



Est. 2005

May 2018

# CERTIFIED AUDIENCE STATEMENT

## contact information

RV PRO Magazine  
P.O. Box 1416  
Broomfield, CO 80038  
rv-pro.com  
(800) 669-0424

RV PRO is a  
National Business Media, Inc.  
publication

## about RV PRO

RV PRO magazine is a monthly business magazine for the Recreational Vehicle industry. The publication and website contain articles and information written for RV business professionals/decision makers. Editorial content includes articles on industry trends, information on new towable/motorized recreational vehicles, RV-related original equipment parts/accessories as well as aftermarket products, and information on business services and solutions for the recreational vehicle industry.



## about this report

This audience report details print and digital activities for **RV PRO**, based on industry-specific distribution and viewership. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The Audience Department of **RV PRO's** parent company, National Business Media, collects specific business demographic detail for each individual recipient, renewable every two years. These criteria are used to determine audience distribution eligibility.

# I. Magazine Highlights

## a. magazine distribution minimums; rate base logic and methodology

Magazine advertising rates are based on minimum distribution to 11,000 active industry professionals, delivered in either print or digital formats, or both.

- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines and are reported and published annually with the publication's Statement of Ownership, in addition to the report herein.

## b. RV PRO subscribers

\*90.9% of subscribers choose to get the print version.

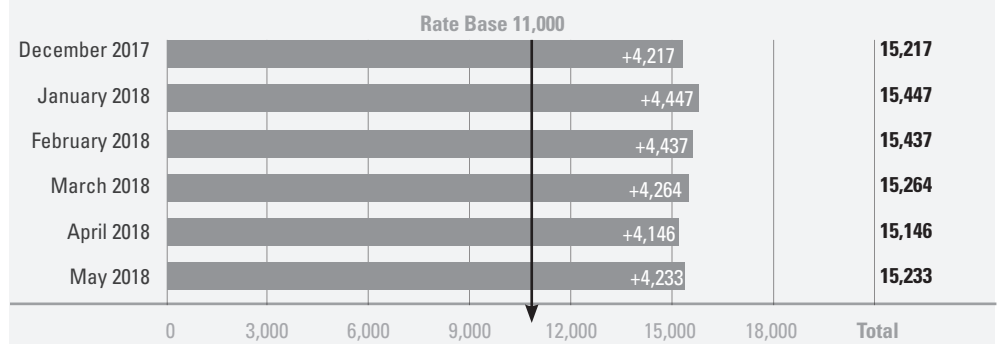
Receives Print Version Only.....	7,661	63.3%
Receives Digital Version Only.....	1,098	9.1%
Receives Both Print & Digital Versions (not included in above totals).....	3,339	27.6%
<b>Total Print and Digital Subscribers May 2018 .....</b>	<b>12,098</b>	<b>100%</b>

## c. bonus distribution

Digital Recipients .....	3,121
Print Copies Sent To Industry Events.....	N/A
Miscellaneous Printed Copies.....	14
<b>Total Bonus Distribution.....</b>	<b>3,135</b>

## d. Total Distribution for May 2018 ..... 15,233

## 6 months magazine distribution at a glance



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(303) 469-0424 • rv-pro.com • nbm.com



## II. Digital Highlights

-April 2018

### e. digital rate base logic

Digital advertising rates are based on guaranteed delivery to 8,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

### f. website rate base logic

Advertising rates are based on a minimum guarantee of 60,000 per month. The website – www.rv-pro.com – has no restrictions to viewers.

Page views are divided by “share of voice” for advertisements rotated within specific pages of the overall website.

