

# RV NEWS

THE VOICE OF THE RV INDUSTRY

## 2021 Media Planner

45 Years of Providing Business Information to the RV Industry



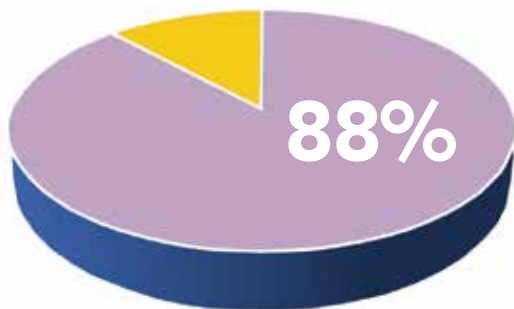
720-353-4003 • 685 S Arthur Avenue, Ste. 6 • Louisville, CO 80027  
RV News is published by DRN Media LLC

[www.rvnews.com](http://www.rvnews.com)

We Reach  
**12,500**  
 Every Month.<sup>123</sup>

**Our Readers' Business Types:**

RV Dealer, Retail Store or Repair Shop	76%
RV Manufacturer	11%
RV Parts/Accessories Supplier	23%
RV Distributor	3%
RV Rental Organization	8%
RV Storage Facility	5%
RV Trade Association	1%
RV Resort Developer or Campground	2%
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%



**88% say they are executives or managers who make purchasing decisions**

## Targeting RV Industry Professionals With Critical Business Information

**RV News** provides comprehensive, engaging and timely business information to industry decision makers on vehicles, products and services. RV News' editorial content has been cited by people in the RV industry who make purchasing decisions as their number one source for technology, trends, new products/services industry trends and business best practices for growth and profitability.

- Executives, product managers and purchasing managers at RV manufacturing companies overwhelmingly say RV News offers the best business information, according to two independent surveys.
- CEOs, presidents and managerial staff at RV dealerships cite RV News as the best source of information on vehicles, business solutions and aftermarket parts/accessories according to two independent surveys.
- Executives and marketing managers at original equipment and aftermarket supplier companies overwhelmingly say RV News provides the best return on investment for marketing dollars and is their first choice for getting info out to the industry.
- Aftermarket retail store managers and RV distributors say RV News is where they find the most up-to-date info on new products.

Our reader list is the most comprehensive up-to-date list of business decision makers in the industry. They represent \$60 billion in annual purchasing power.

<sup>1</sup> Distribution includes print and digital copies with all subscribers verified by the publisher.

<sup>2</sup> Subscribers who chose to receive both the digital and print copies are only counted once in distribution counts.

<sup>3</sup> Multifaceted businesses may select more than one category. Percentages reflect subscribers indicating a segment of their business falls into the specific category.

# 2021 Editorial Calendar

Each month, RV News covers 3 key categories within the industry.

To submit story ideas, press releases or products to be featured, email [news@rvnews.com](mailto:news@rvnews.com).

MONTH	TOPICS COVERED
<b>JANUARY</b> Ads due Dec 10	<ul style="list-style-type: none"> <li>• Travel Trailers</li> <li>• Chassis, Engines, Wheels &amp; Tires</li> <li>• Displays, Planograms &amp; P.O.P.</li> </ul>
<b>FEBRUARY</b> Ads due Jan 10	<ul style="list-style-type: none"> <li>• Bunkhouses</li> <li>• Furniture, Bedding &amp; Flooring</li> <li>• Fresh Water &amp; Sanitation</li> </ul>
<b>MARCH</b> Ads due Feb 10	<ul style="list-style-type: none"> <li>• Fifth Wheels</li> <li>• Control Systems &amp; Electronics</li> <li>• Hitches &amp; Towing</li> </ul>
<b>APRIL</b> Ads due March 10	<ul style="list-style-type: none"> <li>• Type As</li> <li>• HVAC, Roofing &amp; Awnings</li> <li>• Summer Camping Accessories</li> </ul>
<b>MAY</b> Ads due April 10	<ul style="list-style-type: none"> <li>• Type Cs</li> <li>• Exteriors, Paint &amp; Graphics</li> <li>• Jacks, Lifts &amp; Leveling</li> </ul>
<b>JUNE</b> Ads due May 10	<ul style="list-style-type: none"> <li>• Toy Haulers</li> <li>• RV Appliances</li> <li>• Power Solutions</li> </ul>
<b>JULY</b> Ads due June 10	<ul style="list-style-type: none"> <li>• Teardrops &amp; Tent Campers</li> <li>• Cabinets &amp; Countertops</li> <li>• Made in the USA</li> </ul>
<b>AUGUST</b> Ads due July 10	<ul style="list-style-type: none"> <li>• Truck Campers</li> <li>• Windows, Doors, Steps &amp; Ladders</li> <li>• Safety Equipment</li> </ul>
<b>SEPTEMBER</b> Ads due Aug 10	<ul style="list-style-type: none"> <li>• Open House Preview</li> <li>• Power Systems</li> <li>• Cleaning &amp; Winterization</li> </ul>
<b>OCTOBER</b> Ads due Sept 10	<ul style="list-style-type: none"> <li>• Type Bs</li> <li>• Steering, Suspension &amp; Ride Control</li> <li>• Business Solutions and F&amp;I</li> </ul>
<b>NOVEMBER</b> Ads due Oct 10	<ul style="list-style-type: none"> <li>• Open House Vehicle Awards</li> <li>• Kitchen &amp; Bath</li> <li>• Appliances &amp; Electronics</li> </ul>
<b>DECEMBER</b> Ads due Nov 10	<ul style="list-style-type: none"> <li>• Ultra-Lites</li> <li>• Slideouts, Seals &amp; Trim</li> <li>• New 2022 Products</li> </ul>

