

**43 YEARS OF PROVIDING BUSINESS
INFORMATION TO THE RV INDUSTRY**

RV
NEWS

THE VOICE OF THE RV INDUSTRY

2019 MEDIA PLANNER

RV News

The Leader in RV Industry Trade Magazines

Established in 1975: RV News was the first trade magazine to serve the RV industry and its 43-year legacy of print and digital publications make it the oldest RV business magazine in existence.

We reach
12,500
every month. ¹²³⁴⁵

¹ Distribution includes digital and print copies of the magazine.

² Monthly distribution includes professionals who have subscribed, have recently attended an RV trade show, have been identified by an RV News advertiser as a buying customer, or are personally known to the publisher.

³ Average is subject to change as subscribers are added throughout 2019 and as names are processed through RV News's in-house qualification process.

⁴ Readers are verified by the publisher or a magazine advertiser to be actively employed professionals in the RV industry.

⁵ 12,500 is the publication's average distribution, with copies of the magazine above this number being considered as bonus distribution and not part of what RV News' advertising rates are based on.

RV News provides comprehensive, targeted and timely business information to help key industry decision makers run their businesses and be aware of products/services and national consumer and business trends.

RV News is focused on helping RV executives increase efficiency and profitability with timely information through its industry-leading monthly magazine, updated-daily new website and digital library.

Executives and managers say they choose *RV News* because the articles cover the entirety of the RV industry: industry trends, new vehicle models, brands and floorplans, original equipment suppliers/manufacturers, Aftermarket parts/accessories distribution, RV dealerships and rental companies, RV trade associations, B2B trade shows, business solutions like software, finance and insurance, industry-specific educational training, and much more.

Our collective reader list is the most comprehensive, up-to-date list of business decision makers in the RV industry. They represent an annually estimated \$50 billion in purchasing power.

Our readers describe their business type¹² as:

RV Dealer, Retail Store or Repair Shop	70%
RV Manufacturer	9%
RV Parts/Accessories Supplier	24%
RV Distributor	3%
RV Rental Organization	9%
RV Storage Facility	7%
RV Trade Association	1%
RV Resort Developer or Campground	3%

Finance or Insurance Company	1%
RV Business Services Company or Consultant	1%
RV Manufacturer's Rep	1%
PR or Advertising Agency	1%
Manufactured Housing Industry Company	1%
Trailer (not RV), Marine, Powersports or Other Related Industry	6%

¹ Distribution list is compiled by combining subscribers, RV News advertisers' customer lists provided by the advertiser, RV industry professionals personally known to the publisher, and registration lists of attendees at RV trade shows. Information in each reader's company type comes from these sources.

¹² Multifaceted businesses can select more than one option above for a more complete perspective of the business type; therefore totals may add up to more than 100 percent.

2019 EDITORIAL CALENDAR

Each month, *RV News* covers three key categories within the industry: **Aftermarket parts and accessories**, **O.E. suppliers**, and **RV manufacturing**, in addition to the topics covered in its many other feature stories. To submit story ideas, press releases or products to be featured, email news@rvnews.com.

JANUARY	AD CLOSE NOV. 15	<ul style="list-style-type: none"> PoP Displays & Plan-o-Grams Chassis, Engines & Axles Class Cs 	
	FEBRUARY	AD CLOSE DEC. 14	<ul style="list-style-type: none"> Water & Sewer RV Interiors Travel Trailers
		MARCH	AD CLOSE JAN. 20
APRIL			AD CLOSE FEB. 19
	MAY		AD CLOSE MAR. 20
		JUNE	AD CLOSE APR. 21
JULY			AD CLOSE MAY 19
	AUGUST		AD CLOSE JUNE 20
		SEPTEMBER	AD CLOSE JULY 19
OCTOBER			AD CLOSE AUG. 19
	NOVEMBER		AD CLOSE SEP. 20
		DECEMBER	AD CLOSE OCT. 20

Annual Special Issues



July
Made in the USA Issue



September
Elkhart Open House Preview



October
RVDA Show Issue

SPECIAL FRONT COVER ADVERTISING OPPORTUNITIES

There is nothing like being first, and our special front cover advertising options make a huge impression. Call your sales rep for availability and price quote.

BARREL-FOLD COVER:

This option makes an impression like no other. It pairs a 3-page spread, packaged with a single "next to front cover" page. Readers can't resist checking it out. Most will see your message before ever reading a story in the magazine.



BARN DOOR/FRENCH DOOR COVER:

This option gives an advertiser the ability to have a 2-page spread placed within the split front cover. Readers naturally open the "double doors" and see the message before opening the magazine.

BELLY BANDS:

RV News' double-sided belly bands enwrap the front cover to maximize the area for your message. Readers must look at your message before opening the magazine and reading any editorial content.



