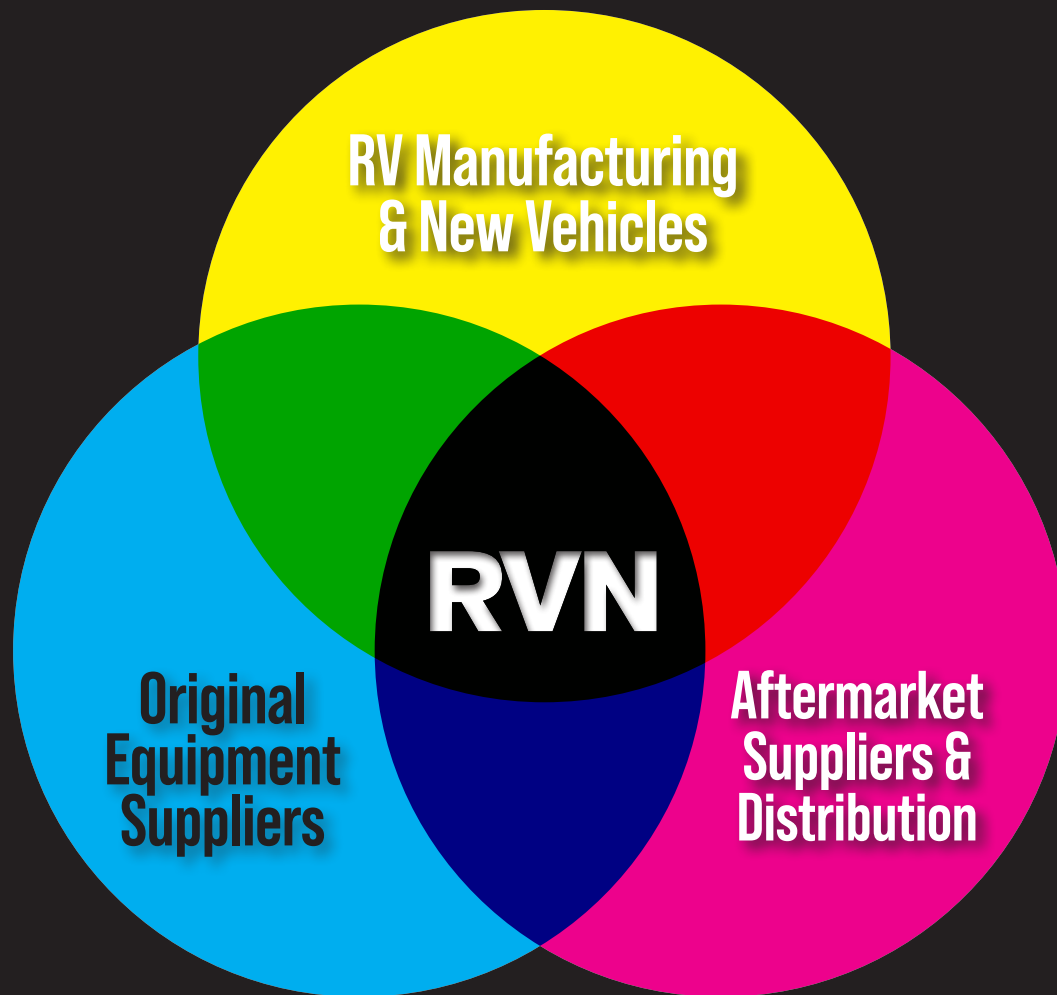


RV News

The Voice of the RV Industry

2023 Media
Planner



12,000
MONTHLY SUBSCRIBERS

497K
ANNUAL RVNEWS.COM VIEWS

5,300
DAILY E-NEWSLETTER READERS

96%
SUBSCRIBERS READ EVERY ISSUE

Targeting RV Industry Professionals With Critical Business Information

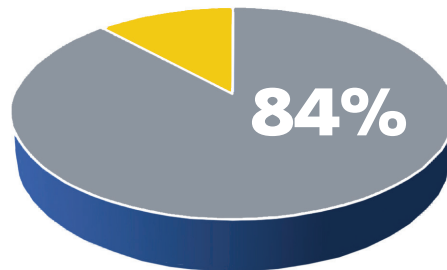
RV News provides comprehensive, engaging and timely business information to industry decision makers on vehicles, products and services. RV News' editorial content has been cited by people in the RV industry who make purchasing decisions as their number one source for technology, trends, new products/services 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 \$110 billion in annual purchasing power.

