

Fly RC

2016 MEDIA KIT



Give your advertising the most exposure with **Fly RC**, the number one selling RC model airplane magazine at newsstands and major retailers throughout the United States.

With more readers and more pages dedicated to product reviews than any of its competitors, **Fly RC** gives your products the maximum impact in the marketplace.

We keep the market growing by attracting new readers through comprehensive retail circulation programs with the top U.S. magazine distributor and by providing a variety of compelling content across all areas of interest. We also support and serve the hobby shops that carry our magazine, including HobbyTown USA, where **Fly RC** is part of the mandatory stock-up order for new stores.

Fly RC packs each issue with the latest park, backyard and indoor flyers, helicopters, the hottest build-up kits, larger scale flying-field aircraft, well-illustrated how-to's and plans. All of Fly RC's extensive editorial content is complemented by powerful photography and exacting production standards that give the magazine a great look and feel.

We invite you to contact our advertising sales team to learn more about **Fly RC** and to develop a customized advertising program for your products in this industry-leading publication.

Call us today at (203) 826-7557.

Thank you for your interest in **Fly RC**!



Fly RC

RETAIL REACH

NEWSSTAND

ALBERTSONS
BARNES & NOBLE
BIG Y SUPERMARKETS
BOOOKS-A-MILLION
CHAPTERS
CVS
ECKERD
FOOD LION
FRY'S ELECTRONICS
HANNAFORD

HARRIS TEETER
HUDSON NEWS
IGA
K-MART
KROGER
PATHMARK
PIGGLY WIGGLY
PUBLIX
RALPHS
SAFEWAY

STOP & SHOP
VONS
WALGREEN
WALMART
WINN-DIXIE
7-11
...and more!

Fly RC is distributed for Maplegate Media Group by distribution powerhouse, Curtis Circulation. A heavy investment in our partnership with Curtis keeps us in a leading position at major newsstand retailers.



HOBBY SHOPS

DIRECT DISTRIBUTION

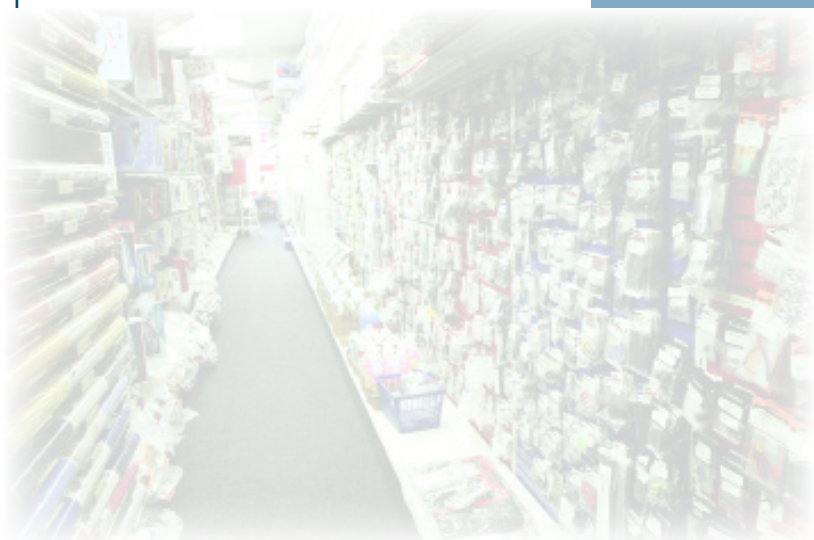
Our in-house hobby shop service team creates and maintains strong, direct relationships with hobby shops.

40% DISCOUNT

We offer the highest discount in the industry to support shop owners with additional profit and help our magazines get greater visibility at the grassroots level.

