



Canadian RVing

MEDIA KIT 2017

ON THE ROAD TO SUCCESS

Canadian RVing is a Canadian publication nationally known for its engaging content and loyal readers. It is the official publication of the Explorer RV Club, the largest national RV Club serving all of Canada. The magazine is home delivered to every member and subscriber, accompanied by newsstand distribution.

Canadian **RVing**



Sources: *Publisher's Sworn Statement July 2016
2012 *Canadian RVing* reader survey *Recreation Vehicle Dealers Association of Canada 2012 Report

Circulation

12,033*

Readers per copy

2.2**

Total audience

26,472

DID YOU KNOW?

94%

of readers read every issue of *Canadian RVing*

There are more than

1,000,000*** RVs on Canada's roads

PUBLISHED 6X A YEAR +

CAMPGROUND
& DEALER
GUIDE

OUR READERS

Reach a qualified audience of RV enthusiasts:

97%

agree that *Canadian RVing* information content is useful

92%

agree that the magazine contains high quality articles

70%

agree that the ads are useful

Connect to a niche market of consumers looking for RV equipment and accessories

84%

attend shows for more information on RVs and accessories

83%

get information on accessories in magazines/other publications

68%

bought their accessories at an RV dealer

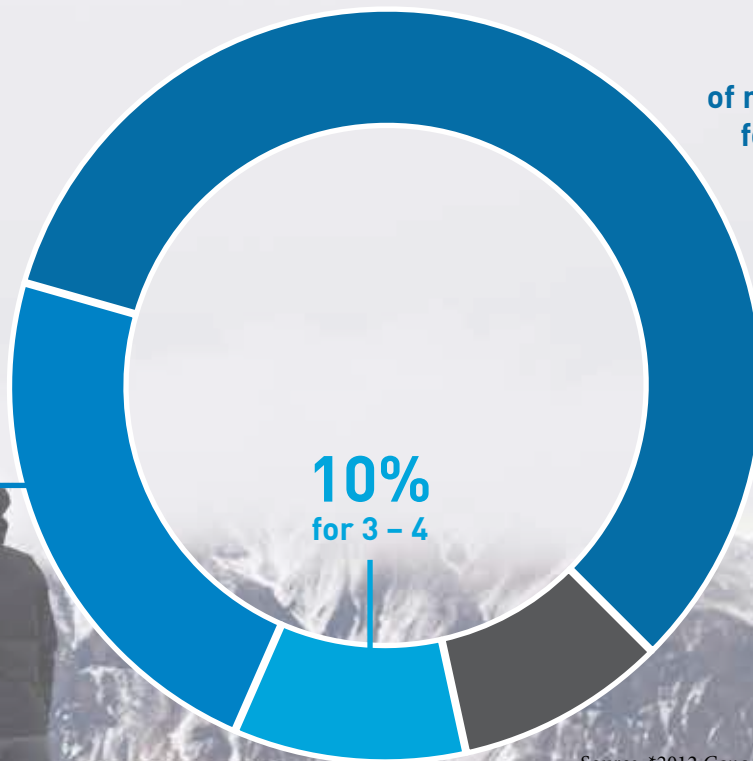
56%

bought their accessories at an RV accessory shop

23%
for 5 – 10 years

10%
for 3 – 4

58%
of readers have been RVing for more than 10 years



Source: *2012 *Canadian RVing* reader survey

SWITCHING GEARS

Advertising in our print magazine isn't the only way to get your brand noticed by *Canadian RVing* readers.



The Campground and Dealer Guide is used year-round for vacation planning. Advertising in the Guide allows access to a lucrative market at the time when they are ready to buy!

77%*

find the Explorer RV Club
Campground and Dealer
Guide useful



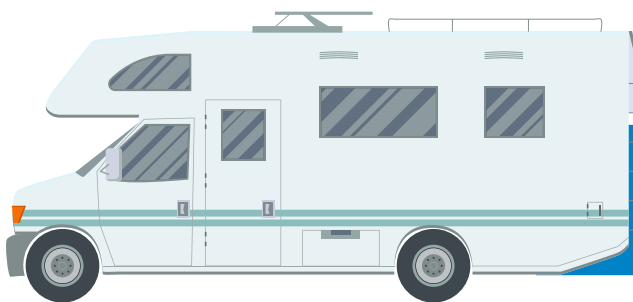
Full page,
1/2 page and
1/4 page ads
available



1/8 ad Enhance
your listing with
an 1/8 page ad
above or below it



Logos Highlight your
profile with a logo



RV A GO-TO VACATION CHOICE

A low Canadian dollar and low fuel prices mean more Canadians than ever are choosing to vacation with an RV rather than travel internationally.**

95% travel in Canada

79% are most interested in *Canadian RVing's* travel articles

75% travel in the U.S.

62% of readers travel for 5 weeks in their RV

Sources: *2012 *Canadian RVing* reader survey **Wilson, Jacqueline. Low Canadian dollar, fuel costs boosting RV industry. Global News. 28 Feb. 2016. Web.

ONLINE ADVERTISING

RVers have never been more connected than they are now.

Keep your brand top of the mind by advertising on www.canadianrving.com and www.explorer-rvclub.com



All ad sizes are available on Home page, Magazine page or Advertising page. Charges apply for monthly changes to online ads.



Skyscraper: Available on Home page, About us page or Membership page.
Leaderboards: Available on Events page or Membership page.