OUR READERS' BUSINESS TYPES:

RV Dealer, Retail Store or Repair Shop	73%
RV Parts/Accessories Supplier.....	23%
RV Manufacturer.....	12%
RV Rental Organization	7%
RV Storage Facility.....	6%
Trailer (not RV), Marine, Powersports	3%
RV Distributor	3%
RV Resort Developer or Campground.....	1%
RV Trade Association	1%
Finance or Insurance Company	1%
RV Business Services Company	1%
RV Manufacturer's Rep	1%
PR or Advertising Agency.....	1%
Manufactured Housing Industry Compan ..	1%

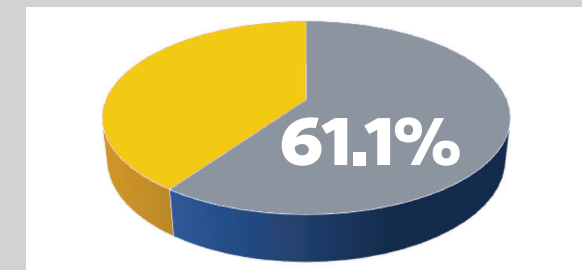
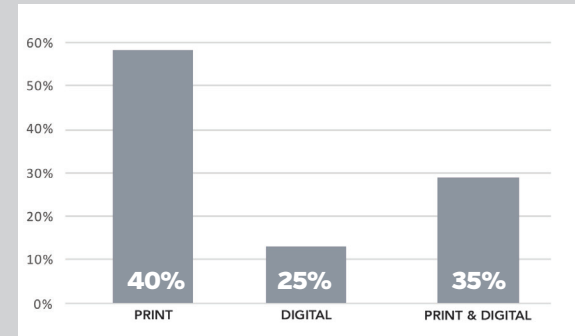


84% say they are executives or managers who make purchasing decisions

WE REACH
12,000
READERS EVERY MONTH

Subscriber Preferences

- 96% 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 2021 independent survey of subscribers and non-subscribers in the RV industry, respondents said RV News is their number one source for RV business information

2023 Editorial Calendar

MONTH	TOPICS COVERED
JANUARY Ads due Dec 10	<ul style="list-style-type: none"> • Manufacturer: Type C Motorhomes • OE Supplier: Chassis & Axles/Brakes • Aftermarket: Displays & Plan-o-Grams
FEBRUARY Ads due Jan 10	<ul style="list-style-type: none"> • Manufacturer: Travel Trailers • OE Supplier: Paint & Graphics • Aftermarket: Hitches & Towing
MARCH Ads due Feb 10	<ul style="list-style-type: none"> • Manufacturer: Fifth Wheels • OE Supplier: Steering, Ride Control & Wheels/Tires • Aftermarket: Freshwater & Sanitation
APRIL Ads due March 10	<ul style="list-style-type: none"> • Manufacturer: Type B Motorhomes • OE Supplier: Caps, Sidewalls & Slide Outs • Aftermarket: Camping Accessories
MAY Ads due April 10	<ul style="list-style-type: none"> • Manufacturer: Bunkhouses • OE Supplier: HVAC • Aftermarket: Jacks, Lifts & Leveling
JUNE Ads due May 10	<ul style="list-style-type: none"> • Manufacturer: Truck Campers • OE Supplier: Flooring, Cabinets & Counters • Aftermarket: Safety Equipment
JULY Ads due June 10	<ul style="list-style-type: none"> • Manufacturer: Super C Motorhomes • OE Supplier: Interiors • Aftermarket: Made in the USA
AUGUST Ads due July 10	<ul style="list-style-type: none"> • Manufacturer: Adventure Trailers • OE Supplier: Power Systems - LP, Electric & Solar • Aftermarket: Appliances & Electronics
SEPTEMBER Ads due Aug 10	<ul style="list-style-type: none"> • Manufacturer: Open House New Vehicles • OE Supplier: Appliances • Aftermarket: Cleaning & Winterization
OCTOBER Ads due Sept 10	<ul style="list-style-type: none"> • Manufacturer: Toy Haulers • OE Supplier: Electronics & Control Systems • Aftermarket: Business Solutions/F&I
NOVEMBER Ads due Oct 10	<ul style="list-style-type: none"> • Manufacturer: RV of the Year Awards • OE Supplier: Roofing & Awnings • Aftermarket: Power Solutions
DECEMBER Ads due Nov 10	<ul style="list-style-type: none"> • Manufacturer: Type A Motorhomes • OE Supplier: Kitchen & Bath • Aftermarket: 2024 New Products

Specialty Printing Techniques

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.

