

# RVwest

MEDIA KIT 2016



## OUR READERS:

*"I saw a copy of RVwest Agritourism on the counter - what a great magazine! Congratulations to all on your 15th Anniversary." — Liz*

OVER 15 YEARS OF PUBLISHING - RVwest MAGAZINE





We are excited to publish **RVwest** magazine for over fifteen years. This important milestone speaks well to the powerful connection **RVwest** has made with avid RVers. With every issue we continue to receive positive feedback from our readers. **RVwest** is unique in its field as we report on and delve into the issues and synergies of the increasingly popular RV lifestyle.

Talking about synergies, we recognize that many of our advertising clients recognize the value of reaching out to avid RVers both online and in the print magazine, greatly maximizing their reach into the RV community.

We will develop informative articles on the people, destinations and lifestyle of RVers with an expanded focus on how to maximize the RV experience.

#### **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.

**RVwest** will continue to offer a highly targeted, direct-mail distribution system to most effectively utilize your marketing investment. Our advertisers will reach readers throughout Western Canada.

#### **Partnerships reach more RVers**

We are the exclusive partner with the RVDA of Alberta at their trade shows in Calgary and Edmonton. We also attend the shows in Abbotsford, Chilliwack and Penticton. **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.

#### **Maximize your budget and ensure your message is being read by 90,000 avid RVers.**

Remember, the readers of **RVwest**, our related website ([www.rvwest.com](http://www.rvwest.com)) and our monthly e-Newsletter are not just any readers. They're avid and dedicated RVers with tremendous buying power. With our exclusive and highly targeted distribution list we get your important message into the hands of readers who really count.

So put the power of subscription-based direct mail marketing to use and draw on the reach and power of **RVwest's** total media package in print, online and via e-Newsletter.

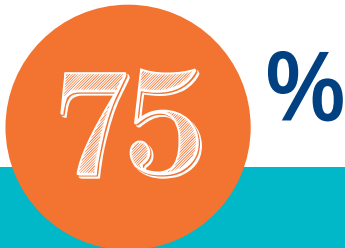


A handwritten signature in black ink that reads 'KEITH G. POWELL'.

KEITH G. POWELL, Publisher  
RVwest Magazine

# ENHANCE YOUR IMPACT

Total Annual Market Impact = 1,418,092 — this includes print (360,000), digital & social media (1,058,092)



## TOTAL DIGITAL COVERAGE

1,058,092 annually industry readers

Increase your total marketing impact by including our Website, monthly eNewsletter, and our Social Media involvement.



## TOTAL PRINT COVERAGE

360,000 annually industry readers

## MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. When you include more platforms, audience reach and effectiveness increases and investment decreases.





# OUR READERS, YOUR CUSTOMERS

Key decision makers in Western Canada and Western United States.

There are as many types of RVers as there are RV units, and RVwest magazine takes a look at the world of RVing from many different perspectives.

We highlight destinations throughout Western Canada and the western United States—introducing the reader to fun activities, interesting historical sites, local arts and culture, and idyllic parks—as well as products, events and more.

Avid RVers share their stories, tips and adventures from their most memorable trips. No other brand reaches as many western Canadian RVers.

## Resorts, attractions and tourism:

Our readers spent

**\$290 Million**

on RV vacations last year

54,900 x \$664 (average spent per week) x 7.99 (average number of weeks RVing) = \$291,264,264

Did RVwest help you plan a trip?

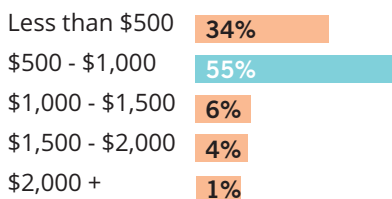
**61%** answered yes | **54,900** per issue plan trips because of RVwest

Do you golf?

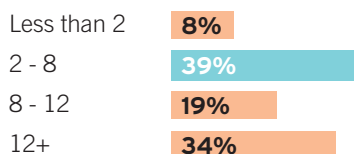
**31%** answered yes | **27,900** readers of RVwest like to golf

## Spending on the road

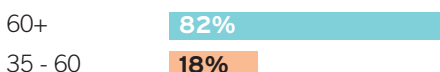
(in hundreds of dollars per week RVing)



## Time RVing (weeks per year)



## What is your age?



## TARGET 360,000 industry readers

**90,000** snowbirds per issue | **\$78,356** annual household income



## Dealers and manufacturers:

**21,600** | 48% plan to buy a new RV | 52% plan to buy a pre-owned RV

RVwest readers plan to purchase an RV in the next 18 months.

## Over \$2 billion Truck/SUV buying power

45,000 RVwest readers plan to replace their tow vehicle in the next two years. 45,000 x \$45,000 (average cost of new tow vehicle) = \$2,025,000,000.

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

**Products:**

Our readers spent

**\$416 Million**

on RV accessories in 2015

**\$771.51**

Average amount RVwest readers spend on products and accessories per season.