HOBBYTOWN USA

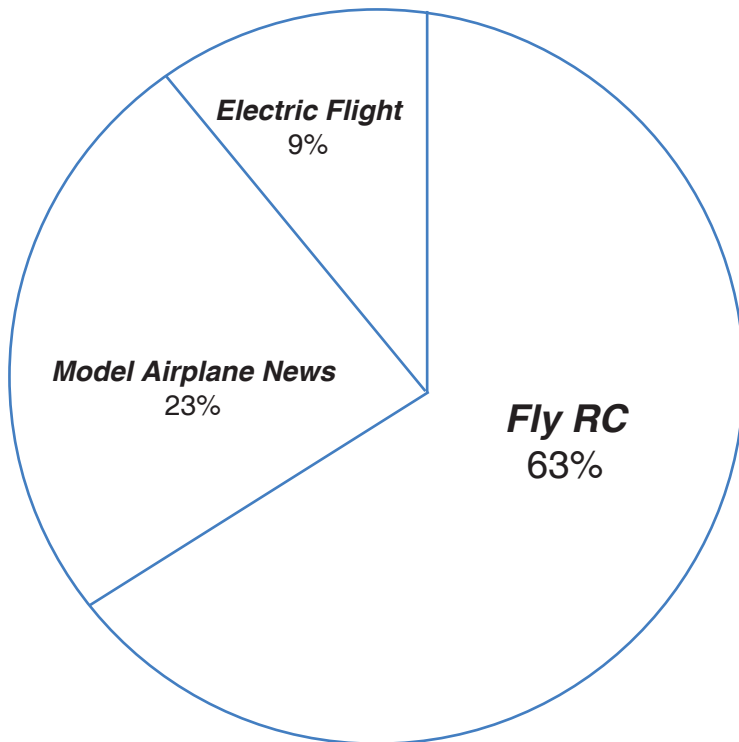
Fly RC has been part of the mandatory initial stock-up package for new HobbyTown USA stores since 2004.



Fly RC

NEWSSTAND SUCCESS

2014-2015 US NEWSSTAND SALES RC AIRPLANE CATEGORY



"All Maplegate Media Group titles are newsstand sales leaders in their respective categories! Best of all, we are continuing to post sales increases in a difficult economy."

Ned Bixler
Consumer Marketing Director

CURTIS CIRCULATION: OUR INVESTMENT IN NEWSSTAND MARKETING FOR YOU

Fly RC is distributed for Maplegate Media Group by distribution powerhouse, Curtis Circulation. A heavy investment in our partnership with Curtis keeps the magazine in a leading position at major newsstand retailers. Here are a few of the ways Curtis Circulation's strength helps **Fly RC** keep your products within easy reach of RC enthusiasts in the US and Canada.

- North America's largest newsstand distributor, serving more outlets with more copies.
- Powerful promotional placement opportunities to drive additional recognition and sales.
- The most field reps of any national distributor, working the copy counts weekly on the local level to maximize sales.
- Custom-designed single copy-circulation plans based on the best experience in the industry.

READER SURVEY RESULTS



FLY RC

Fly RC's 2015 **READER SURVEY** results are in and we're excited to share them with you. These numbers demonstrate that our readers are very engaged with the magazine and with their hobby. They are inspired to learn more about the products they see in *Fly RC* and they take action! Review the results below to see who our readers are and how they respond to your advertising in *Fly RC*.

67%

FLY RC READERS WITH HOUSEHOLD INCOME **OVER \$50,000**.

95%

Fly RC READERS WHO ARE MOTIVATED TO VISIT AN ADVERTISER'S WEBSITE OR CONDUCT FURTHER RESEARCH ONLINE **AFTER SEEING AN AD IN THE MAGAZINE**.

53%

Fly RC READERS WHO SPEND **OVER \$500** PER YEAR ON RC PRODUCTS.

79%

READERS WHO REGULARLY VISIT THEIR LOCAL FLYING FIELD.

44%

READERS WHO SPEND MORE THAN TWO HOURS READING EACH ISSUE.

82%

FLY RC READERS WHO REFER BACK TO PAST ISSUES FOR INFORMATION.

