

RV News

The Voice of the RV Industry

2024 MEDIA PLANNER



12,000

MONTHLY SUBSCRIBERS

2.6M

2.6 MILLION ANNUAL
WEBSITE IMPRESSIONS

5,200

DAILY E-NEWSLETTER
SUBSCRIBERS

96%

OF SUBSCRIBERS
READ EVERY ISSUE

RV News Magazine is the only publication in the RV industry to win a FOLIO award for excellence in editorial content.

WINNER:
2022 FOLIO:
EDDIE
AND **OZZIE**
AWARDS

Best Magazine > Full Issue > B2B
Retail / Manufacturing / Supply Chain

Targeting RV Industry Professionals With Critical Business Information

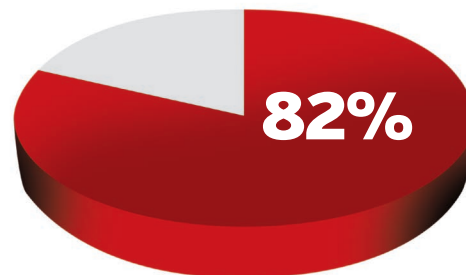
RV News provides engaging, timely business information to industry decision-makers on recreational vehicles, products and services. *RV News* has been cited by businesspeople who make purchasing decisions as their number one source for technology, trends, new products/business services, industry trends and business best practices that propel their company to 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.
- RV dealership CEOs, presidents and managerial staff cite *RV News* as the best industry source of business information on RVs, business solutions to improve their companies, and aftermarket parts/accessories, according to two independent surveys.
- RV original equipment suppliers and aftermarket parts/accessories suppliers say *RV News* is the undisputed leader in providing the best return on investment on marketing dollars spent to increase product and brand awareness. They say it is their first choice when attempting to reach their customers.
- Aftermarket retail store managers who make stocking decisions for their store locations say *RV News* has the most up-to-date info on new parts/accessories.

Our reader list is the most up-to-date and comprehensive list of business decision-makers in the RV industry. They represent a U.S economic impact of \$140 billion supporting 680,000 jobs and \$48 billion in wages. The average reader's business generates \$25 million in annual gross revenue.

OUR READERS' BUSINESS TYPES:

RV Dealer, Retail Store or Repair Shop	71%
RV Parts/Accessories Supplier.....	23%
RV Manufacturer.....	13%
RV Rental Organization	6%
RV Storage Facility.....	5%
Trailer (not RV), Marine, Powersports	3%
or Other Related Industry	
RV Distributor	2%
RV Resort Developer or Campground.....	>1%
RV Trade Association	>1%
Finance or Insurance Company	>1%
RV Business Solution Company	>1%
RV Manufacturer's Rep	>1%
PR or Advertising Agency.....	>1%
Manufactured Housing	>1%



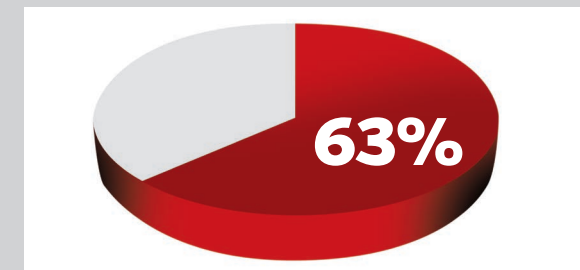
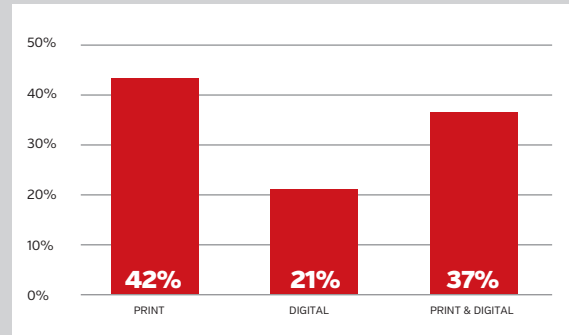
82% say they are executives or managers who make purchasing decisions

12,000

MONTHLY SUBSCRIBERS

Subscriber Preferences

- 93% read every issue
- 61% have made a purchasing decision or conducted business with a new company based on *RV News*' editorial content or advertising



In a 2022 independent survey of RV industry professionals, 63 percent said *RV News* is their primary source for RV business information.