TWO IS BETTER THAN ONE.

We offer a 15% discount when you advertise on both sites!

www.explorer-rvclub.com	AVG per month	www.canadianrving.com	AVG per month
Page Views	7,955	Page Views	1,844
Unique Views	1,945	Unique Views	830

Source: Google Analytics Jan—Jul 2016

Online Rates (net rates)

Position	Dimensions	1 month	3 months	6 months
Skyscraper	120x600 or 160x600	\$360	\$920	\$1,620
Leaderboard	768x90	\$700	\$1,785	\$3,150
Small Leaderboard	468x60	\$625	\$1,595	\$2,815
Square Button (rvgazette.com only)	125x125	\$260	\$665	\$1,170

WHY ONLINE?

85%

use it to look up travel information

96%

of readers have a laptop in their RV

67%

get information about accessories from the internet

Source: 2012 Canadian RVing reader survey



2017 Calendar

ISSUE	SPACE	MATERIAL	MAIL
January/February 2017 Show Issue	Oct. 31, 2016	Nov. 07, 2016	Mid-Dec. 2016
SPECIAL ISSUE <i>Campground and Dealer Guide 2017</i>	Nov. 18, 2016	Nov. 25, 2016	Late -Jan. 2017
March/April 2017 What's New for 2017	Dec. 19, 2016	Jan. 06, 2017	Mid-Feb. 2017
May/June 2017	Feb. 17, 2017	Feb. 24, 2017	Mid-Apr. 2017
July/August 2017	May 05, 2017	May 12, 2017	Mid-Jun. 2017
September/October 2017	Jun. 30, 2017	Jul. 07, 2017	Mid-Aug. 2017
November/December 2017	Sep. 01, 2017	Sep. 08, 2017	Mid-Oct. 2017

Editorial Focus

Canadian RVing provides a uniquely Canadian perspective on the RV camping lifestyle. It is a useful source of information for RVers on everything needed to enhance the RV experience.

Special Features	The latest news, stories and developments of interest to the RVer.
Road Tests	Every issue features an RV or a road test on a new or interesting unit.
Technical/Mechanical	Reviews, updates, and informative articles on the technical and mechanical issues related to RVing.
General Interest	What's new in RV accessories and products. Miscellaneous items of interest for daily living in an RV. Fun things that keep RVers in touch with their RV clubs and other RV enthusiasts.
Destinations	Interesting places to RV, short stops along the way, seasonal destinations.

DISPLAY ADVERTISING RATES (Gross Rates)

4-colour	Jan/Feb	1x	3x	6x
Full page	\$2,860	\$2,720	\$2,585	\$2,455
2/3 page	2,575	2,445	2,325	2,210
1/2 page island	2,430	2,310	2,195	2,085
1/2 page	2,145	2,040	1,940	1,845
1/3 page	1,885	1,810	1,720	1,640
1/4 page	1,720	1,655	1,570	1,495
DPS	5,180	4,970	4,720	4,490
Covers				
IFC/IBC	\$3,435	\$3,360	\$3,195	\$3,035
OBC	3,575	3,395	3,225	3,065
B/W				
Full page	\$1,995	\$1,895	\$1,800	\$1,710
2/3 page	1,795	1,705	1,620	1,540
1/2 page island	1,495	1,420	1,350	1,285
1/2 page	1,300	1,235	1,175	1,115
1/3 page	1,000	950	905	860
1/4 page	800	760	725	690
DPS	3,765	3,615	3,435	3,270

MARKETPLACE RATES (Net Rates)

4-colour	Jan/Feb	3x	6x
1/6 page	\$1,100	\$780	\$665
1/12 page	570	405	345
B/W			
1/6 page	\$495	\$350	\$300
1/12 page	270	190	165

CAMPGROUND AND DEALER RATES

(Gross Rates)

	4-colour	B/W	Dimensions
FP	\$2,720	\$1,875	8.125 x 10.625
1/2 H	2,040	1,235	6.875 x 4.75
1/4 V	1,655	760	3.375 x 4.625
1/4 H	1,655	760	6.875 x 2.9375
1/8 H	740	350	3.375 x 2.1875
Logos	130	n/a	2 x 3, 300 dpi

DIMENSIONS

	WIDTH		DEPTH
Full page – trim size	8.125	X	10.625
Full page – bleed size	8.625	X	11.125
Full page – live area	6.875	X	9.4375
2/3 page	4.5	X	9.4375
1/2 page island	4.5	X	7.25
1/2 page horizontal	6.875	X	4.75
1/3 page vertical	2.25	X	9.4375
1/3 page square	4.5	X	4.5
1/4 page vertical	3.375	X	4.625
1/4 page horizontal	6.875	X	2.9375
DPS – trim	16.25	X	10.625

MARKETPLACE

1/6 page horizontal	4.75	X	2.25
1/6 page vertical	2.25	X	4.8125
1/12 page square	2.25	X	2.25

Please indicate crop marks for all ads and if bleed is required, supply the bleed at 1/4 inch beyond trim.

Please keep all text/logos etc. within the live area to reduce risk of being trimmed off.

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB.

Send to design@dvtail.com and sbellows@dvtail.com.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an email to ftp@dvtail.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@dvtail.com or Stephanie Bellows, sbellows@dvtail.com. Tel: 905.886.6640

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.

MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202, Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

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PUBLISHER

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