



## ABOUT

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

The publisher requests specific demographic detail from each individual recipient, and representative demographics reported herein are based on an aggregate of magazine subscribers, eNewsletter subscribers and those active in the industry.

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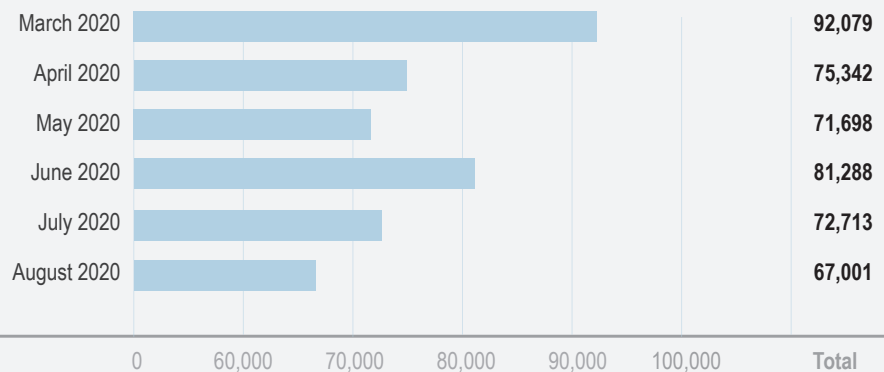
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## Digital Highlights – Inbound

*\*Inbound Programs capitalize on "inbound" traffic to rv-pro.com.*

**76,687** average page views for the last six months.

### website views - 6 months at a glance



**67,001**  
WEBSITE  
VIEWS

# Digital Highlights – Outbound

\*Outbound Programs delivered via eblasts to RV PRO's extensive and market-active email list.

## Digital Guarantee Logic

Digital advertising rates are based on guaranteed delivery to 10,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising guarantee. \*Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.

### NEWSLETTER

**10,634**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
March (2020)	10,797	3,726	34.51%
April (2020)	10,615	3,552	33.46%
May (2020)	10,821	3,231	29.86%
June (2020)	10,787	3,164	29.33%
July (2020)	10,638	3,106	29.20%
August (2020)	10,634	3,038	28.57%

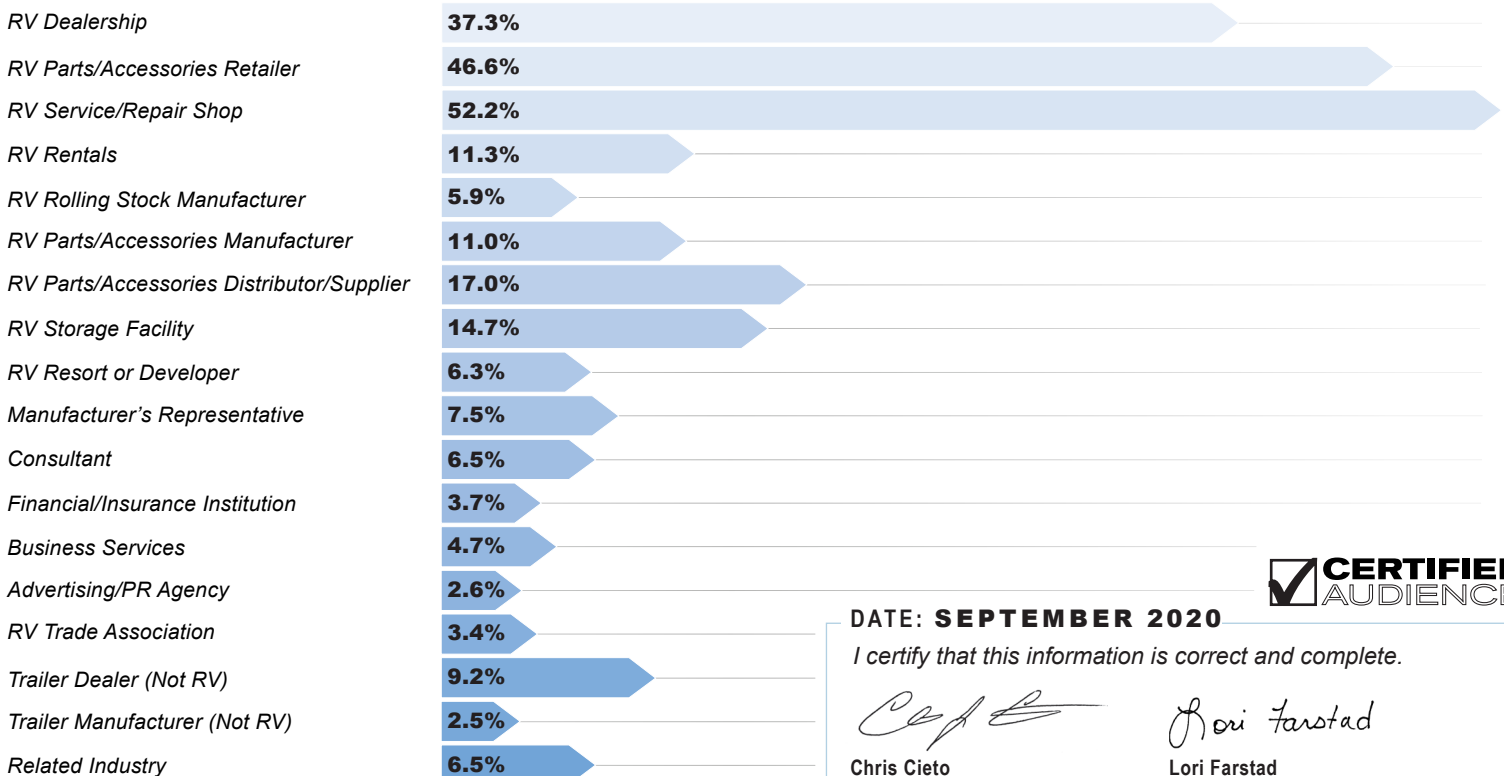
### PRODUCTS & DEALS

**13,653**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
March (2020)	13,919	2,829	20.32%
April (2020)	13,936	3,038	21.80%
May (2020)	13,843	2,827	20.42%
June (2020)	13,787	2,734	19.83%
July (2020)	13,735	2,765	20.13%
August (2020)	13,653	2,679	19.62%

## Representative Digital Audience Demographics

Areas of Business Activities



DATE: **SEPTEMBER 2020**

I certify that this information is correct and complete.

Chris Cieto  
PUBLISHER

Lori Farstad  
VICE PRESIDENT, AUDIENCE & EVENTS

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