

MODEL HELICOPTER WORLD PROFILE

Technical Data

Model Helicopter World was established in June 1988. It is a monthly publication, currently has 84 full colour pages and is sold throughout the World.

Target Readership

The readership is mostly male with a working knowledge of the subject, aged from teenagers upwards. They are in a wide socio-economic group, with disposable income of £1,000 plus

Unique Selling Point

Model Helicopter World is the world's biggest magazine devoted to Radio Controlled Model Helicopters. It is highly respected throughout the world for its technical and broad-based content.

Regular and Feature Content

Every issue is packed with regular columns on all aspects of the sport including scale building and flying, competition flying, electric models, 3D flying, and of course the club scene.

Reviews of the latest models and equipment are included in every issue along with a regular column from the USA, and event reports from across the World.

About The Editorial Team

Jon Tanner has been building and flying RC model helicopters since 1986 and writing about them since 1990. He has been a contributor/Editor for Model Helicopter World since September 1992 and full time Editor since March 1997.

The key contributors are all highly experienced enthusiasts with many years experience of the sport. Product reviews are undertaken by team members with a technical background and are independent of the product being reviewed.



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