

RV News

The Voice of the RV Industry

2026
MEDIA PLANNER



12,000
MONTHLY SUBSCRIBERS

2.7M
2.7 MILLION ANNUAL
WEBSITE IMPRESSIONS

5,000
DAILY E-NEWSLETTER
SUBSCRIBERS

90%
OF SUBSCRIBERS
READ EVERY ISSUE

RV News magazine is the only publication in the RV industry recognized both nationally and internationally for four straight years for editorial excellence.



WINNER

Best Full Issue
Monthly Business Magazine
Years **2022, 2023** and **2024**



WINNER

Top 25 Business Magazines
Internationally 2025

*Awarded by Trade, Association, Business
Publications International (TABPI)*

Providing RV Industry Professionals With More Editorial Content Than All Other RV-Related News Organizations Combined

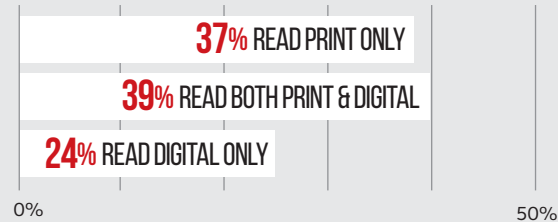
RV News provides engaging, timely business information to industry decision-makers on recreational vehicles, products and services. The company produces more editorial content than all other RV-related B2B news organizations combined.

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.

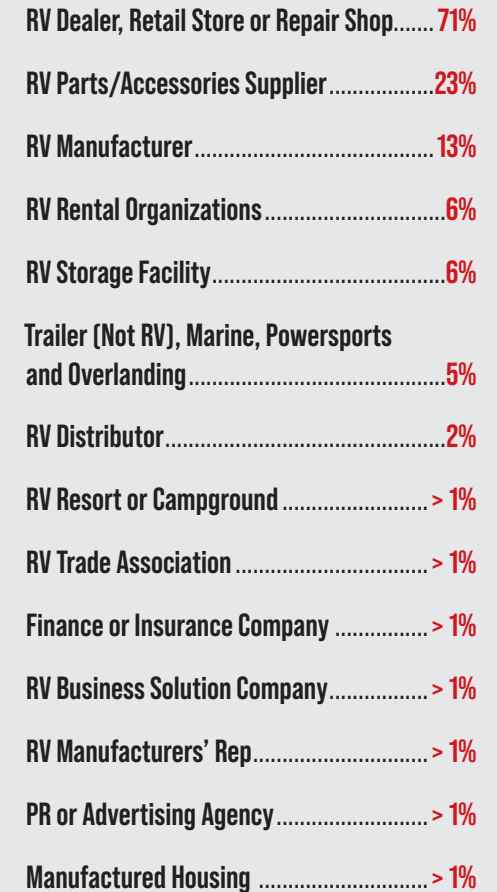
12,000 MONTHLY SUBSCRIBERS



SUBSCRIBER PREFERENCES:



OUR READERS' BUSINESS TYPES:



2026 Editorial Calendar

| MONTH | AFTERMARKET PRODUCTS | OE CATEGORY | SPECIAL ISSUE |
|-----------|--|---|--|
| JANUARY | Hitches and Towing | New Technologies and Product Improvements | |
| FEBRUARY | Retail Store Displays | Power Solutions | |
| MARCH | Freshwater and Sanitation | RV Interiors | |
| APRIL | Camping Accessories | Appliances and HVAC | |
| MAY | Power Solutions | Kitchen and Bath | |
| JUNE | Appliances and HVAC | RV Exteriors | |
| JULY | Made in the USA | Jacks and Leveling | Made in the U.S.A. |
| AUGUST | Electronics, Connectivity and Lighting | Roofs and Floors | |
| SEPTEMBER | Cleaning and Winterizaton | Construction Materials | Elkhart Open House Preview/Supplier Show |
| OCTOBER | Business Solutions and F&I | Electronics and Control Systems | RVDA Preview |
| NOVEMBER | Jacks, Lifts and Leveling | Water System Components | RV of the Year Awards Issue |
| DECEMBER | New Products for 2027 | Wheels, Tires, Suspension and Brakes | |

Special Issues

JULY:
Made in America



SEPTEMBER:
Elkhart Open House, New Vehicles



OCTOBER:
Business Solutions



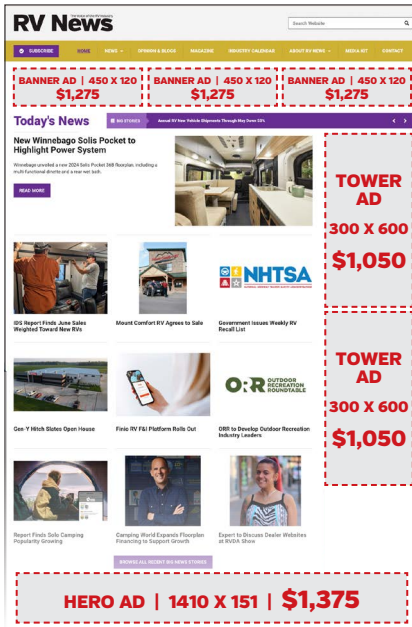
NOVEMBER:
Best New Vehicle Awards



Specialty Print Advertisements

RV News offers a host of specialty advertising options for companies that want to truly stand out and make a big impression. Call [720] 524-7889 for a quote:

- Barrel Fold Front Cover (4 pages total)
- Barn Door Front Cover (2 pages total)
- 4-inch-wide Double-Sided Belly Band
- 2- or 4-page Custom Advertorials
- Inserts and Outserts
- Posters
- Tip-ons and Sticky Notes



Daily E-newsletter

The e-newsletter goes out to 5,000 industry decision-makers each day, Monday through Friday. It functions as the daily, digital newspaper for the RV industry. A maximum of four advertisers are allowed to sponsor each daily eblast to maximize advertisers' return on investment. All ads run for a single day with the exception of the all new for 2026 "Weekly Sponsor Banner," which runs for the entire week.

