



Canadian **RVing**

MEDIA KIT **2018**



**Now
available** 
**in print
and digital!**

CELEBRATING 20 YEARS

For the last two decades, *Canadian RVing* has been the go-to publication for the nation's top RV enthusiasts. We're known by our loyal readers as a magazine that provides engaging and relevant content around the lifestyle of RVers in Canada.

We are the official publication of the Explorer RV Club, the largest national RV Club serving all of Canada. *Canadian RVing* is home delivered to every member and subscriber, and is accompanied by newsstand distribution.

All Subscribers
also receive a
digital copy!

Circulation
11,130*

Readers per Copy
2.2**

Total audience
24,486

94% of *Canadian RVing* readers
read every issue

73% keep their copy for
more than six months

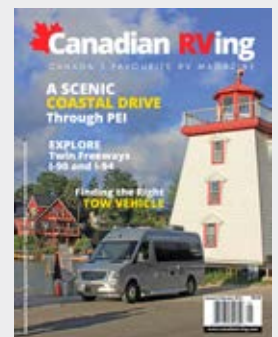
PUBLISHED 6X A YEAR

+

**CAMPGROUND
& DEALER
GUIDE**

**THE INDUSTRY
IS GROWING**

Canada's Recreational Vehicle industry has seen an **annual growth of 3.9%** between 2012-17 to a total revenue of **\$3.3 billion*****)



OUR READERS

Canadian RVing readers are fully engaged in the lifestyle of an RVer and are willing to spend the money to maintain it.

99% own an RV, rather than finance

74% attend RV shows

71% have been RVing for more than 10 years

61% purchase accessories from an RV dealer

Connect to an engaged, niche market:

97% consider the advertising in *Canadian RVing* relevant

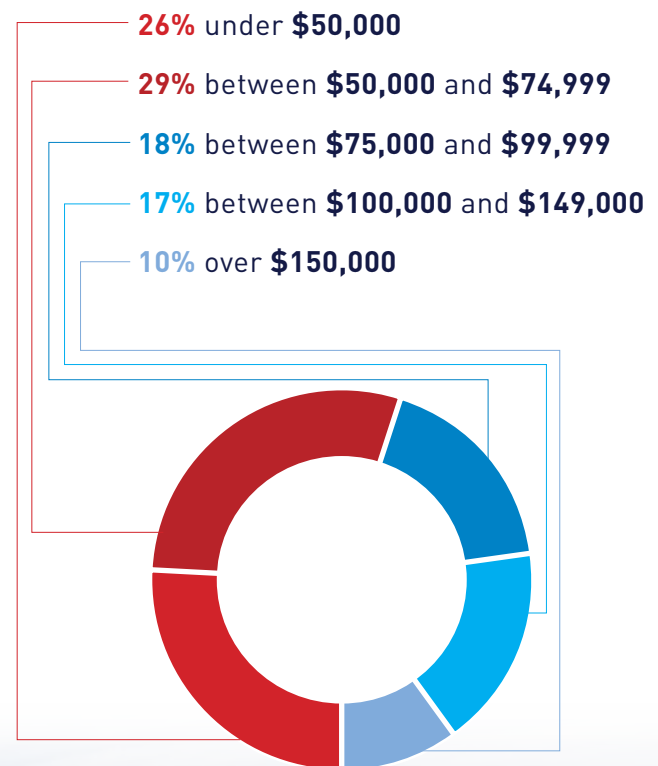
94% agree it provides important information about RVing

79% get information about accessories from magazines and other publications

74% say trade publications influence their decision when choosing a supplier/product

74% investigate a product/service advertised or mentioned in an article

Average reader income:



DID YOU KNOW

45% of readers spend between \$1,001 – \$5,000 on their credit card per month

ON THE OPEN ROAD

Canadian RVing readers are adventurers looking to use their free time to enjoy the sights from coast to coast.



97% travel in Canada



75% travel in the US



81% use full service campgrounds

WHY TAKE A PLANE
WHEN YOU CAN
DRIVE AN RV?

87%
travel in an RV more
than 14 days per year

85%
use their RV to
go on vacation



**CAMPGROUND
& DEALER
GUIDE**

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!

75% find the Explorer RV Club *Campground and Dealer Guide* useful

80% keep their Explorer RV Club *Campground and Dealer Guide* for more than six months



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



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



Logos
Highlight
your profile

**TOP 5 ACCESSORIES
READERS PLAN ON
BUYING NEXT YEAR:**



Outdoor
Furniture



Bedding



GPS



Portable
Grills



Satellite
Dish



2018 Calendar

ISSUE	SPACE	MATERIAL	MAIL
January/February 2018 Show Issue	Nov. 03, 2017	Nov. 10, 2017	Mid-Dec. 2017
SPECIAL ISSUE <i>Campground and Dealer Guide 2018</i>	Nov. 24, 2017	Dec. 01, 2017	Late-Jan. 2018
March/April 2018 What's New for 2018	Jan. 05, 2018	Jan. 12, 2018	Mid-Feb. 2018
May/June 2018	Mar. 02, 2018	Mar. 09, 2018	Mid-Apr. 2018
July/August 2018	May 04, 2018	May 11, 2018	Mid-Jun. 2018
September/October 2018	July 06, 2018	Jul. 13, 2018	Mid-Aug. 2018
November/December 2018	Aug. 31, 2018	Sep. 07, 2018	Mid-Oct. 2018

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.

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.canadianrving.com	AVG per month
Page Views	1,920
Unique Views	922

www.explorer-rvclub.com	AVG per month
Page Views	8,683
Unique Views	1,958

Source: Google Analytics January-June 2017

Online Rates (net rates)

Position	Dimensions (pixels)	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 (canadianrving.com only)	125x125	\$260	\$665	\$1,170

WHY ONLINE?

85%

say the internet influences their decision when choosing a supplier/product.

74%

investigate a product/service advertised or mentioned in an article after reading *Canadian RVing*

69%

visit a website after reading *Canadian RVing*

Source: *Canadian RVing* 2017 Reader Survey

2018 RATES AND DATA



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 Guide 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 e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to design@dvetail.com and chimes@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an e-mail to ftp@dvetail.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@dvetail.com or Crystal Himes, chimes@dvetail.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
E-mail: rv@dvetail.com Website: www.dvetail.com

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Beaverton, ON L0K 1A0
Tel: 705.426.1419
Fax: 705.426.1403
E-mail: info@canadianrving.com
www.canadianrving.com or www.explorer-rvclub.com



NATIONAL ADVERTISING SALES

Dovetail Communications Inc.
30 East Beaver Creek Road,
Suite 202,
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640
Fax: 905.886.6615
E-mail: rv@dvtail.com
www.dvtail.com