# DISTRIBUTION

With our exclusive distribution list your message gets into the hands of the readers who count.



## REACH THE BROADEST CROSS-SECTION OF KEY INDUSTRY DECISION MAKERS

Market with Western Canada and Western United States' business-to-consumer magazine, and harness direct mail power.

**DIGITAL MAGAZINE & SOCIAL MEDIA**

Social Media 2015 engaged followers.....**19,529**  
Yearly trackable page views (2015) .....**56,188**

**WEBSITE USAGE**

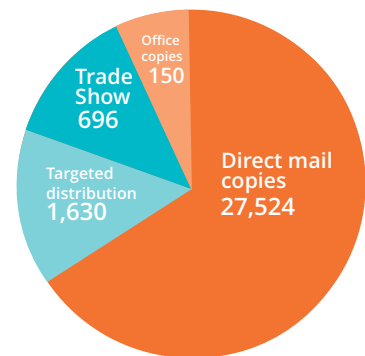
Yearly trackable page views (captured in 12 months) .....**880,133**

**eNEWSLETTER**

eNewsletter subscribers—monthly .....**8,520**  
Audience per year (2015) .....**102,242**

- Continually increased subscribers
- Only sent to willing subscribers

### Magazine Distribution



Direct mail copies ..... **27,524**

**Targeted distribution**  
RV resorts, campgrounds, RV dealers, info centres and BCAA/AMA/AAA ..... **1,630**  
Promo distribution (office copies) ..... **150**  
Trade show ..... **696**  
**Total** ..... **30,000**

### Magazine Readership

**Annual audience** ..... **360,000**  
Minimum copies per issue ..... **30,000**  
4 issues annually ..... **120,000** (copies)  
Average readers per copy (survey data) ... **3**  
Total readers per issue ..... **90,000**  
**Number of readers annually** ..... **360,000**

### Magazine Calendar

**FOUR ISSUES COVER THE ENTIRE YEAR**

**Spring:**  
Season Opener & Dealer Directory

**Summer:**  
Best of Summer Attractions - Festivals & Events

**Fall:**  
Snowbird Planner & Winter Destinations

**Winter:**  
Trade Show Edition & Destination Preview

# RATE CARD

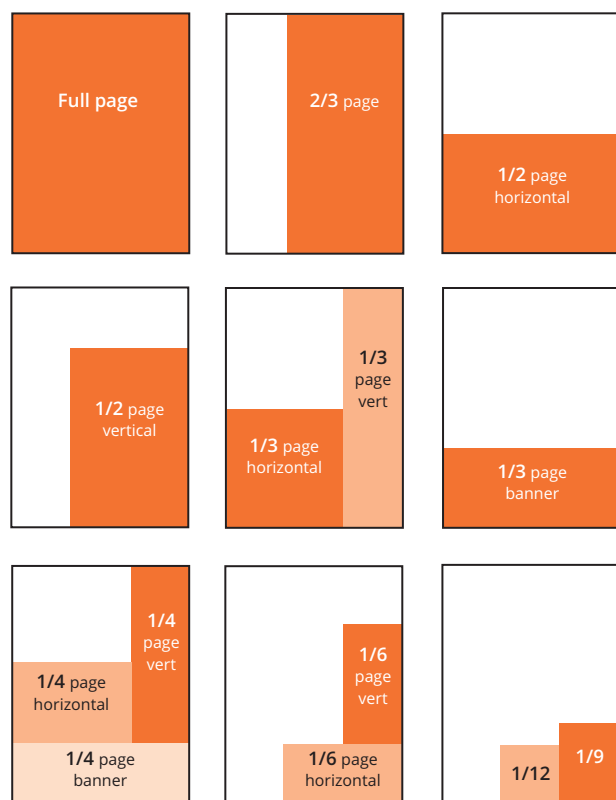
Customize your Printernet Packages

PRINT RATES			
	4x rate per issue	2x rate per issue	1x rate per issue
Full page	\$4,138	\$4,368	\$4,598
2/3 page	\$3,041	\$3,210	\$3,379
1/2 page	\$2,489	\$2,627	\$2,765
1/3 page	\$1,797	\$1,897	\$1,997
1/4 page	\$1,452	\$1,532	\$1,613
1/6 page	\$1,037	\$1,094	\$1,152
1/9 page	\$737	\$778	\$819
1/12 page	\$588	\$620	\$653
Back cover	\$5,379	\$5,678	\$5,977
Inside cover	\$4,758	\$5,023	\$5,287

• There is a 15% surcharge on all shared ads.

View the most recent issues of RVwest magazine online.  
[www.RVwest.com/emagazine](http://www.RVwest.com/emagazine)

## Print ad sizes:



### PLEASE NOTE BEFORE SENDING A FILE:

- All EPS and PDF files are to be **CMYK** with fonts embedded or turned into outlines
- Please send all ads as **PDF** files that come apart in case we need to make any changes.
- All ads should be checked to be sure spelling is correct **BEFORE** being sent to us.