## RV Manufacturing & New Vehicles



## Original Equipment Suppliers



## Aftermarket Suppliers & Distribution



**Contact us at:**  
 rvnews.com • 720-353-4003

## Special Issues

- July: Made in America
- September: Elkhart Open House, New Vehicles
- October: Business Solutions
- November: Best New Vehicle Awards

### RV Dealerships



## Specialty Print Products

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
- Front Cover Tip-on

### 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 wrap 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.

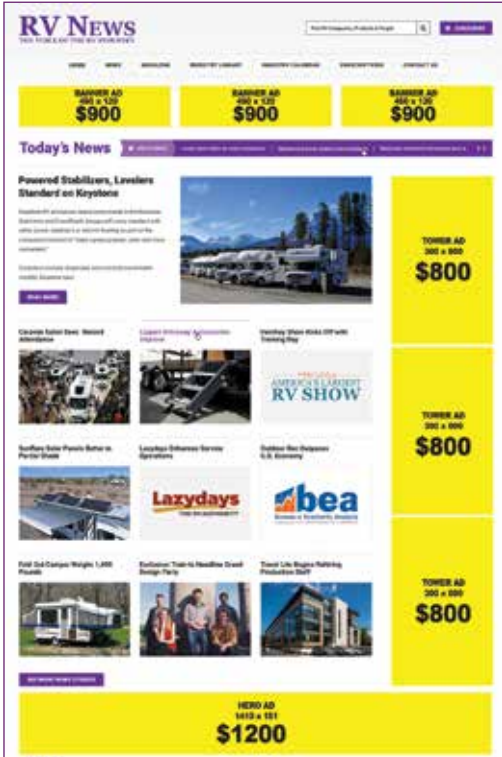
### Business Solutions and F&I



### Industry Trends



# The RV News Website



Phase 1 of the new website launched in 2020 and RV industry engagement increased by 68 percent from the year prior. In 2021, phase 2 will launch with dramatically enhanced features. User engagement is expected to once again increase significantly. Detailed user engagement ad reporting lets advertisers know exactly how ads are performing each month. Ads run for an entire month.

- More than 800,000 page views annually, and growing
- More than 450,000 sessions annually, and growing
- More than 300,000 users annually, and growing
- 88.2% new users in 2020

Banner Ads.....(450 pxls wide X 120 pxls tall).....	\$1000
Tower Ads.....(300 pxls wide X 600 pxls tall).....	\$900
Hero Ad.....(1410 pxls wide X 151 pxls tall).....	\$1200

All ads can have up to 3 slides with a 2 second delay between ads. Tower ads have a 50% share of voice.

# Daily E-newsletter Blast



The e-newsletter goes out to 5,500 industry decision makers each day Monday through Friday. It functions as a digital newspaper for the industry. A maximum of three advertisers can sponsor the breaking news and exclusive stories each day.

- Tower Ads.....(300 pxls X 600 pxls) .....\$375
- Text Ads.....(up to 100 characters) .....\$300

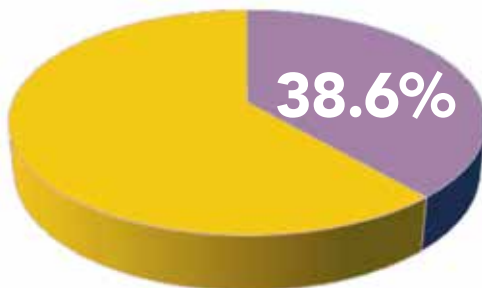
All ads are due on the 20th day of the month prior to when they will run.