Enewsletter Pricing

Tower Ads: \$500 (300 pxls wide by 600 pxls tall²)

Headline Text Ad: \$350 (100 characters plus spaces)

Weekly Sponsor Banner (5-days straight M-F): \$1800
(800 pxls wide by 200 pxls tall²)

Enewsletter 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**

Website

The RV News website features 1.1 million annual web page impressions with more than 2.7 million website events in 2025. More than 275,000 unique visitors came to the website in 2025. User engagement is defined as "events" by Google Analytics. It is projected to significantly increase in 2026.

- More than 1.1 million page views annually
- More than 475,000 sessions annually
- More than 275,000 users annually

Reports are sent to advertisers at the end of each month after an ad appears on the website. All advertisers are given a unique log in to view analytics in real time. Website ads run for an entire month.

Top Spot Partial Banner: \$1375 (450 x 120 pxls @ 72 dpi)

Tower Ad: \$1150 (300 x 600 pxls @ 72 dpi)

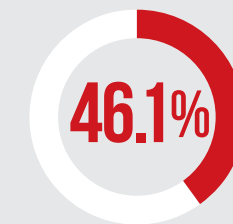
Bottom Banner: \$1475 (1410 x 151 pxls @ 72 dpi)

Website ads can have up to three slides with a two-second delay between slides. Tower ads have a 50% share of voice.

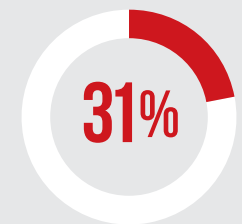
1.1M
1.1 MILLION
ANNUAL WEBSITE
IMPRESSIONS

5,000 **DAILY E-NEWSLETTER**
SUBSCRIBERS

AVERAGE DAILY
OPEN RATE¹



AVERAGE CLICK-
THROUGH RATE



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.** Digital ads should be e-mailed to **news@rvnews.com.**

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.

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



Industry Trends



Business Solutions and F&I



Original Equipment Suppliers



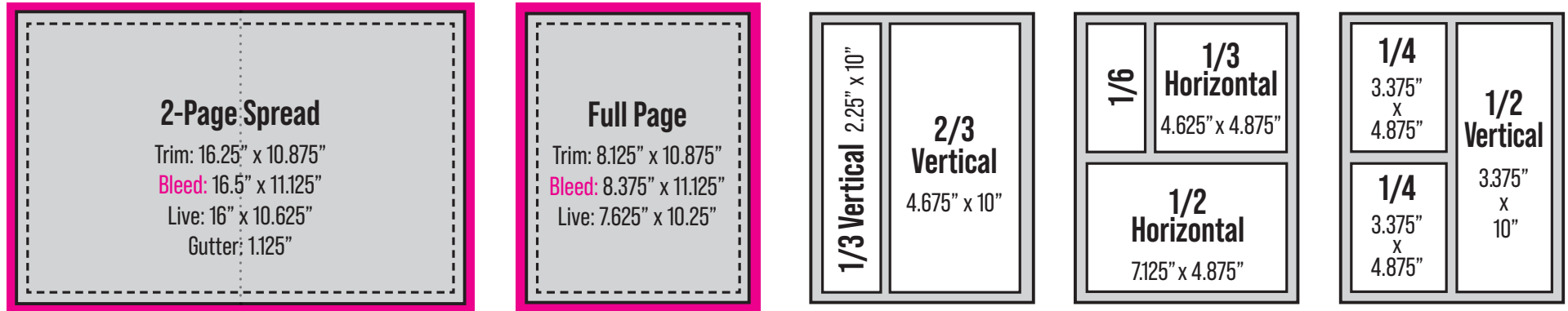
RV Dealerships



Aftermarket Suppliers & Distribution



Print Advertising and Ad Sizes



| Ad Size | Cost | Width x Height |
|--|---------|-------------------------|
| 2-Page Spread | \$7,400 | 16.25" x 10.875" (trim) |
| Full page | \$4,200 | 8.125" x 10.875" (trim) |
| 2/3 Page (V) | \$3,350 | 4.675" x 10" |
| 1/2 Page (H) | \$2,900 | 7.125" x 4.875" |
| 1/2 Page (V) <i>Advice Column & TBO Only</i> | \$2,900 | 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) <i>Advice Column & TBO Only</i> | \$1,750 | 3.375" x 4.875" |
| 1/6 Page (V) | \$1,200 | 2.25" x 4.875" |

Premium Positioning

Ask about premium positions available in 2026. Upcharges range from 10% to 20%.

PRINT Ad Due Dates

All print 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. Print ads should be e-mailed to adproduction@rvnews.com.

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.

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