52%

FLY RC READERS WHO SHARE THEIR COPY WITH AT LEAST ONE OTHER PERSON.

72%

READ EIGHT OR MORE ISSUES OF *FLY RC* EACH YEAR.

Fly RC

EDITORIAL WORKING FOR YOU

■ MORE PAGES

Fly RC dedicates **more pages per issue** to product reviews than any other RC airplane magazine. More space means a quicker turnaround and more opportunity to support your new releases with detailed reviews.

■ EXCEPTIONAL QUALITY

Fly RC is printed on high-quality paper by a respected US printer, RR Donnelly, so your advertising and our superior product photography really stand out with a clean, clear appearance.

■ WIDE RANGE OF CONTENT

Fly RC's wide range of content includes every style of RC aircraft, from the latest park, backyard and indoor flyers to helicopters, the hottest build-it-yourself kits and larger scale club field aircraft. We round out this impressive editorial mix with event coverage, well-illustrated how-to's, plans and timely new product information.



Purchase ads with enhanced features like video, slide shows, audio and custom animation.

- International audience
- Readership measurement
- Click straight to product page

+DIGITAL
EDITION



Fly RC

TOTAL AUDIENCE MARKETING



Fly RC delivers exceptional exposure to RC car enthusiasts with a magazine that continues to grow in subscriptions and single copy sales at major retailers and hobby shops. To compliment this extensive reach, we offer you many targeted online and digital marketing opportunities

Your Account Executive will help you build a Total Audience Marketing plan to reach the whole RC airplane market.



Fly RC

2016 RATE CARD

TOP DISTRIBUTION Curtis Circulation, North America's largest newsstand distributor makes sure *FLY RC* is where your current and potential customers shop. **The number one newsstand seller in the RC hobby category since 2004**, *Fly RC* is also widely available in hobby shops and is part of the mandatory stock-up order for new HobbyTown USA stores.

We support hobby shops by offering a 40% discount off the cover price which means a higher profit for shops than our competitors offer. *Fly RC* is also available worldwide in over 100 countries!

EVERY KIND OF RC AIRCRAFT *Fly RC*'s wide range of content includes every style of RC aircraft from the latest park, backyard and indoor flyers, to helicopters, the hottest build-it-yourself kits and larger scale club field aircraft.

GREAT PRESENTATION High quality paper, exceptional photography and top-notch production standards create a great experience for everyone from the experienced pilot to the newcomer.

MORE EDITORIAL!

- COMPREHENSIVE FLIGHT TESTS
- HOW-TO'S FOR BUILDING, FLYING & MAINTENANCE
- BEGINNER-FRIENDLY TIPS
- NEW PRODUCT & ACCESSORY REVIEWS
- PLANS AND BUILDING PROJECTS
- EVENT COVERAGE

CLOSING SCHEDULE

Issue	Ad Closing	Material Due	On Sale
March	11/27/2015	12/4/2015	1/12/2016
April	1/1/2016	1/8/2016	2/16/2016
May	1/29/2016	2/5/2016	3/15/2016
June	2/26/2016	3/4/2016	4/12/2016
July	3/25/2016	4/1/2016	5/10/2016
August	4/29/2016	5/6/2016	6/14/2016
September	5/27/2016	6/3/2016	7/12/2016
October	7/1/2016	7/8/2016	8/16/2016
November	7/29/2016	8/5/2016	9/13/2016
December	9/2/2016	9/9/2016	10/18/2016
January	9/30/2016	10/7/2016	11/15/2016
February	11/4/2016	11/11/2016	12/20/2016



2016 ADVERTISING RATES

Size	1X	6X	12X
Full pg.	\$2,050	\$1,915	\$1,725
2/3 pg.	\$1,655	\$1,525	\$1,325
1/2 pg.	\$1,460	\$1,265	\$1,120
1/3 pg.	\$1,190	\$990	\$860
1/4 pg.	\$925	\$735	\$620
1/6 pg.	\$655	\$500	\$400
1/12 pg.	\$400	\$230	\$200

COLOR CHARGES

Four-color:

Full Page	\$500
2/3	\$350
1/2	\$300
1/3	\$200

DIGITAL EDITION

All ads appear in both the print and digital edition of *Fly RC*.