Special Issues

JULY:

Made in America



SEPTEMBER:

Elkhart Open House, New Vehicles



OCTOBER:

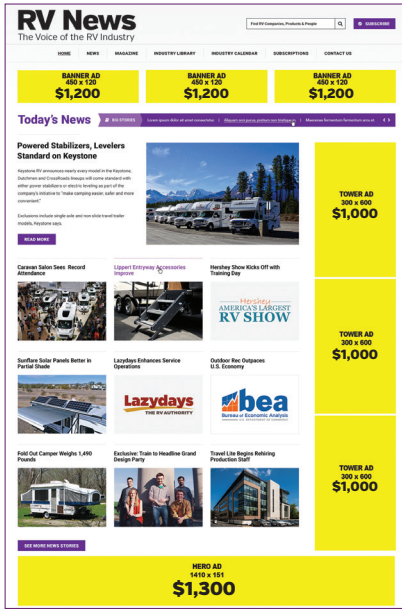
Business Solutions



NOVEMBER:

Best New Vehicle Awards





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 950,000 page views annually, and growing
- More than 575,000 sessions annually, and growing
- More than 400,000 users annually, and growing
- 28.6% new users in 2021

Banner Ads	(450 pxls wide X 120 pxls tall)	\$1,200
Tower Ads	(300 pxls wide X 600 pxls tall)	\$1,000
Hero Ad.....	(1410 pxls wide X 151 pxls tall)	\$1,300

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 5,300 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) \$400
 - Text Ads (up to 100 characters)..... \$325
- 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 |

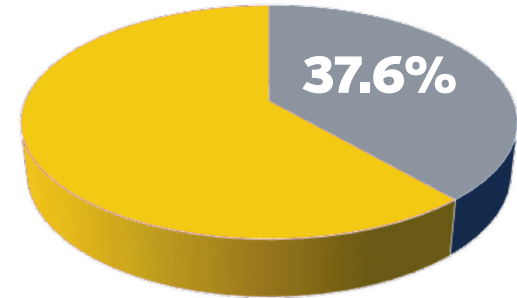
¹ Average open and click through rates vary depending on news content.
² The newsletter will display responsively to a viewer's device used to view the newsletter.
 All ads are optimized to display proportionally so actual ad display sizes may vary.

497K

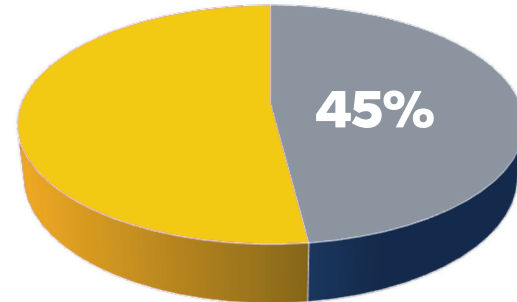
ANNUAL RVNEWS.COM VIEWS

5,300

DAILY E-NEWSLETTER READERS



Average Open Rate 37.6%



Average Click Through Rate 45%

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

To submit story ideas, press releases or products to be featured, email news@rvnews.com.

RV Manufacturing & New Vehicles

Feature > MANUFACTURER

Rev Group Raising the Bar

During Mike Lanzetta's first year as president of Rev Recreation Group, the longtime thought leader has set a new standard for operational excellence standards.

By RV News Staff

Rev Group's commitment to operational excellence is a well-known fact. The company's dedication to quality and customer service is a key differentiator in the RV industry. Mike Lanzetta, Rev's president, has led the company through a period of significant growth and innovation. In his first year, he has focused on raising the bar for operational excellence, setting a new standard for the industry.

“I am pretty picky on who I bring in and how I run my business. Now I’m open when they become open. It is not just the best person, it’s how they fit the people they are going to manage and lead.”

Lanzetta's leadership has been instrumental in Rev's success. He has implemented a rigorous process for hiring and training, ensuring that every employee is equipped with the skills and mindset needed to excel. This focus on operational excellence has led to improved efficiency, reduced costs, and higher customer satisfaction.

Rev's commitment to quality is evident in every aspect of its operations. From the design and engineering of its vehicles to the manufacturing process, Rev Group maintains the highest standards. This dedication to excellence has earned Rev a reputation as a leader in the RV industry, and it is a testament to the company's commitment to raising the bar.