### PRINT ADS REQUIREMENTS:

- QuarkXpress 9.0** Mac & PC.  
All fonts and graphics must be included.
- Adobe Illustrator CS5** or earlier. Make sure all fonts are turned into outlines.
- PDF files PLEASE SEND ALL ADS IN THIS FORMAT.** All PDFs must be CMYK with *fonts embedded or turned into outlines*. If using crop marks place them at least 1/4" away from the actual ad copy. **DO NOT SEND ADS AS TIF OR JPEG FILES.**
- EPS files** Convert type to outlines and use process CMYK for any colours. We prefer that logos be sent as EPS files.
- Tif and high quality jpeg files DO NOT SEND ADS AS TIF or JPEG FILES** - send as high resolution PDF files with fonts embedded or made into outlines. All pictures and graphics should be 300 dpi.

### PICTURES & LOGOS REQUIREMENTS:

For pictures & logos to be useable quality they must be sent to us at **300 dpi**.

### FILES THAT ARE TOO LARGE TO EMAIL:

If you have a file that is too large to email (over 25 MB) please contact your sales consultant and they will send you a link; please attach your file to that link and send it back to us.

Dimensions	Image Size Width x Depth	Bleed Size Width x Depth
<b>Full page</b>	7" x 9-13/16"	8-3/4" x 11-1/4"
2/3 pg vertical	4-9/16" x 9-1/2"	N/A
1/2 pg horizontal	7" x 4-5/8"	N/A
1/2 pg vertical	4-9/16" x 7"	N/A
1/3 pg horizontal	4-9/16" x 4-5/8"	N/A
1/3 pg vertical	2-1/4" x 9-1/2"	N/A
1/3 pg banner	7" x 3"	N/A
1/4 pg horizontal	4-9/16" x 3-1/2"	N/A
1/4 pg vertical	2-1/4" x 7"	N/A
1/4 pg banner	7" x 2-1/4"	N/A
1/6 pg horizontal	4-9/16" x 2-1/4"	N/A
1/6 pg vertical	2-1/4" x 4-5/8"	N/A
1/9 pg	2-1/4" x 3"	N/A
1/12 pg	2-1/4" x 2-1/4"	N/A

**Magazine size** 8-1/4" x 10-3/4"

WEB RATES				
	Rate with 4 ads in magazine	Rate with 2 ads in magazine	Rate with 1 ad in magazine	Rate with No ad in magazine
Platinum	\$1,044	\$1,424	\$1,709	\$1,899
Gold	\$880	\$1,200	\$1,439	\$1,599
Silver	\$716	\$974	\$1,169	\$1,299
Business page	\$799	\$849	\$899	\$999

eNEWSLETTER RATES		
	Monthly rate wih ad in magazine	Monthly rate wih No ad in magazine
Sidekick (300 x 600 pixels)	\$800	\$898
Bigbox (300 x 250 pixels)	\$400	\$449
Leaderboard (728 x 90 pixels)	\$400	\$449
Key Contact Listing	\$299	\$299



All web packages are 12 months and include a key contact listing, quicklink and banner sizes as follows:  
 Leaderboard (728 x 90 pixels) — Platinum  
 Big Box (300 x 250 pixels) — Platinum & Gold  
 Sidebar (125 x 125 pixels) — Gold & Silver

**Platinum Web Package Includes:**

- » RVwest.com 12-month web package
- » 50,000 target ad impressions
- » Includes 3 banner ad sizes: Leaderboard, Bigbox & sidebar
- » Includes key promoted listing and quicklink text ads

**Gold Web Package Includes:**

- » RVwest.com 12-month web package
- » 40,000 target ad impressions
- » Includes 2 banner ad sizes: Bigbox & sidebar
- » Includes key promoted listing and quicklink text ads

**Silver Web Package Includes:**

- » RVwest.com 12-month web package
- » 30,000 target ad impressions
- » Includes 1 banner ad size: Sidebar
- » Includes key promoted listing and quicklink text ads

**Business Page Package:**

- A Complete Online Business Overview
- » Photo gallery and business at a glance contact information
  - » Main business page write-up (100 - 200 words)
  - » Google map, social media links (Facebook, Twitter and LinkedIn) and videos
  - » Includes key promoted listing and quicklink text ads
  - » 20,000 target ad impressions

**WEB ADS REQUIREMENTS:**

- Gif and jpeg files** - All pictures and graphics should be 72 dpi or higher.
- Adobe Firework CS5** or earlier. Make sure all fonts are included.
- PDF files** - All PDFs must have *fonts embedded or turned into outlines*.

<b>Leaderboard</b>	728px x 90px
<b>Sidekick</b>	300px x 600px
<b>Bigbox</b>	300px x 250px
<b>Sidebar</b>	125px x 125px
<b>Key Contact Listing</b>	150px x 100px

Contact your sales representative for more information on advertising opportunities

# RVwest

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