**Advertise your
business here!**

DAILY E-NEWSLETTER

Only two companies are allowed to advertise each day.

Each of the two sponsors in a newsletter has a 300 x 250 dpi area to present a custom message or ad.

Sponsorship package pricing is as follows:

- 12-pack (a single day 1x per month for the entire year): \$325 per day
- 24-pack (a single day every other week for the entire year): \$300 per day
- 50-pack (a single day every other week for the entire year): \$275 per day

E-newsletter distribution is guaranteed to be a minimum of 4,000.

RV NEWS

THE VOICE OF THE RV INDUSTRY

Today's Business News

Today's Date

[Advantage PressurePro Announces New Dynamic Sensor](#)

[RV/MH Hall of Fame Inductee Passes Away at 90](#)

[Business Friendly Customer Service](#)

[Cummins Announces Two New Promotions to Executive Team](#)

[RVIA and CEIR Make Progress on Public-Private Partnerships](#)

[RVDA of Canada and RVDA of BC Donate In Support of Wildfire Victims](#)

[Cummins Expands Position Responsibilities for Vice President](#)

[Beyond, Inc. Acquires RV Industry Software Firm Rainmaker Consulting](#)

[60th Annual International Airstream Rally Begins July 23](#)

Sponsorship

300 x 250

[Click here to subscribe to RV News Magazine](#)

Sponsorship

300 x 250

[Click here to email RV News a news tip](#)

E-Media Opportunities

The screenshot shows the RV News website interface. At the top, there are navigation links for 'Read Today's News', 'Read the Magazine', and 'Manage Subscriptions'. The main header features the 'RV NEWS' logo and a search bar. Below the header, there are three yellow 'TOP BANNER' ad spots, each labeled '520 X 82' and '\$900'. The main content area is divided into several sections: 'Industry News' with a featured article about Meyer Distributing, 'Promotions & Hirings' with an article about Lippert Promotes Ryan Smith, and 'Mergers/Acquisitions' with an article about RV Retailer Aquinos. On the right side, there are three yellow 'BOX AD' spots, each labeled '345 X 269' and '\$800'. At the bottom, there is a large yellow 'BOTTOM BANNER/HERO' ad spot labeled '1432 X 140' and '\$1200'. The footer contains site design information and copyright details.

New for 2019

Starting in December of 2018, the RV News website will be optimized for all devices and have a whole new look and functionality. It will include much more than just up-to-the-minute industry news stories. The website will be a comprehensive searchable library of the companies, RV models and brands, parts/accessories and people in the RV industry.

It will continue to be the leading online business resource for RV industry information. People return often, maximizing page views for the purposefully limited number of advertisers who secure a website spot.

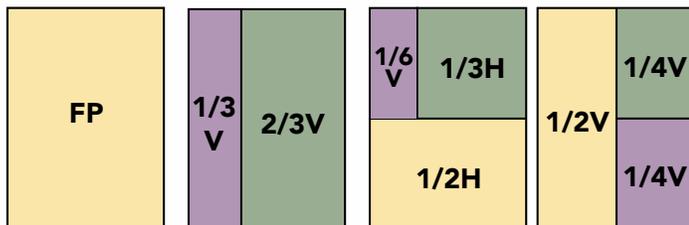
Three ad sizes are available:

- **Top Banner:** To maximize visibility, the site-wide Top Banner ad sticks to the top of the page no matter how far visitors scroll down. Three Top Banners are loaded on every page of the site for an entire month and are perfect for maximized exposure. Dimensions are 520 pxls wide X 82 pxls tall.
- **Box Ad:** Box ads are located to the far right where website visitor's eyes naturally end, as they read left to right. The three ad locations rotate a total of just six companies, ensuring each ad appears 50 percent of the time upon any web page load, sitewide. Box ad dimensions are 345 pxls wide X 269 pxls tall.
- **Bottom Banner/Hero:** The ad is the largest ad on the website, and like the top banner ads, stick on the page at the bottom regardless of how a user scrolls. It is a foundational visual element of the website. The Hero ad dimensions are 1432 pxls wide X 140 pxls tall.

PRINT ADVERTISING* AND AD SIZES

	Cost	Ad Specification Width x Height
2-Page Spread (w/bleed)	\$6,400.....	16 3/4" x 11 1/8"
Full page (w/bleed)	\$3,850.....	8 3/8" x 11 1/8"
2/3 Page (V)	\$3,000.....	4 5/8" x 10"
1/2 Page (H)	\$2,600.....	7 1/8" x 4 7/8"
1/2 Page (V)	\$2,600.....	3 3/8" x 10"
1/3 Page (H)	\$2,100.....	4 5/8" x 4 7/8"
1/3 Page (V)	\$2,100.....	2 1/4" x 10"
1/4 Page (V)	\$1,500.....	3 3/8" x 4 7/8"
1/6 Page (V)	\$1,125.....	2 1/4" x 4 7/8"

*All ads have 4-color included (a \$500 value)



Premium Positioning

Ask about premium positions available in 2019. Upcharges range from 10 to 20%.

