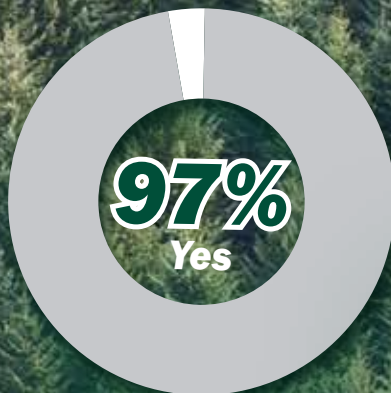


RV PRO

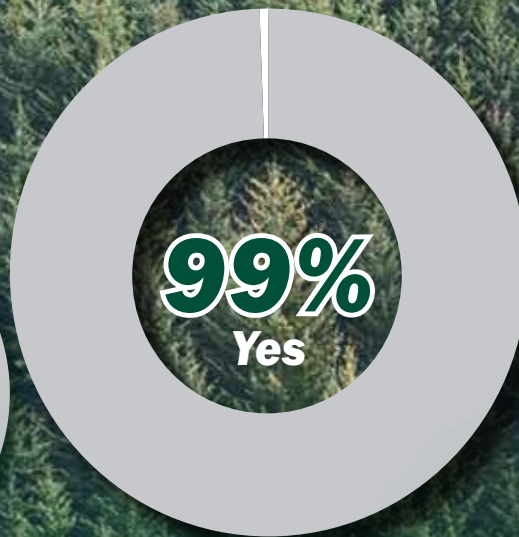
2020 MEDIA PLANNER

The Source

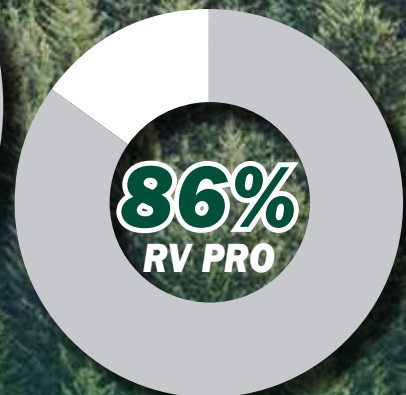
for RV-Related B2B Information



Read *RV PRO* Regularly
(Based on July 2019 reader survey)



Of readers recommend
RV PRO to other people
in the industry



Named *RV PRO* the
magazine that offers the
most information on OE
& Aftermarket products



AUDIENCE

We Cover It All

RV PRO covers the entire RV industry: new RVs, manufacturing components, business services, parts/accessories, and industry people.

In a survey of RV industry decision makers, RV professionals **DECIDEDLY CONFIRMED** that **RV PRO** is their No.1 source for information.

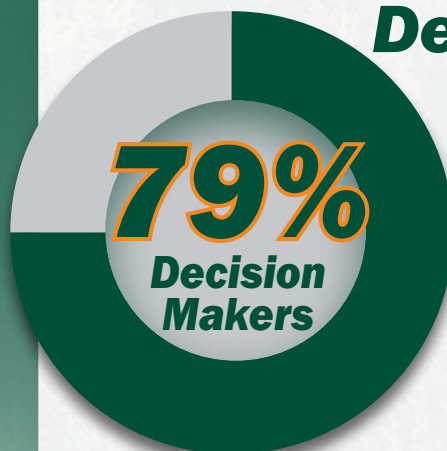
They not only read the magazine, but depend on it for information to run their business and stay informed. **Our readers represent the collective B2B purchasing power of the entire RV industry.**

OUR READERS ENCOMPASS THE ENTIRE RV INDUSTRY¹

RV Dealership	38%
RV Parts/Accessories Retailer	48%
RV Service/Repair Shop	54%
RV Rentals	12%
RV Manufacturers	6%
RV Parts/Accessories Manufacturer	11%
RV Parts/Accessories Distributor/Supplier ..	17%
RV Storage Facility	16%
RV Resort or Developer	6.5%
Manufacturer's Representative	7.5%
Financial/Insurance Institution	4%
Consultants	7%
Business Services	5%
Trailer Dealer (Not RV)	10%
Trailer Manufacturer (Not RV)	2.5%

¹ Certified by the publisher as of July 1, 2019. Total will equal more than 100 percent because businesses report that they fall into more than one category. **RV PRO** asks readers to identify all aspects of their business.

Our Readers Are Decision Makers



Our comprehensive subscriber list is filled with **DECISION MAKERS** from each segment of the RV industry.

President/Owner/CEO/Chairman/Director/Vice President . . .	54%
Departmental or Team Manager/Supervisor	25%
Departmental Employee/Associate	10%
Other	11%



AVERAGE MONTHLY DISTRIBUTION¹

GUARANTEED RATE BASE² 11,000

Average Total Print and Digital Subscribers² . . 12,657

Average Total Bonus Distribution³ 2,721

AVERAGE TOTAL DISTRIBUTION 15,379



*Certified Audience Statement
available for every issue*

¹ Based on Certified Audience Statement, January-June 2019 issues.

