

# RVwest

2010 MEDIA KIT



RVwest magazine



RVwest.com



RVwest eNewsletter

Reach over **1,000,000** avid Canadian RVers with our powerful marketing package.



## Our Advertisers:

“We have several bookings from the ad placed in the Sept/Oct issue of RVwest, that have already generated new income exceeding the cost of the ad with the potential of increased membership sales income from these guests as well. Thank you for your help along the way and in the future.”

—Steven Pendergast - Catalina Spa & RV Resort

## Our readers. Your customers.

### Resorts, attractions and tourism:

Our readers will spend  
**\$450 MILLION**  
on RV vacations in 2010

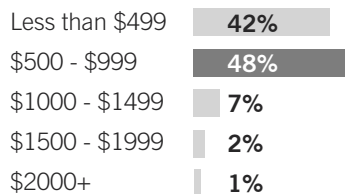
Did RVwest help you plan a trip?

**73%** answered yes | **65,700** per issue plan trips because of RVwest

Do you golf?

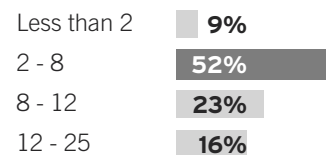
**44%** answered yes | **39,600** readers of RVwest like to golf

Spending on the road  
(in hundreds of dollars per week RVing)

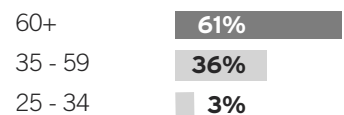


**18,000**  
snowbirds per issue

Time RVing (weeks per year)



What is your age?



### Dealers and manufacturers:

**14,400** RVwest readers plan to purchase an RV in the next 12 months  
44% plan to buy a new RV | 56% plan to buy a pre-owned RV

**\$675 million** Truck/SUV buying power

15,000 RVwest readers plan to replace their tow vehicle in the next two years  
15,000 x \$45,000 (average cost of new tow vehicle) = \$675,000,000.

**\$67,867**  
annual household income

RVwest readers travelled  
**4,613 km**  
on average in 2009

RVwest averages  
**3.13**  
readers per issue

Of RVwest readers who tow a vehicle:

**48%** tow SUVs  
**32%** tow cars  
**20%** tow trucks

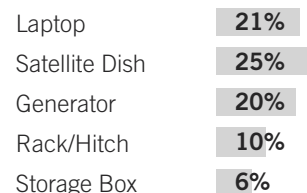
### Products:

Our readers will spend  
**\$415 MILLION**  
on RV accessories in 2010

**\$771.51**

Average amount RVwest readers spend on products and accessories per season

Readers also intend to buy:



This information was compiled from our 2009 RVwest survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.

### Our Readers:

"I always enjoy reading your magazine and find it...informative and interesting." —**M. Horne, Kamloops, BC**  
"I love your e-magazine! I'm not trying to 'butter you up' because I really do!" —**A. Booth**

# RVwest

Our distribution personally delivers  
**your message.**



## Magazine Calendar

Six issues cover the entire year, from spring, summer and fall, to snowbirding in the winter.

Issue	Deadline	Distributed
Jan/Feb	mid Dec	early Jan
Mar/Apr	mid Feb	early Mar
May/Jun	mid Apr	early May
July/Aug	mid June	early July
Sept/Oct	mid Aug	early Sept
Nov/Dec	mid Oct	early Nov



## MAGAZINE DISTRIBUTION

Direct mail copies .....	28,145*
RV resorts, campgrounds, RV dealers, info centres and BCAA/AMA/AAA .....	1,596
Promo distribution (office copies) .....	259
Distribution .....	30,000

## MAGAZINE READERSHIP

Annual audience .....	540,000
Minimum copies per issue .....	30,000
6 issues annually.....	180,000 (copies)
Average readers per copy (survey data) .....	3
Total readers per issue .....	90,000
Number of readers annually.....	540,000



## WEBSITE USAGE

Yearly trackable page views (2009) ..336,088



## eNEWSLETTER

eNewsletter subscribers—monthly ....10,699  
Audience per year (2009) .....139,212

- Continually increased subscribers
- Only sent to willing subscribers

\*Distribution based on the Sept/Oct 2009 issue of RVwest Magazine.

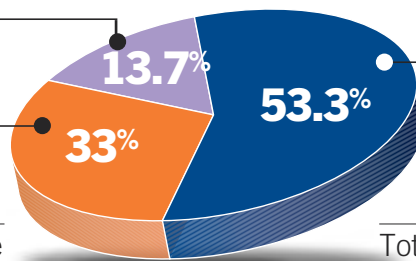
## Printernet packages

= Total Market Coverage & 1 Million Readers

RV eNewsletter  
139,212  
readers annually

RVwest.com  
336,088  
annual page views

Total web coverage  
= **46.7%**



RVwest  
magazine  
540,000  
readers  
annually

Total print coverage  
= **53.3%**

## 94% of our magazines are personally addressed



**No unsold issues and more readers per issue**

### Our commitment to you

To provide the most direct mail distribution of any RV magazine in Western Canada, RVwest is directly mailed to active RVers who have requested RVwest magazine.

**No unsold copies** Direct mail to RVers means never having to account for unsold newsstand or unread pick-up location copies.

### More readers per issue

Comparing survey results head-to-head, RVwest comes out on top with 3 average readers per issue—that's more than our closest competitors.

### Partnerships reach more RVers

RVers love trade shows and RVwest is there.

We partner with the RVDA-Alberta at their trade shows in Calgary and Edmonton. We are also at the Red Deer, Medicine Hat, Lethbridge, Abbotsford and Chilliwack trade



shows. RVwest is direct mailed to the show attendees. This is one way we increase our RVer-only distribution list—and give you access to the strongest RV market available.

Give us a call today

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**RVwest**

www.RVwest.com