## Package Discounts

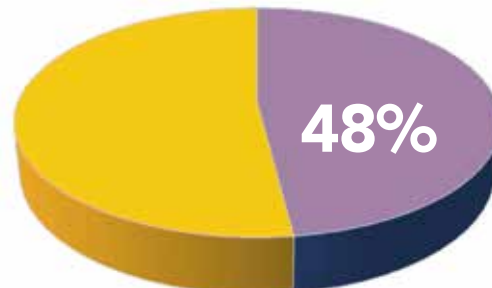
12 or more days.....	20% Discount
40 or more days.....	30% Discount

<sup>1</sup> Average open and click through rates vary depending on news content.

<sup>2</sup> The newsletter will display responsively to a viewer's device used to view the newsletter. All ads are optimized to display proportionally so actual ad display sizes may vary.



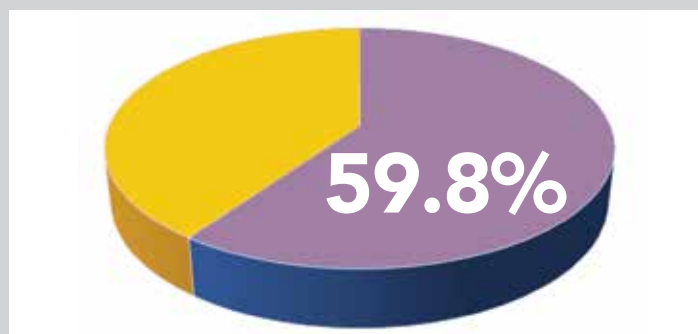
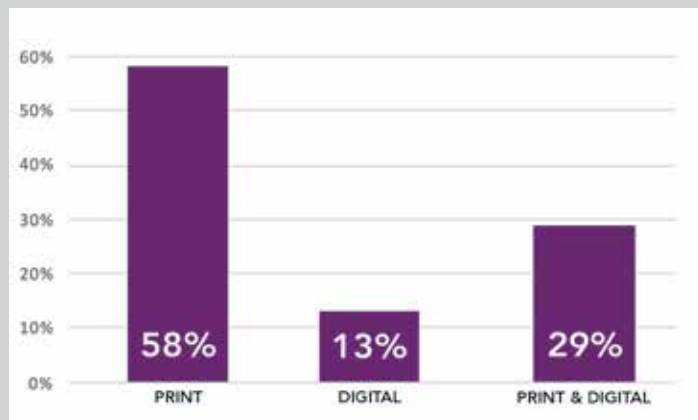
**Average Click Through Rate 38.6%**



**Average Open Rate 48%**

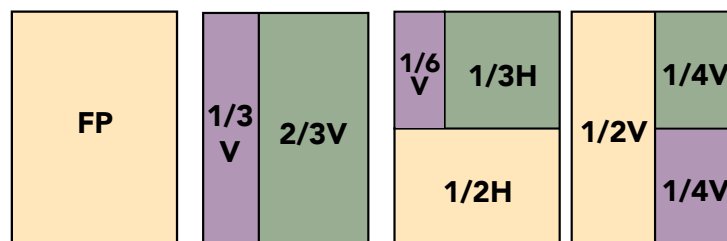
## Subscriber Preferences

- 98% read every issue
- 65% have made a purchasing decision or conducted business with a new company based on editorial content or advertising



**In a comprehensive 2019 independent survey of subscribers and non-subscribers in the RV industry, respondents said RV News is their number one source for RV business information**

## Print Advertising and Ad Sizes



Ad Size	Cost	Width x Height
2-Page Spread (bleed)	\$6,800	16 3/4" x 11 1/8"
Full page (bleed)	\$3,850	8 3/8" x 11 1/8"
2/3 Page (V)	\$3,100	4 5/8" x 10"
1/2 Page (H)	\$2,700	7 1/8" x 4 7/8"
1/2 Page (V)	\$2,700	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)	\$1,600	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 2021. Up-charges range from 10% to 20%.

### 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.

### All Successful Marketing Campaigns Begin With:

1. Identifying specific goals and the purpose of your marketing.
2. Assessing the annual established cycle of purchasing habits and preferences of your target customers in the RV industry to maximize the return on investment of your marketing dollars.
3. Deciding what resources and budget your company will allocate to accomplish its sales and marketing goals.
4. Contacting RV News magazine to put together a CUSTOMIZED advertising plan that will accomplish your goals, adhere to your budget, measure results and capitalize on the magazine's marketing expertise, strong industry relationships, industry-leading knowledge of buying cycles, strategic advertising packages, and the most complete list of business decision makers in the RV industry who consistently rely on RV News to provide them with information to help their business succeed.

We offer so much more than merely selling you ad space. Call us today to strategize on how to increase awareness of your company, product and/or services. Let us help you grow your company, increase sales and profitability.

**Call Now: 720-353-4003**