

ModelAviation^{World}

Dear Trader,

MODEL AVIATION WORLD – A NEW MAGAZINE FROM THE CREATORS OF MILITARY IN SCALE

To launch our brand new magazine Model Aviation World, and introduce its NEW LOOK sister magazine, Military in Scale, we are delighted to offer you this introductory pack, so you can experience for yourself the fresh ideas that we are bringing to scale modelling.

The magazine is a must read for fans of scale aviation models, as every issue features:

- a wide variety of models and subjects from WWI to Modern Jets, Helicopters to Civilian Airlines
- new and classic kits, allowing us to revisit interesting kits that still look great today
- injection moulded, resin and vac-formed, as well as conversions and scratch-built models
- tips, hints and clever little ideas to make each build as unique and life-like as possible

Model Aviation World is a great way for you to increase interest in your business or club. As the magazine is set to become an indispensable read for model enthusiasts.

ADVERTISING

Our readers are your buyers! Promote your products to the greatest number of modellers, with a series of adverts in Model Aviation World. We have advertising solutions for all budgets, with competitive rates and a free design service. Why not ask us about running an advert campaign across both Model Aviation World and its sister magazine Military in Scale? Call Stephanie Waters (01684 588534; stephanie.waters@traplet.com), or see the enclosed rates card for more information.

STOCKING

Increase footfall in your shop. Compliment your modelling stock by having the expert knowledge and innovative content that will keep your customers happy always at hand. Stocking Model Aviation World in your shop or through your club couldn't be easier – our sale or return policy means that we have outstanding terms of trade to suit your requirements. Call Amanda Murrell (01684 588568; amanda.murrell@traplet.com), or see the enclosed terms of trading for more information.

We're very excited by this development and we hope you will be too!

Yours faithfully

Spencer Pollard

Model Aviation World Editor

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