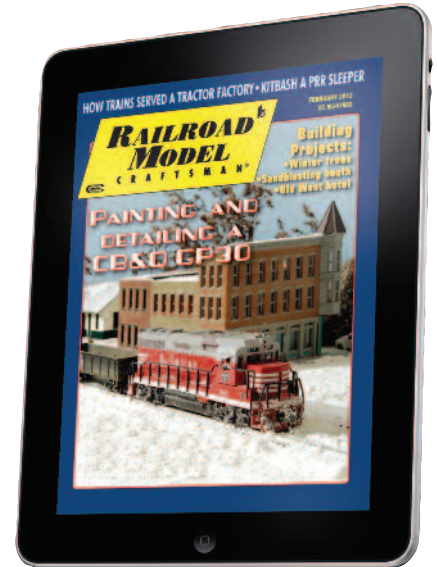


Digital Editions

RAILROAD MODEL CRAFTSMAN • RAILFAN & RAILROAD • FLYING MODELS

What is a Digital Edition?

A Carstens Digital Edition is an electronic version of the print magazine. The electronic version is delivered in a format identical to the print version. With the increased popularity of tablet computers and other mobile digital devices, not only will we better serve our existing customers, but reach out to a new generation of readers as well. In addition, you will also enjoy easy article searching and bookmarking, hyperlinks within the publication to other resources, supplemental content such as video and animation, and direct links to advertisers and their products (where applicable). You'll also be able to share article clips with your friends! With our free CarstensMags app, Carstens Digital Editions can be read on your Apple® iPad™, iPhone™, or iPod Touch™. **If you don't have a tablet computer or other mobile digital device, don't worry!** You can also purchase and read Carstens Digital Editions from your home computer or laptop right through your Flash-enabled web browser!



What are the benefits?

Making your display ad interactive helps extend the reach of your products and services. The advantage of reading a digital edition on a mobile digital device or a computer or laptop means that the reader already has access to the Internet, and is expecting a certain degree of interactivity. If the reader is interested in your product, they can click on a link in your ad and get more information immediately. Because they are connecting with your product almost instantly, there is a greater possibility for a sales conversion.

Pay for Performance

The same rates are available for Railroad Model Craftsman, Railfan & Railroad, and Flying Models.

Audio/Video Clips:

For an additional \$150.00, we can embed brief video clips into your display ad. Please contact us for specifications and technical requirements.

Bookmarks:

For an additional \$75.00, we can "bookmark" your ad so that readers can jump right to it, even before they open the magazine.

Active Links:

There is no additional charge to set up an active link in your display ad. Once you request an active link in one of our digital editions, your cost per month will be based on the number of click leads generated, up to 2,000 clicks. At only .10 per click, it's a very cost-effective way to drive traffic to your web site.

Why iPad?

A recent study (May 2011) conducted by the Nielsen company has revealed several interesting numbers on current tablet usage in the U.S. and in particular about the usage of the Apple iPad. The survey polled only tablet owners in the U.S. and discovered that 82 percent of them owned an Apple iPad. Furthermore, the report revealed that of the tablet owners that also owned an e-reader, 27 percent found they used the e-reader less often or not at all. This same percentage was found for those who also owned a portable media player.

What's next?

We will be announcing additional options to purchase and read digital editions that do not rely on the iPad or other e-readers.

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