As Rev continues to grow, Lanzetta remains focused on operational excellence. He believes that this is the key to long-term success in a competitive market. By consistently raising the bar, Rev Group is setting a new standard for the industry and ensuring that its customers receive the highest quality products and services.

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RV Dealerships

Feature > DEALER PROFILE

Natural Elements of Selling RVs

Sony's fit balances offering community and tourist needs with targeted diversification, resulting in disciplined growth.

By RV News Staff

Natural Elements of Selling RVs is a concept that has gained traction in the RV industry. It focuses on creating a natural and welcoming environment for customers, where they can feel comfortable and confident in their purchase. This approach is based on the idea that selling RVs is not just about the product, but about the experience. By providing a natural and welcoming environment, dealers can build trust and loyalty with their customers, leading to a more successful and sustainable business.

Sony's fit is a key element of this approach. It involves offering a community of like-minded individuals who share a passion for RVing. This community can provide valuable support and advice to new buyers, making the process more enjoyable and less intimidating. Additionally, offering a variety of products and services can help attract a wider range of customers, ensuring that the dealership is meeting the needs of a diverse market.

Disciplined growth is another important aspect of this approach. By focusing on quality and customer service, dealers can ensure that their business is growing in a sustainable and profitable way. This involves investing in training and marketing, as well as maintaining high standards of operational excellence. By following these principles, dealers can create a natural and welcoming environment for their customers, leading to a more successful and sustainable business.

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Business Solutions and F&I

Feature > F&I

The Era of RV Lifestyle Protection

RVers & Blower is enhancing finance and insurance professionals with a new approach to self-storage and roadside assistance policies based not on saving money on repairs, but focused on protecting family leisure vacations.

By RV News Staff | Photos by Jessica Marie Photography

The era of RV lifestyle protection is a new concept that is gaining traction in the RV industry. It focuses on providing comprehensive protection for RVers and their families, ensuring that their leisure vacations are protected from unexpected events. This approach is based on the idea that RVing is not just about the vehicle, but about the lifestyle and the memories that are created. By providing comprehensive protection, RVers can enjoy their vacations with peace of mind, knowing that their investment is protected.

RVers & Blower is a company that is leading the way in this new approach. They offer a range of products and services that are specifically designed for RVers, including self-storage and roadside assistance policies. These policies are based on the idea of protecting family leisure vacations, rather than just saving money on repairs. This approach is more comprehensive and provides a higher level of protection for RVers and their families.

Enhancing finance and insurance professionals is another key aspect of this approach. By providing comprehensive protection, RVers & Blower is helping to reduce the risk for these professionals, ensuring that they can provide the best possible service to their customers. This is a win-win situation for everyone involved, as it leads to a more secure and profitable business for all.

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Original Equipment Suppliers

Trends > EQUIPMENT

Lights, Sensors, Awnings

Today's OEM offerings go far beyond shade, lighting, wind sensors and approved awning practices. How do you choose? Here are some tips.

By RV News Staff | Photos by Melissa Rieder

Original Equipment Suppliers (OEMs) are playing an increasingly important role in the RV industry. They are providing a wide range of products and services that are designed to enhance the RVing experience. From lights and sensors to awnings and other accessories, OEMs are offering a variety of options that can help RVers enjoy their vacations more fully.

Today's OEM offerings go far beyond shade, lighting, wind sensors and approved awning practices. How do you choose? Here are some tips. First, it's important to understand the needs of your customers. Different RVers have different requirements, so it's important to offer a variety of options that can meet those needs. Second, it's important to focus on quality and customer service. OEMs should ensure that their products are reliable and durable, and that they provide excellent customer support.

By following these tips, OEMs can ensure that they are providing the best possible products and services to their customers. This will help them to build a strong reputation in the industry and ensure that they are meeting the needs of a growing market. OEMs are playing an increasingly important role in the RV industry, and it's important for them to continue to innovate and improve their offerings.

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Aftermarket Suppliers & Distribution

Feature > EQUIPMENT

A Stable Future: Q&A with Jeff Rutherford

Rutherford completed his first year as AIRXCEL president and vice president in the post in 2021. He sat down with RV News to discuss the challenges and opportunities in the aftermarket.

By RV News Staff | Photos by Jessica Marie Photography

AIRXCEL is a leading aftermarket supplier and distributor in the RV industry. Under the leadership of Jeff Rutherford, the company has achieved significant success in its first year as president and vice president. Rutherford completed his first year in 2021, and he sat down with RV News to discuss the challenges and opportunities in the aftermarket.

