

A couple is walking towards the camera in a wooded area. The man is wearing a hat, a plaid shirt over a maroon t-shirt, and jeans. The woman is wearing a long grey cardigan over a blue shirt and dark pants. They are both holding glasses of red wine. In the background, a white RV is parked with its door open. A guitar is leaning against the RV, and a small table with a bottle and fruit is set up nearby. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Canadian **RVing**

MEDIA KIT **2020**



OFFERING ADVERTISERS NEW AND INNOVATIVE WAYS TO BROADEN THEIR CONNECTION WITH RVERS

Canadian RVing has been the trusted and highly relevant go-to-publication for RV enthusiasts for more than 20 years. In 2020, we continue that legacy with a newly designed website, an all digital magazine with interactive enhancements and customizable program opportunities.

Our editorial continues to be relevant and authentic, all in a digital format, delivered directly into the inboxes of EVERY MEMBER of the Explorer RV Club.

Print Circulation

15,000

Annual Edition handed out all year with bonus distribution at tradeshow

Readers Per Copy

2.2**

Digital Circulation

12,520

Published 6 times a year

TOTAL AUDIENCE

45,520



74%

 of readers attend tradeshow**

Expanded circulation into Western Canada!

Source: *to come ** 2017, Canadian RVing Reader Survey

Our Readers are part of an RV industry
with associated economic activity reaching

\$6.1 Billion*

Our Reader – Your Market

97% consider the
advertising in *Canadian
RVing* relevant**

94%

agree the magazine
provides important
information about
RVing

79%

get the information
about accessories from
magazines and other
publications

74%

say trade publications
influence their decision
when choosing a
product/service



94% READ EVERY ISSUE

Canadian RVing
readers are dedicated
to the RV lifestyle
and spend time and
money maintaining it.



87%

travel in an RV more than
14 days per year



85%

use their RV to
go on vacation**

Marketing Opportunities

A leading media brand across multiple platforms

Canadian RVing Magazine

Digital magazine that is mobile friendly with increased interactive engagement allowing you to instantly drive customers to your website.

Special Annual printed issue with increased editorial and bonus distribution.



Bonus: Dealer and Campground members who advertise in the digital magazine receive a bonus ad in their online listings

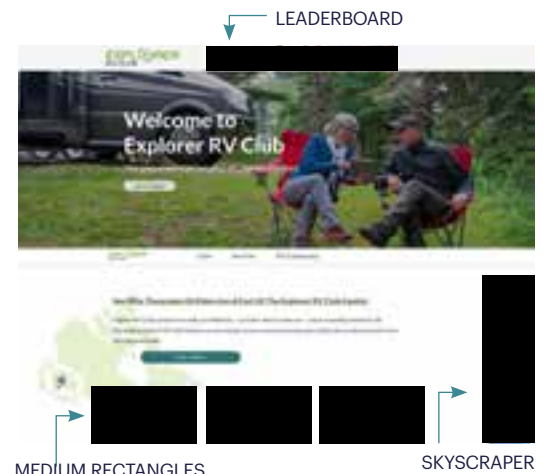
Online Opportunities

RVers have never been more e-connected than they are now!

www.explorerrvclub.com

This newly designed website provides unique solutions to reach your audience at all budget levels.

85% of readers say the internet influences their decision when choosing a product/service.*



Digital Magazine Email

Instantly drive clients to your brand when you reach the inboxes of **8,640 RV enthusiasts**.



Increase your reach and save with a multi-platform purchase for a fully integrated marketing plan

2020 Calendar

ISSUE	SPACE	MATERIAL
November/December 2019	Oct. 07, 2019	Oct. 14, 2019
2020 Annual printed issue	Nov. 29, 2019	Dec. 5, 2019
March/April	Feb. 07, 2020	Feb. 14, 2020
May/June	Apr. 06, 2020	Apr. 14, 2020
July/August	June 05, 2020	June 12, 2020
September/October	Aug. 07, 2020	Aug. 14, 2020
November/December	Oct. 09, 2020	Oct. 16, 2020

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.

**Canadian RVing is the official publication of the Explorer RV Club,
the LARGEST national RV club serving all of Canada.**

DIGITAL MAGAZINE

Display Advertising Rates (Gross Rates)

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

Dealer & Campground Members who advertise in the digital magazine receive **a bonus ad** in their listings

YOUR INTEGRATED MARKETING PLAN

Digital Magazine
+
Website
+
Digital Magazine Email
+
Campground & Dealer Pages

PURCHASE 2 AND **SAVE 10%**
PURCHASE 3 AND **SAVE 15%**
INCREASE YOUR REACH AND SAVE!

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.

ONLINE OPPORTUNITIES

NEW Explorer RV Club website (Net Rates)

Position	Dimensions (pixels w x h)	1 mnth	3 mnths	6 mnths
Home Page				
Leaderboard*	728 x 90	\$700	\$1785	\$3150
Skyscraper**	160 x 600	\$625	\$1595	\$2815
Medium rectangle, 3 non rotating positions at bottom	350 x 250	\$495	\$1260	\$2225
Internal landing pages including campground, dealer & other interior pages				
Skyscraper**	160 x 600	\$595	\$1520	\$2675
Medium rectangle, 3 non rotating positions at bottom	350 x 250	\$395	\$1005	\$1775

* leaderboard rotating position, up to 3 advertisers

** skyscraper 2 rotating positions, up to 3 advertisers each

Digital Edition Email (Net Rates)

Position	Dimensions (pixels w x h)	1x	3x	6x
Leaderboard	640 x 210	\$700	\$1,785	\$3,150

CAMPGROUND & DEALER MEMBERS
RECEIVE 10% DISCOUNT

ORVDA MEMBERS
RECEIVE 10% DISCOUNT

Contact your rep for information on
SPONSORED CONTENT

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (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@dvtail.com and chimes@dvtail.com.

FTP Site: <ftp.dvtail.com>. Please send an e-mail 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 Crystal Himes, chimes@dvtail.com. Tel: 905.886.6640

TERMS & CONDITIONS

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

Terms: Net 30 days. Two percent (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.





PUBLISHER

Canadian RVing is published by:
Explorer RV Club
Part of the Wayfarer Insurance Group

P.O. Box 800,
328 Mill Street, Unit 11,
Beaverton, ON L0K 1A0

📞 705.426.1419
📠 705.426.1403
✉ info@canadianrving.com
🌐 www.explorerrvclub.com

 **Canadian RVing**

NATIONAL ADVERTISING SALES

Dovetail Communications Inc.
30 East Beaver Creek Road,
Suite 202,
Richmond Hill, ON L4B 1J2

📞 905.886.6640
📠 905.886.6615
✉ rv@dvtail.com
🌐 www.dvtail.com

DOVETAIL
COMMUNICATIONS