and more!

**Space Closing:** October 10, 2011  
**On Sale:** November 29, 2011



## FULL-THROTTLE DIGITAL

Brand your business with the only website offering the content your customers are looking for and bring new dimensions to your marketing message. Our all-new website now offers even more exclusive up-to-the-minute news, expanded international, event and race coverage, sweepstakes, auctions, action-packed videos and more! From social media sites including Facebook and Twitter to the top video sites such as YouTube, Boxee and Vimeo, *RC Car Action* is everywhere.



The possibilities are as vast as your imagination.

- » banners, boxes, and towers
- » embed your video
- » add links
- » sponsor a contest
- » animate your ad
- » own a custom landing page
- » sponsor a section, an event or a video
- » take part in a homepage takeover

### RCCarAction.com

- » #1 source in RC for the latest news, reviews and insider tips
- » videos, blogs, forums, sweepstakes, auctions, tips, industry news, product reviews and reader commentary

### Members Site

The pay-to-view Club RC Car Action site offers additional content including enhanced videos, reviews, how-tos, product discounts, digital editions of *RC Car Action* and exclusive contests and giveaways.

### The Radio Control Show

Each week, *The Radio Control Show* features the most up-to-date news on RC products and events. Insider tips from the editors, action videos and step-by-step how-tos provide viewers with the information they need for guaranteed success on the track and in the dirt. Multiple opportunities exist for sponsoring the most popular RC show on the web.

# TOTAL MARKET DOMINATION

The leader in circulation and distribution among all RC car magazines, *RC Car Action* delivers the widest exposure in the business. Our powerful distribution system reaches more targeted readers than any other publication.

## #1 in Newsstand Penetration

*RC Car Action* ranks highest in sales for all RC magazines in Borders, 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 RC publications
- Delivers the greatest return on the dollar for advertisers
- Ongoing subscription marketing program ensures that *RC Car Action* continues to have a higher paid circulation than any other car magazine

## #1 in Distribution

- Distributed to over 900 hobby shops through an exclusive partnership with Kalmbach Distribution
- Distributed in over 104 countries through industry leader Kable Distribution Services, Inc.
- Bonus copies are delivered to shows, events and contests, reaching an even wider audience of RC car enthusiasts
- On sale at over 100 military exchanges including the Army & Air Force Exchange Service (AAFES), the Navy Exchange Service Command (NEXCOM), and the Marine Corps Exchange (MCX)

## #1 in Integrated Media

*RC Car Action* is part of Air Age Media's extensive integrated marketing program. In addition to print and web; 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, 10 websites, *The Radio Control Show* (a weekly web broadcast) 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.

Digital editions of *RC Car Action* and its special issues are available at AirAgeStore.com with full accessibility on the iPhone, iTouch and iPad.



Sponsorship opportunities are available for the many ancillary products Air Age Media produces for the RC market.



## 2011 Calendar

MONTH	CLOSING DATE	ON SALE
January	9/27/10	11/16/10
February	11/1/10	12/21/10
March	11/29/10	1/18/11
April	12/27/10	2/15/11
May	1/31/11	3/22/11
June	2/28/11	4/19/11
July	3/28/11	5/17/11
August	5/2/11	6/21/11
September	5/30/11	7/19/11
October	7/4/11	8/23/10
November	8/1/11	9/20/11
December	8/29/11	10/18/11

**“RC Car Action is where the racers and the backyard bashers are and that’s why it’s our number-one RC car advertising vehicle!”**

*Kevin Hisel—vice president, Tower Hobbies*

## Rates

	1x	3x	6x	12x
Full page	\$4,907	\$4,700	\$4,567	\$4,387
2/3 page	\$3,792	\$3,634	\$3,538	\$3,400
1/2 page	\$3,172	\$3,050	\$3,013	\$2,859
1/3 page	\$2,292	\$2,196	\$2,132	\$2,053
1/4 page	\$1,668	\$1,598	\$1,553	\$1,492
1/6 page	\$1,080	\$1,047	\$1,016	\$985
Cover 2	N/A	N/A	N/A	\$6,180
Cover 3	N/A	N/A	N/A	\$5,956
Cover 4	N/A	N/A	N/A	\$7,529