Specialty Printing

RV News offers a host of specialty printing products to help your advertising truly stand out. Pricing is quoted on a per-project basis to ensure advertisers get the lowest possible price. Ask for a quote on any of the following:

- 4-Page Barrel-Fold Cover
- 2-Page Barn Door Cover
- 2" x 2" Front Cover Sticky Note
- 4-inch-wide Belly Band
- 2- or 4-Page Advertorial
- Inserts and Ride-Alongs
- Posters

E-MEDIA ADVERTISING

Website¹

All ads are featured for a one-month period beginning on the first day of the month and ending on last day of the month.

Site-Wide Top-Spot Banner\$900
Quantity of three, featured side by side (520 x 82 pxls at 72 dpi). For responsive display optimization, ad specs sent to us should be 650 x 150 pxls. Recommended text font size: 24 pt.

Site-wide Bottom Banner/Hero Ad\$1,200
Exclusive position with no share of voice (1432 x 140 pxls at 72 dpi). For responsive display optimization, ad specs sent to us should be 1600 x 156 pxls. Recommended text font size: 38 pt.

Box Ad\$800
Three positions rotate up to six ads (345 x 269 pxls at 72 dpi). For responsive display optimization, ad specs sent to us should be 450 x 350 pxls. Recommended text font size: 24 pt.

¹ The website will display ads according to a viewer's device screen resolution. All ads will be optimized to display proportionally so actual ad display sizes may vary.

Daily E-newsletter

Newsletter sponsorships are purposefully limited to two sponsors each day to maximize the exclusivity of each newsletter's sponsors. Ads deploy in the newsletter on the day of your choice. Each sponsorship ad measures 300 pxls wide X 250 pxls tall.

Being one of the two sponsors for a single day is priced at \$350.00

Multi-insertion package pricing enables a sponsor to consistently get their message to digital subscribers.

- The 12-pack: sponsor a day of the week for a quarter of the year or sponsor a single day each month, all year long. \$325.00 per day
- The 24-pack: sponsor a day of your choice every other week for the entire year or take a day of the week for a 6-month period. \$300.00 per day
- The Full Monte: sponsor a day of the week all year long (total of 50). \$275.00 per day.

DIGITAL FILE REQUIREMENTS

The most effective way to ensure your file prints error-free is to provide a press-ready PDF (see the specifications below). PDFs are the preferred file format; that said, we can accept jpeg, tiff and eps file formats, as well as all files compatible with the Adobe CS6 Creative Suite or newer, so long as they adhere to the following specifications:

- Fonts and images are embedded within the file.
- Only CMYK color mode is used (index, lab, spot and RGB will not be accepted).
- The file itself and all images included must be 300 dpi resolution or higher.
- Ink density must remain below 300 percent.

Ad materials can be sent to DRN Media LLC, 685 S Arthur Avenue, Unit 6, Louisville, CO 80027 or sent digitally to adproduction@rvnews.com.

INSERTS

Inserts are quoted individually. Two samples of the insert must be submitted for production and must be Post Office-approved prior to acceptance of the order. Tip-on specifications differ. Please contact your advertising representative for details.

PUBLISHER'S STATEMENTS

Cancellations are not accepted after the closing date. Materials are due no later than three days after the closing date.

Terms for all advertising are established at the time of reservation. Payments received after 45 days under net-30 terms are subject to a 5 percent late fee at the publisher's discretion. Advertising agencies who fail to mail payment within 45 days relinquish the 15 percent discount afforded them, and the account is considered to be in default.

If an account or agency defaults on payments, the client and/or agency representing them is responsible for all collection fees as well as attorney fees. If an agency defaults on payment, the client it represents agrees to be held responsible to total due.

DRN Media reserves the right to reject or edit any material submitted to the magazine that does not conform to its standards. DRN Media reserves the right to accept or reject advertising insertions for any reason. All liability for advertising insertions on RV News's website and/or magazine is undisputedly held with the advertiser.

Publisher reserves the right to increase or decrease scheduled contracted insertions based on payment history. In the event ads are not submitted by the due date and fail to go to press after a contracted insertion is made, the advertiser or agency representing it will be short-rated for remaining ads.



720-353-4003 • 685 S Arthur Avenue, Ste. 6 • Louisville, CO 80027
RV News is published by DRN Media LLC