

RADIO CONTROL MODEL NEWS RATE CARD 2019

Affordable advertising starts at \$13 a week. Promoting your business in RCM News is an economical way to generate qualified leads. What is it? Where do you get it and how much? Information on Social Media is quickly forgotten and soon becomes quite hard to find again. Which is why we moved to a monthly. This magazine is modelled along the lines of a newspaper, a form of media refined over the past two centuries where simple layouts have proven to offer the easiest to read. RCM News was first published in 1991. It remains the market leader in Australia for RC flying enthusiasts.

The newsagent market has deteriorated to less than 1000 sales. The print copy is available by subscription. Advertisers can also purchase copies for customers who like to collect their copy instore. To maximise circulation

we give the tabloid digital version away for free. For convenience readers can download it on their smart phone then send it to their tablet, laptop or PC for an easier reading experience. Or send it to a friend. The Digital edition is interactive with hyperlinks to your website

Articles and reviews with flying tips can be linked to our YouTube Channel. This is not about slick video productions, rather short grabs. Most just want to see a model take off and land.

Many niche publications are not CAB Audited, due to the expense. The circulation figure is based on digital downloads and an estimate of how many are shared. In the end I suggest to read a copy of the magazine and ask yourself which has the most informative information. Which would an engaged reader be more likely to act upon?

BEGINNER MARKET

For as long as I have been flying, RC aeromodelling has experienced a 25% turnover per annum. The commercial reality is that a fair percentage of RC retailers do not send beginners to model clubs.

New people are starting out all the time. so rather than repeat basic beginner information that bores the experienced modeller, Flyboys Pilot Notes feature E Flite Apprentice S, Multiplex Fun Cub and ARES Gamma 3570. Our \$2.00 eBooks are written as a Pilot Operating Handbook for people coming off drones or RC cars with information of how to actually fly the model. Your Hobby Shop Services Guide ad is placed in these titles too. Drop me a line if you need any further information or for a quick chat give me a buzz on 0418 662 557



Stephen Green. Publishing Editor.

DISPLAY ADVERTISING price includes spot in print & digital copy

	Six issue	Three issue	Casual
Full page colour	\$440	\$495	\$595
Half page colour	\$275	\$295	\$350
Quarter page colour	\$195	\$255	\$295
Sixth page colour	\$155	\$175	\$195
Twelfth page Square	\$ 95	\$110	\$125

Advert includes one advertisers print copy. Digital ad includes one hyperlink to web address

Additional Product Link \$5 ea or 6 links for \$25)

PUBLISHING SCHEDULE

Issue	Published	Deadline*
153	Jan 1	Dec 28
154	Feb 1	Jan 28
155	Mar 1	Feb 26
156	Apr 1	Mar 28
157	May 1	Apr 28
158	June 1	May 28
159	July 1	Jun 28
160	Aug 1	Jul 28
161	Sept 1	Aug 28
162	Oct 1	Sep 28
163	Nov 1	Oct 28
164	Dec 1	Nov28

ARTWORK

Press Quality PDF or JPEG 300DPI)
 Basic txt - pic layout Service
 Full page \$125
 1/2 page \$75
 1/4 page \$50
 1/6th page \$35
 QR Codes \$10
 Professional Ad layout POA
 (approx \$350 per page)

Circulation 3300
 Facebook Friends 3195

Hobby Shop/Services Guide
 \$55 per issue includes 1 shop copy
 These business card size ads
 beginner are published in our
 beginner E Book Titles



Edition #152
 January 2019
 Print cover price \$9.95 Tabloid Digital copy is FREE

Dawn Patrol World of Foam Optic Nerve



Paolo Severin 1/4 Scale Bleriot



Hangar Queen Rescue
 FMS 3 metre Fox Glider EP
 Formula One Pylon Racing
 Flying Futaba- Buddy Box



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Display Advertising Sizes

The magazine page size is A4
Tabloid 210mm w x 297mm h

The shaded area is the size of the printed page within the white border in the magazine. Full page bleeds are acceptable but we cannot guarantee that type or images set close to the edge will be printed. Set images and type to the inside border, ie the shaded area. This allows us to expand the advert to the maximum page width and height. Most bang for your buck

	width		height
Full page:	184	x	257
Half page horizontal	184	x	127
Half page vertical	90	x	257
Quarter Page horizontal	184	x	127
Quarter page vertical	90	x	127
Sixth page horizontal	120	x	160
Sixth page vertical	60	x	127
Twelfth Square	60	x	60
Market Place	55	x	90