### Total Web Pages Viewed April 2018

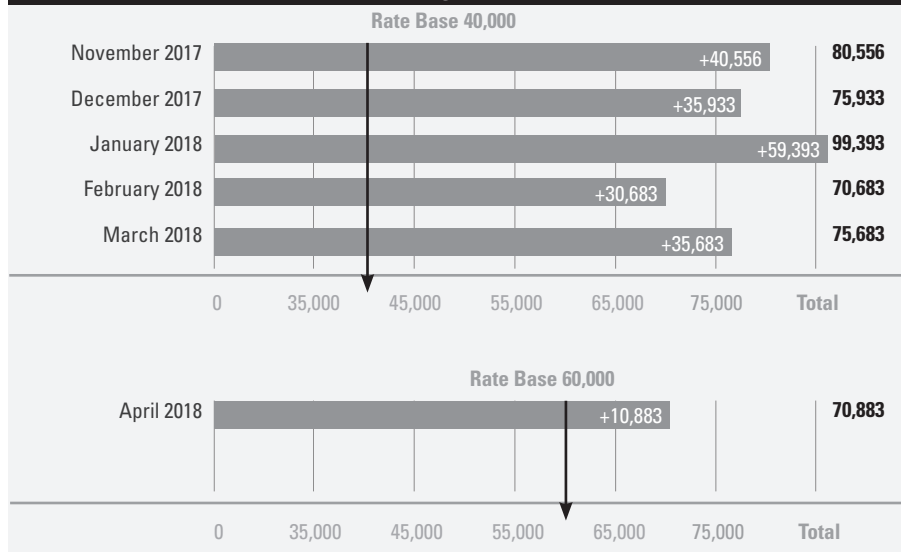
RV PRO ..... 70,883

### eNewsletter Program Results

### Quantity Delivered

eNewsletter - Total .....	250,194
eNewsletter - Daily Average.....	11,914
Products and Deals .....	11,824
Catalog Connection .....	11,810

### website views - 6 months at a glance



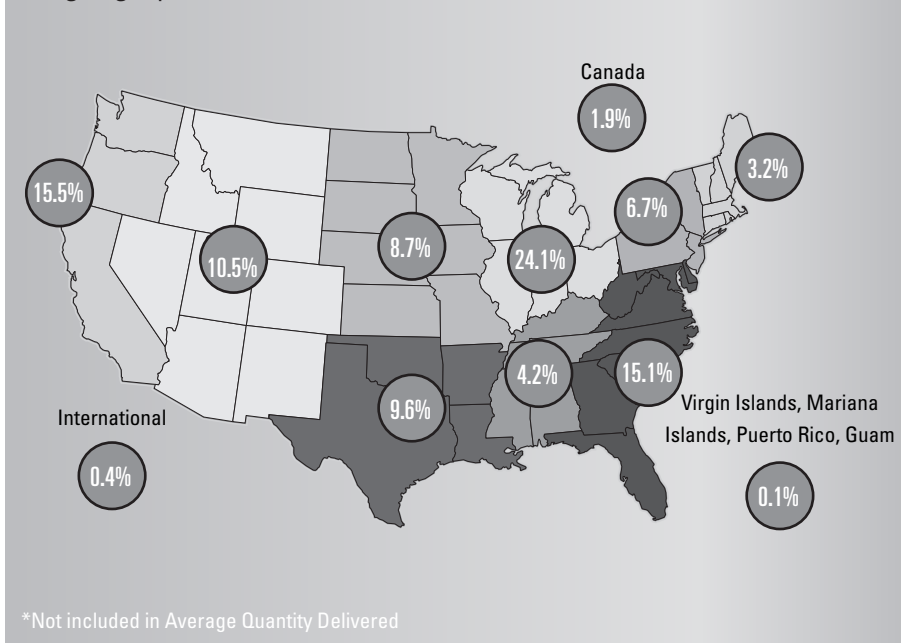
## III. Representative Magazine and Digital Audience Demographics

### g. areas of business activities\*

RV Dealership .....	37.1%
RV Parts/Accessories Retailer .....	48.4%
RV Service/Repair Shop.....	52.0%
RV Rentals .....	11.4%
RV Rolling Stock Manufacturer .....	5.2%
RV Parts/Accessories Manufacturer .....	10.6%
RV Parts/Accessories Distributor/Supplier.....	15.1%
RV Storage Facility.....	16.3%
RV Resort or Developer.....	6.6%
Manufacturer's Representative.....	6.6%
Consultant .....	6.9%
Financial/Insurance Institution.....	2.8%
Business Services .....	5.1%
Advertising/PR Agency .....	2.3%
RV Trade Association .....	3.4%
Trailer Dealer (Not RV).....	8.4%
Trailer Manufacturer (Not RV).....	1.9%
Related Industry .....	5.5%

\*Total equals more than 100% because readers check all of the categories that apply.

### h. geographic breakdown



I certify that this information is correct and complete. **Date:** May 2018

**Chris Cieto**  
Publisher

**Lori Farstad**  
VP, Audience



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