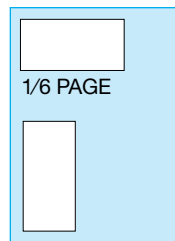
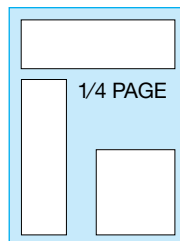
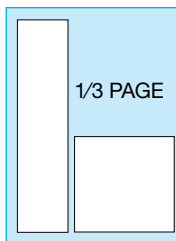
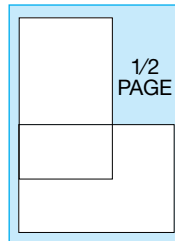
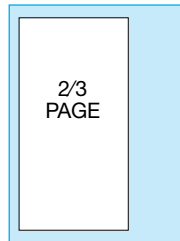
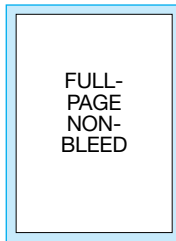
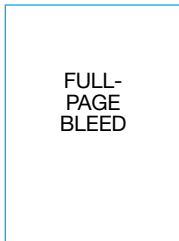
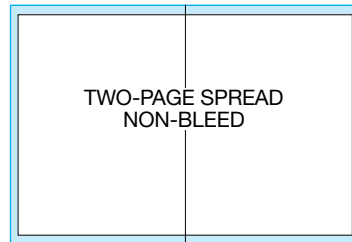
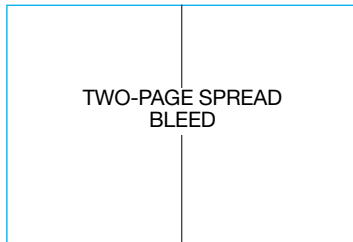


# AD SPECIFICATIONS

SIZES	WIDTH	DEPTH
Spread — With 1/8" bleed on all sides	16¼"	11⅞"
Spread — Non-Bleed	14¼"	10"
Full Page — Non-Bleed	7"	10"
Full Page — With 1/8" bleed on all sides	8¼"	11⅞"
2/3 Page	4¾"	10"
1/2 Page (V)	4¾"	7⅞"
1/2 Page (H)	7"	4⅞"
1/3 Page (V)	2¼"	10"
1/3 Page (S)	4¾"	4⅞"
1/4 Page (H)	7"	2⅞"
1/4 Page (V)	2¼"	7⅞"
1/4 Page (S)	4¾"	3⅞"
1/6 Page (H)	4¾"	2⅞"
1/6 Page (V)	2¼"	4⅞"

H = Horizontal, V = Vertical, S = Square

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



# RADIO CONTROL car action

RCCarAction.com

**TRIM SIZE:** 8" x 10⅞"

**PRINTING PROCESS:** Web Offset

**REQUIRED AD MATERIAL:** Digital files only—or high-resolution PDF/X-1a, flattened EPS, or TIFF. Please outline, embed, or include all fonts used in application files.

**LINE SCREEN:** 133-line/266 ppi is acceptable. Maximum combined density not to exceed 300 percent. No more than one solid should be used. A minimum of 5 percent highlight dot is required in any image intended to print. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards.

**PROOFS:** For accurate color reproduction, please supply digital proofs (Kodak Approval preferred). These should meet SWOP standards. Laser printouts will not be accepted as proofs for color. Laser printouts will be used to confirm content integrity only.

#### EMAIL:

Files up to 10MB (use Stuffit or WinZip to compress larger files) to [production@airage.com](mailto:production@airage.com)

#### FOR FTP INFORMATION CONTACT:

Tracey Terenzi (203) 529-4637  
[production@airage.com](mailto:production@airage.com)



## Contact Us

To discuss how we can help you reach your target audience, please contact Sales at (203) 529-4630 or [sales@airage.com](mailto:sales@airage.com)



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