

RV NEWS

THE VOICE OF THE RV INDUSTRY

2020 Media Planner



44 Years of Providing Business
Information to the RV Industry

RV NEWS

THE VOICE OF THE RV INDUSTRY

The Leader in RV Industry Trade Magazines

Established in 1975: RV News was the first trade magazine to serve the RV industry and its 44-year legacy of print and digital publications make it the oldest RV business magazine in existence.

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 \$60 billion in purchasing power.

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 2020 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.

Our readers describe their business type¹² as:

RV Dealer, Retail Store or Repair Shop	70%
RV Manufacturer	10%
RV Parts/Accessories Supplier	25%
RV Distributor	3%
RV Rental Organization	9%
RV Storage Facility	6%
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.

² 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.

2020 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.

MONTH	RV MANUFACTURING	ORIGINAL EQUIPMENT PRODUCTS	AFTERMARKET PRODUCTS
JANUARY Ads due Dec 10	Bunkhouses	Chassis, Engines, Wheels & Tires	In-Store Displays, Plan-O-Grams and P.O.P.
			Roofing, Vents and Awnings
FEBRUARY Ads due Jan 10	Travel Trailers	Furniture, Bedding and Flooring	Fresh Water & Sanitation
			Lighting and Hardware
MARCH Ads due Feb 10	Fifth Wheels	RV Control Systems & Electronics	Hitches & Towing
APRIL Ads due March 10	Type As	HVAC, RV Roofing and Awning	Camping Gear
MAY Ads due April 10	Super Cs	Paint & Graphics	Jacks, Lifts & Leveling
JUNE Ads due May 10	Destination Campers	RV Appliances	Power Solutions
JULY Ads due June 10	Hybrid Adventure Trailers	Construction Materials	Made in The USA
AUGUST Ads due July 10	Toy Haulers	Windows, Doors & Steps	Safety Equipment
SEPTEMBER Ads due Aug 10	Open House Preview	Power & Plumbing	Cleaning & Winterization
OCTOBER Ads due Sept 10	Type Bs	Suspension and Steering	Business Solutions, F&I, Software
NOVEMBER Ads due Oct 10	Open House Best of Show	Kitchen & Bath	Appliances & Electronics
DECEMBER Ads due Nov 10	Truck Campers	Caps, Sidewalls, Seal & Trim	New Products for 2020

Annual Special Issues



July
Made in the USA Issue



September
Elkhart Open House Preview



November
RVDA Show Issue

E-Media Opportunities ¹

RV NEWS
THE VOICE OF THE RV INDUSTRY

Find RV Companies, Products & People

SUBSCRIBE

HOME

NEWS

MAGAZINE

INDUSTRY LIBRARY

INDUSTRY CALENDAR

SUBSCRIPTIONS

CONTACT US

BANNER AD
450 x 120
\$900

BANNER AD
450 x 120
\$900

BANNER AD
450 x 120
\$900

Today's News

BIG STORIES

Lorem ipsum dolor sit amet consectetur. Aliquam erat purus, proin non tristique in. Maecenas fermentum fermentum arcu et.

Powered Stabilizers, Levelers Standard on Keystone

Keystone RV announces nearly every model in the Keystone, Dutchmen and CrossRoads lineups will come standard with either power stabilizers or electric leveling as part of the company's initiative to "make camping easier, safer and more convenient."

Exclusions include single axle and non-slide travel trailer models, Keystone says.

READ MORE



TOWER AD
300 x 600
\$800

Caravan Salon Sees Record Attendance



Lippert Entryway Accessories Improve



Hershey Show Kicks Off with Training Day



TOWER AD
300 x 600
\$800

Sunflare Solar Panels Better in Partial Shade



Lazydays Enhances Service Operations



Outdoor Rec Outpaces U.S. Economy



TOWER AD
300 x 600
\$800

Fold Out Camper Weighs 1,490 Pounds



Exclusive: Train to Headline Grand Design Party



Travel Lite Begins Rehiring Production Staff



SEE MORE NEWS STORIES

HERO AD
1410 x 151
\$1200

• Banner Ads:

(Quantity 3 positions) These ads appear at the top of every web page on the site for an entire month. With an estimated 100,000 page views per month, these positions are brand awareness Goliaths. Dimensions: 450 pxls wide by 120 pxls tall at 72 dpi, with up to 3 slides with a 2 second delay between slides.