The following enhancements are available in the digital edition.

- Video
- Slide shows
- Audio
- Custom animation

Call for pricing

SPECIFICATIONS

CD-ROM (CD-recordable) 650MB/74 min.
or 700MB/80min.

Email files up to 15MB to
bobbijob@maplegatemedias.com
FTP If you have an FTP site, please
provide address for file retrieval.
Platform PC/Windows

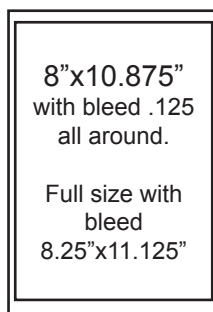
Software Quark Xpress 5.01 to 4.0
(for Mac or PC) Adobe Photoshop 7.0-4.0
(for Mac or PC) Acrobat 5.0 and up
We can only accept programs that export
composite postscript.

Image High resolution PDF/X-1a
preferred. We also accept flattened TIFF,
and EPS. Please embed, or include all
fonts used in application files. All image files
must be set to 300 dpi. Image files must be
Photoshop compatible. All color image files
must be set up to CMYK. Please do not use
jpeg encoding.

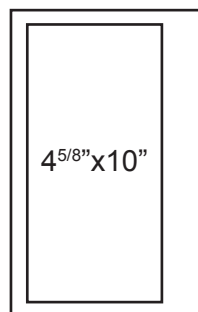
Font Please include all screen and printer
(postscript Type 1) fonts. True type fonts are
not recommended. (We will follow up with
you if fonts are not submitted. However, if
fonts remain unavailable, Maplegate will
select a font replacement.

Proofs A Proof must be delivered
regardless of media—digital or standard.
Please submit Contract Proofs if color is
critical. Laser printouts will not be accepted
as proofs for color. Laser printouts will be
used to confirm content only. Maplegate
cannot accept responsibility for reproduction
problems or file corruptions associated with
ads not accompanied by a proof.

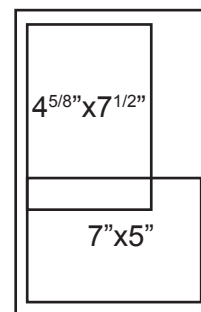
FULL PAGE



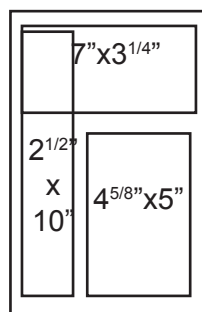
2/3 PAGE



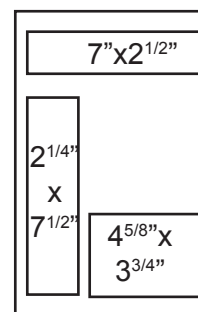
1/2 PAGE



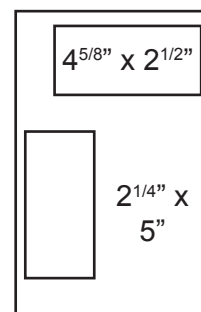
1/3 PAGE



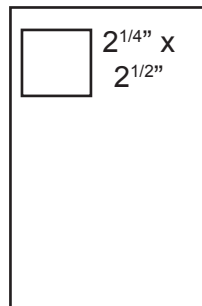
1/4 PAGE



1/6 PAGE



1/12 PAGE



DIGITAL ISSUE EXTRAS

EMEBDED VIDEO
Size: 100mb or less
Type: Flash .flv format only

SLIDE SHOW
Up to 10 images

Audio: MP3

POLICIES

■All advertisements accepted by the Publisher are published on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof.

