



www.RVwest.com

MEDIA KIT 2019



FROM ONE OF OUR ADVERTISERS:

"I want to thank you and the team at RV West for the recent advertisement in the summer edition promoting Salish Seaside RV Haven. Since the ad was released, we have received dozens of phone calls and bookings." — Tom Westley, Manager of Salish Seaside RV Haven

OVER 18 YEARS OF PUBLISHING - RVwest MAGAZINE





We have been publishing **RVwest** magazine for over 18 years now. This 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 appreciate 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 a three-readers pass-along rate 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) 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 = 1,013,473 — this includes
print (360,000), digital & social media (653,473)



64

%

TOTAL DIGITAL COVERAGE

653,473 annual RV readers

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

36

%

TOTAL PRINT COVERAGE

360,000 annual RV readers

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

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



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%

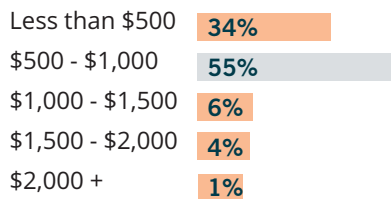
answered yes

27,900

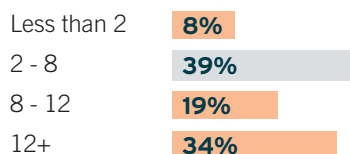
readers of RVwest like to golf

Spending on the road

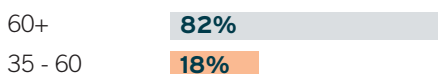
(in hundreds of dollars per week RVing)



Time RVing (weeks per year)



What is your age?



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.

TARGET 360,000 industry readers

90,000

readers 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

\$771.51

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

REACH**42,300**

Winter visitors per issue

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.

SOCIAL MEDIA

Monthly Social followers engaged**10,861**
Social Media 2018 engaged followers.....**130,332**

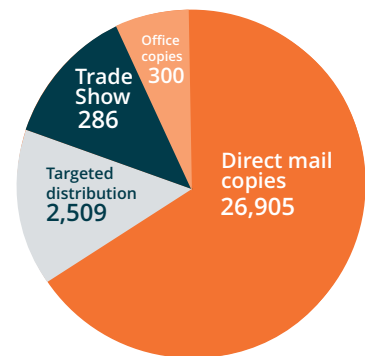
**WEBSITE USAGE**

Yearly trackable page views**406,357**

**eNEWSLETTER**

Monthly eNewsletter subscribers**7,299**
Audience per year (2018)**87,588**
Annual digital magazine emails**29,196**
• **Continually increased subscribers**
• **Only sent to willing subscribers**

Magazine Distribution



Direct mail copies **26,905**

Targeted distribution

RV resorts, campgrounds, RV dealers,
info centres and BCAA/AMA/AAA**2,509**
Promo distribution (office copies) **300**
Trade show **286**

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:

Winter Visitor Destination Planner

Winter:

Trade Show Edition & Destination Preview



OVER 18 YEARS OF PUBLISHING -
RVwest MAGAZINE

Contact your sales representative for more information on advertising opportunities

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