² Magazine advertising rates are based on minimum distribution to 11,000 active industry subscribers, delivered in either print or digital formats, or both.

- Electronic copies are sent consistent with standards set by the CAN SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines.

³ Bonus Distribution includes extra digital distribution to market-active recipients and/or print distribution at trade shows or other industry events.

EDITORIAL CALENDAR

**WE WANT TO WRITE ABOUT YOUR
COMPANY, PRODUCTS AND SERVICES.**

BRAD WORRELL

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Managing Editor

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DAVID MACNEAL

Digital Content Editor

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**Each month we will have
feature stories covering:**

- RV Manufacturing
- OE Suppliers
- Aftermarket Parts & Accessories

**Materials are due the
day after ad close.**

JANUARY

The Guide

- Annual Mfg. / Supplier Guide
- Electronics & Entertainment/WiFi
- P. O. P. Packaging

Ad close: 11/22/19

FEBRUARY

- Travel Trailers
- Bonding Seals & Trims
- Hitches & Towing

Ad close: 1/2/20

MARCH

Distributor Show Coverage

- Class C's
- HVAC
- Sanitation & Fresh Water

Ad close: 1/31/20

APRIL

- Class A's
- Chassis & Engines
- Camping & Pet Products

Ad close: 3/3/20

MAY

Reader Survey

- Fifth Wheels
- Top OE Suppliers
- Jacks & Levelers

Ad close: 3/30/20

JUNE

- Trailers
- OE Power Solutions
- Power Solutions

Ad close: 4/24/20

JULY

Made in the USA

- Toy Haulers
- American Suppliers
- Made in the USA

Ad close: 5/22/20

AUGUST

Women in Business

- Park Models
- Awnings
- Safety Solutions & Ride Control

Ad close: 6/29/20

SEPTEMBER

Open House

- Open House
- Paint & Graphics
- RV Care & Winterization

Ad close: 7/29/20

OCTOBER

RVDA

- Canadian/Intl. Manufacturers
- Flooring
- Business Services

Ad close: 8/28/20

NOVEMBER

Best of Open House

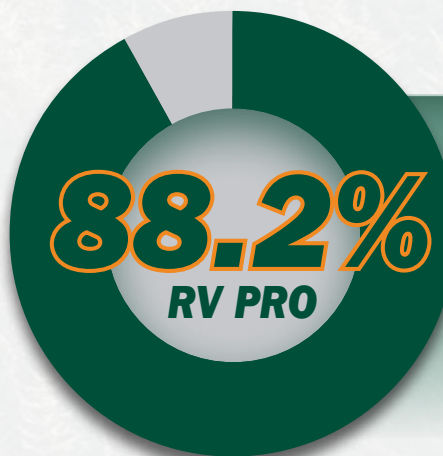
- Best of Open House
- Bathrooms & Kitchens
- Innovative Tech Products

Ad close: 9/28/20

DECEMBER

- Super Lightweight Champs
- Furniture & Fabric
- RV Interiors & Appliances

Ad close: 10/28/20



**88.2% of
subscribers
choose to
receive RV PRO
magazine in print**



ANTHONY BOWE
Account Executive
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CHRISTOPHER CIETO
Publisher
ccieto@nbm.com

PRINT ADVERTISING

	1X Rate
2-Page Spread	\$7,000
Full Page	\$4,100
2/3 Page	\$3,200
1/2 Page	\$2,875
1/3 Page	\$2,060
1/4 Page	\$1,650
1/6 Page	\$1,200
Product Highlight	\$975

Special Print Products

(Please inquire)

- Barrefold Cover
- Belly Band/Cover Tip
- Inserts
- Ride Along/Catalog Mailing
- Advertorials
- Posters (fold-in)

The Power of Consistency: 12x Print Advertising Packages

It's no secret that FREQUENCY is key to an effective marketing campaign — many basic “rules of advertising” state that ads must be seen at least seven times before customers respond. At RV PRO, because your success is our success, we make this a no-brainer decision for you.

Inquire about our special 12x frequency advertising packages —succeed with *The Power of Consistency!*

1/4 V	1/2 V	1/3 V	2/3 V	1/6 V	1/3 H
1/4 V					1/2 H

DIGITAL ADVERTISING

eNewsletter

Sent daily (Mon. – Fri.) to a minimum of 10,000 e-mail addresses.

	1X Rate
Tower Ad (300 X 600 pxl)	\$935
Text Ad (Headline Ad)	\$350
eNews Banner Ad (340 X 90 pxl) ..	\$500
New! Video Ad:	\$500

Website

Marquee (728 X 90 pxl)	\$1,400
Billboard Ad (300 X 250 pxl)	\$1,000
Banner (728 X 90 pxl)	\$1,200

Digital Version

Sponsorship **\$1,100**

Products & Deals **\$450/each**

Catalog Connection **\$450/each**

E-Blast/New: Video Blast .. **\$2,000**

Save with RV PRO Digital Value Packages:

The Champion:..... **50% off Rate Card**

The Contender:..... **40% off Rate Card**

The Challenger..... **30% off Rate Card**