■All copy, text, and illustrations are subject to the Publisher's approval before execution of order. We reserve the right to omit or decline advertising for any reason at any time.

■When changes in copy are not received by the closing date, copy run in previous issues will be inserted for those clients earning contract/frequency discounts.

■Ads canceled after the published closing deadline will be charged.

■The Publisher assumes no liability for copy received after the closing date.

■All contracts are accepted with the provision that rates are subject to change.

■In consideration of the magazine's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and hold harmless the magazine and its of-

ficers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising from the copying, printing, or publishing of its advertisement, including, without limitation, reasonable attorneys' fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright or trademark infringement.

■The Publisher shall not be responsible for any liability whatsoever for any failure to publish or circulate all or any issues of the magazine because of strike, work stoppage, accident, act of God or any other circumstance not within the Publisher's control.

■Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matters but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.

■The Publisher shall not be liable for any error in the Advertiser Index.

■The Publisher shall have the right to hold the Advertiser and its agency liable for such monies as are due and payable to the Publisher for ad-

vertising ordered and published by either the Advertiser or its agency.

■The Publisher reserves the right to—without prior notice—suspend application of these policies, to amend any policy, or to create any new policy.

■"Publisher" means Maplegate Media Group.

■Advertising agencies receive a 15% commission on space charges only if paid within 30 days of invoice. Production charges and color are non-commissionable.

■All invoices due net 30 days, with a 2% cash discount only if paid within 10 days of invoice date.

■New advertisers must include full payment with first three insertion orders to establish credit.

FLY RC
42 OLD RIDGEBURY ROAD
DANBURY, CT 0610
(203) 826-7557
WWW.FLYRC.COM

Fly RC

ADVERTISING ON FLYRC.COM

Wednesday, 29 October 2014

[About](#) [Subscribe](#) [Advertise](#) [Contact](#) [Buy Back Issues](#) [Give A Gift](#) [Pay Bill](#) [Renew Sub](#) [Customer Service](#) [Business Listings](#)

FLY RC

M A G A Z I N E

WE LIVE RC

Maplegate MEDIA GROUP

[New Release](#) [Product Reviews](#) [How To's](#) [Events](#) [Primary Training](#) - [Master's Workshop](#) [Bonus Content](#) [Plans](#) [Downwind](#) [Buy FRC](#)

Advertising Banner Space - Top
Size: 1045x73px

Content Zone Banner Space
Size: 468x60px
Visible on individual post pages only
Not available on the home page.

CONTENT
ZONE

Content Zone Banner Space
Size: 468x60px
Visible on all pages

no search name and the error

FLY RC MAGAZINE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

SIDEBAR ADVERTISING ZONE

Standard Banner Space
Size: 300x100px

Additional Available Banner Sizes

300x600px*
250x250px*
120x240px*
120x600px*
160x600px*
120x60px
125x125px
120x90px

*Units larger than 125px in height may be subject to placement restrictions .

Fly RC

CUSTOMIZED PRINT SOLUTIONS

Use **Fly RC**'s market reach to promote your brand with a unique ad.

We can help you design, print and distribute a special advertising piece for inclusion in **Fly RC** that will further drive engagement with you product.

AVAILABLE OPTIONS INCLUDE

3D Printing with Bind-in 3D glasses
Gatefolds
Posters
Cards and Die Cuts
Catalogs
Sticker/Decal Sheets

TARGET YOUR DISTRIBUTION

Your supplemental advertising piece can be bound in to the magazine, packaged with the magazine in a polybag, or included with a specific segment of our print run, like retail copies or subscriber copies.



DESIGN & PRINT SERVICES



We can design and print your stand-alone catalog or other marketing materials, putting our printer relationships and design experience to work for you.

Contact your Account Executive for ideas and details on creating effective unique promotional pieces to accompany your **Fly RC** magazine advertising.