2024 Editorial Calendar

MONTH	TOPICS COVERED
JANUARY Ads due Dec 10	<ul style="list-style-type: none"> Retail Store Displays Chassis, Suspension, Wheels & Tires Couples Coaches
FEBRUARY Ads due Jan 10	<ul style="list-style-type: none"> Hitches & Towing Appliances & HVAC Travel Trailers
MARCH Ads due Feb 10	<ul style="list-style-type: none"> Freshwater & Sanitation Caps, Sidewalls, Roofing & Sealants Toy Haulers
APRIL Ads due March 10	<ul style="list-style-type: none"> Camping Accessories Electronics & Lighting Type A Motorhomes
MAY Ads due April 10	<ul style="list-style-type: none"> Power Solutions RV Interiors Type C Motorhomes
JUNE Ads due May 10	<ul style="list-style-type: none"> Jacks, Lifts & Leveling Kitchen & Bath Fifth Wheels
JULY Ads due June 10	<ul style="list-style-type: none"> Made in the USA Furniture, Fabric & Fixtures Type B Motorhomes
AUGUST Ads due July 10	<ul style="list-style-type: none"> Appliances, Electronics & HVAC RV Exteriors Lightweight Trailers
SEPTEMBER Ads due Aug 10	<ul style="list-style-type: none"> Cleaning & Winterization Power Solutions Elkhart Open House
OCTOBER Ads due Sept 10	<ul style="list-style-type: none"> Business Solutions, Finance & Insurance Sideouts, Windows & Doors Overlanding & Off-Road Vehicles
NOVEMBER Ads due Oct 10	<ul style="list-style-type: none"> RV Exteriors Construction Materials RV of the Year Awards
DECEMBER Ads due Nov 10	<ul style="list-style-type: none"> New Products for 2025 New Technology Truck Campers

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 Covers**
- **2-Page Barn Door Covers**
- **4-inch-wide Belly Bands**
- **2- or 4-Page Advertorials**
- **Inserts and Ride-Alongs**
- **Wall Posters**
- **Front Cover Tip-ons**

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:

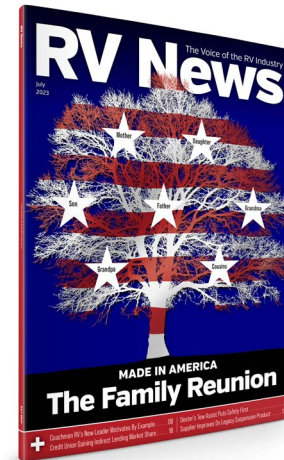
This option gives an advertiser the ability to have a 2-page spread placed within the split front cover. Readers naturally open the “double doors” and see the message before opening the magazine.

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

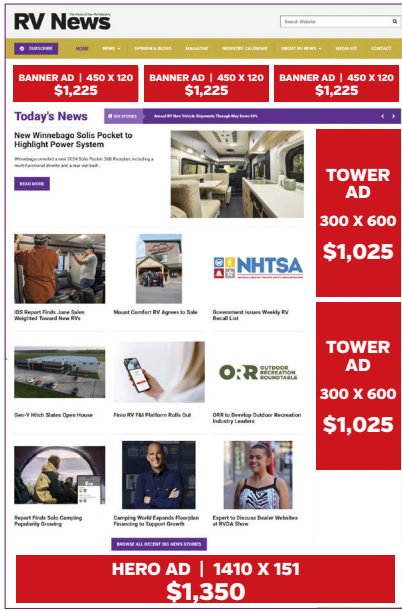


OCTOBER:
Business Solutions



NOVEMBER:
Best New Vehicle Awards





The RV News Website

In the last three years the *RV News* website has grown from under 500,000 annual web page impressions to more than 2.6 million website events in 2023. More than 275,000 visitors came to the website. User engagement defined as “events” by Google Analytics is projected to significantly increase in 2024. Reports are sent to advertisers at the end of each month after their ad appears on the website. Website ads run for an entire month.