Rutherford's leadership has been instrumental in AIRXCEL's success. He has focused on providing high-quality products and services to customers, ensuring that they are meeting the needs of a growing market. Additionally, he has implemented a rigorous process for hiring and training, ensuring that every employee is equipped with the skills and mindset needed to excel.

The aftermarket is a key area of focus for AIRXCEL. Rutherford believes that this is a market with significant growth potential, and he is committed to providing the best possible products and services to customers. By focusing on quality and customer service, AIRXCEL is ensuring that it is meeting the needs of a growing market and building a strong reputation in the industry.

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Industry Trends

Trends > FIFTH WHEEL

Fifth Wheel Fame

RV manufacturing trends suggest the fifth wheel segment, particularly the fifth wheel with consumer demand, is in a bright spot and 2022 is for growth.

By RV News Staff | Photos by Melissa Rieder

The fifth wheel segment of the RV industry is experiencing significant growth and popularity. This is due to a variety of factors, including the increasing demand for larger RVs and the desire for more amenities and features. The fifth wheel segment is particularly well-positioned for growth, as it offers a wide range of options and is highly customizable.

RV manufacturing trends suggest the fifth wheel segment, particularly the fifth wheel with consumer demand, is in a bright spot and 2022 is for growth. This is supported by data from the North American Fifth Wheel Retail Registrations, which shows a steady increase in registrations over the past several years. Additionally, the 2021 Fifth Wheel Pricing by Segment shows that prices are rising, indicating a strong market for these vehicles.

The 2021 Top 5 Fifth Wheel Brands Market Share is as follows:

1 Grand Design Reflection	9.99%
2 Keystone Montana	7.3%
3 Keystone Cougar	6.27%
4 Grand Design Solis	5.4%
5 Forest River Cherokee	5.19%

According to the most recent data, the fifth wheel segment is expected to continue its upward trajectory in 2022. This is due to a variety of factors, including the increasing demand for larger RVs and the desire for more amenities and features. The fifth wheel segment is particularly well-positioned for growth, as it offers a wide range of options and is highly customizable.

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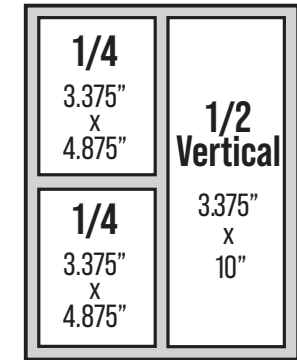
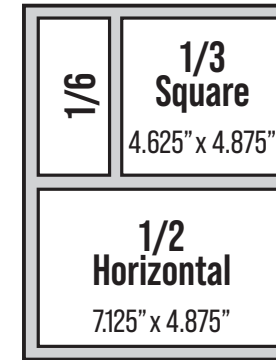
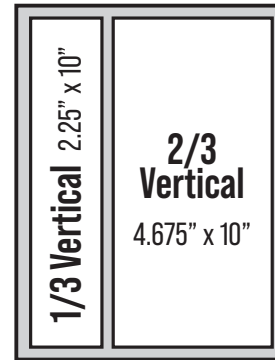
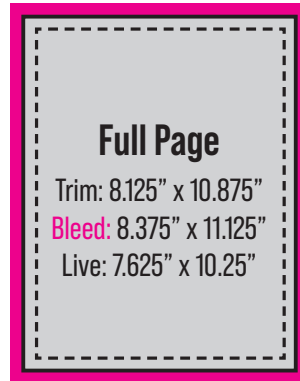
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Print Advertising and Ad Sizes



Ad Size	Cost	Width x Height
2-Page Spread (trim)	\$7,100	16.25" x 10.875"
Full page (trim)	\$4,100	8.125" x 10.875"
2/3 Page (V)	\$3,300	4.675" x 10"
1/2 Page (H)	\$2,865	7.125" x 4.875"
1/2 Page (V) <small>Advice Column & TBO Only</small>	\$2,865	3.375" x 10"
1/3 Page (H)	\$2,230	4.625" x 4.875"
1/3 Page (V)	\$2,230	2.25" x 10"
1/4 Page (V) <small>Advice Column & TBO Only</small>	\$1,700	3.375" x 4.875"
1/6 Page (V)	\$1,200	2.25" x 4.875"

Premium Positioning

Ask about premium positions available in 2023. Upcharges 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.

Pro Tip:

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.