• Hero Ad:

(Quantity 1) This ad is a pop up ad that sits at the bottom of a visitor's screen no matter how far they scroll down until it is closed. It displays on every page on the website. It is a foundational dominant position on the website that makes a big impression. Dimensions: 1410 pxls wide by 151 pixels tall at 72 dpi.

NEW WEBSITE IN 2020

The RV News website launches with a whole new look in 2020. The contemporary new look is enhanced with even larger ad sizes. It also contains a new comprehensive, searchable industry library with many RV related companies having their own individual web page where vehicles, floor plans, OE and aftermarket products are listed. The company's key leadership, sales people and educational endeavors will be listed as will news articles and feature stories specific to the company.

Companies will have their own log in to manage their web page. Nothing like this has ever been done in the industry!

The website will continue to be the leading news source for up to the minute B2B articles but will now offer so much more.

Three ad positions are available and all appear for an entire calendar month.

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.

• Tower Ads:

(Quantity 3 positions with a 50 percent share of voice) These ads appear next to all the daily news stories on the home page and all other web pages on the site. They are strategically positioned on the right at the end of the headlines to ensure they are seen. Two ads rotate in each position alternating with every web page load. Dimensions: 300 pxls wide by 600 pxls tall at 72 dpi, with up to 3 slides with a 2 second delay.

DAILY E-NEWSLETTER BLAST*

The e-newsletter goes out to 4,500 top business decision makers each day Monday through Friday and boasts an astounding annual average open rate of 47.4 percent. The average click through rate for items listed in the e-newsletter is also impressive at 39.8 percent.

Each day the newsletter features the top business RV headlines from the last 24 hours. It serves as a digital daily newspaper for RV executives.

In 2020 the e-newsletter received a whole new look to make it more contemporary. Ad sizes doubled to give RV News advertisers even more real estate to convey their messages and build brand awareness.

Also new for 2020, a new type of ad is offered: The text ad.

The text ad allows advertisers to create their own headline message. It is situated amongst other news headlines to maximize visibility and links to whatever web page the advertiser indicates. Text ads can be any length up to 100 characters plus spaces.

TOWER ADS¹

Tower ad sponsorships are sold in packages of 6, 12, 24 and 50.

- 6 pack: \$350 per day (300 pxls wide by 600 pxls tall at 72 dpi).
- 12 pack: \$325 per day (300 pxls wide by 600 pxls tall at 72 dpi).
- 24 pack: \$300 per day (300 pxls wide by 600 pxls tall at 72 dpi).
- 50-pack: \$275 per day (300 pxls wide by 600 pxls tall at 72 dpi).

TEXT ADS

Text ad sponsorships are sold in packages of 3, 12 and 24.

- 3 pack: \$275 per day.
- 12 pack: \$200 per day.
- 24 pack: \$150 per day.

¹ The e-newsletter 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.

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Today's Business News

Today's Date

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

[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](#)

New Text Ad Here Characters + Spaces

[RVIA and ORIR 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](#)

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



July Issue

- Sleek New Travel Trailers
- Stepping Up RV Entry Options
- What's On Garry Enyart's Mind

**Tower Ad
Sponsorship
300 x 600**

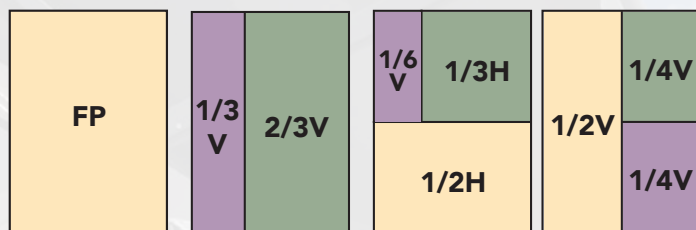
**Tower Ad
Sponsorship
300 x 600**

ADVERTISING DUE DATES

All ads are due on the 10th of the month prior to when the ads will run. As an example: Ads scheduled for March are due on February 10th.

* Daily e-newsletter open and click rates vary based on news content. Publisher does not guarantee specific click or open rates for any given e-newsletter.

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"

Premium Positioning

Ask about premium positions available in 2020. 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
- 4-inch-wide Belly Band
- 2- or 4-Page Advertorial
- Inserts and Ride-Alongs
- Posters

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.

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:

- Three columns per page
- Trim sizes: 8 1/8" x 10 7/8"
- Full-page live area: 7" x 10"
- All ads have 4-color included (a \$500 value)
- 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 undisputably 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.

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.



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