- More than 1 million page views annually
- More than 475,000 sessions annually
- More than 275,000 users annually
- 29 percent were new users in 2023

Banner Ads	(450 pxls wide X 120 pxls tall)	\$1,225
Tower Ads	(300 pxls wide X 600 pxls tall)	\$1,025
Hero Ads	(1410 pxls wide X 151 pxls tall)	\$1,350

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 5,200 industry decision-makers each day Monday through Friday. It functions as the daily, digital newspaper for the RV industry. A maximum of three advertisers are allowed to sponsor each daily eblast to maximize advertisers’ return on investment.

- Tower Ads
- Text Ads

Package Discounts

12 or more days in a year (if purchased at the same time)..... 20% Discount
 36 or more days in a year (if purchased at the same time)..... 30% Discount

- ¹ Average open and click through rates vary depending on news content.
- ² The e-newsletter will display responsively to viewers’ devices. All ads are optimized to display proportionally so actual ad display sizes may vary.

Digital Ad Due Dates

E-newsletters and website digital ads are due on the 20th of the month prior to the month they will run.

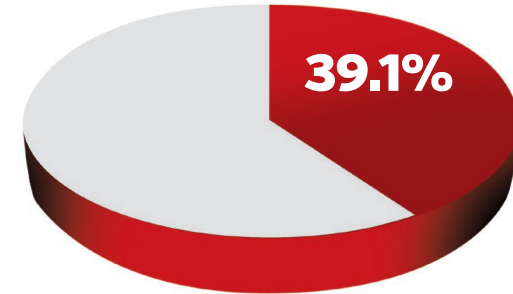


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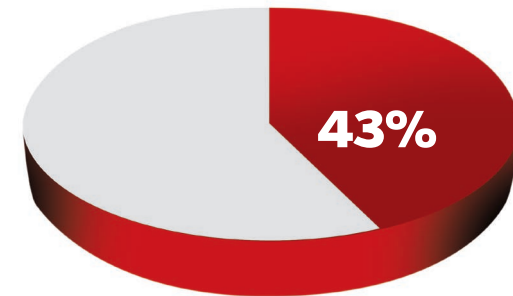
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DAILY E-NEWSLETTER SUBSCRIBERS

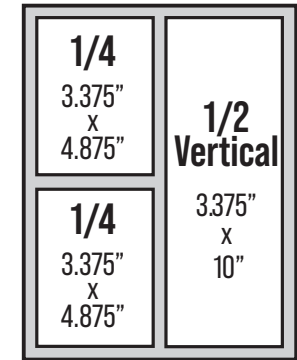
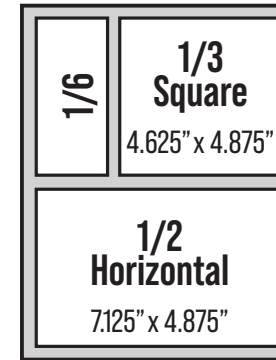
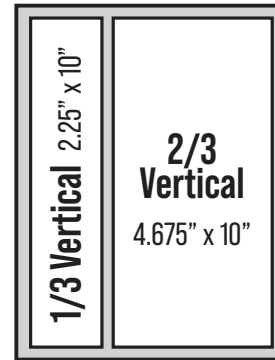
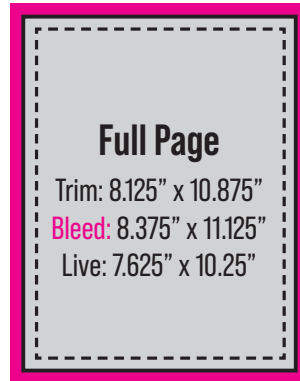


Average Open Rate 39.1%



Average Click Through Rate 43%

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 Tips:

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.