

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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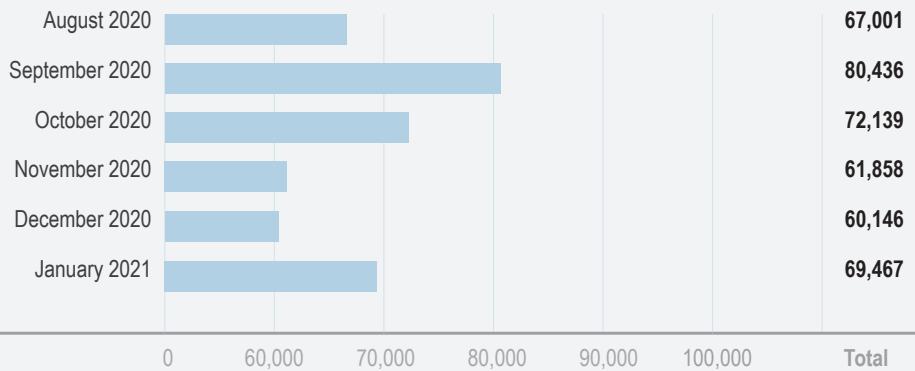
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Digital Highlights – Inbound

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

68,508 average page views for the last six months.

website views - 6 months at a glance



69,467
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

10,836
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2020)	10,634	3,038	28.57%
September (2020)	10,902	3,153	28.92%
October (2020)	10,897	3,001	27.54%
November (2020)	10,661	2,924	27.42%
December (2020)	10,845	3,062	28.23%
January (2021)	10,836	3,094	28.55%

PRODUCTS & DEALS

14,016
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2020)	13,653	2,679	19.62%
September (2020)	14,058	2,636	18.75%
October (2020)	14,069	2,755	19.58%
November (2020)	14,014	2,925	20.87%
December (2020)	14,018	2,641	18.84%
January (2021)	14,016	2,777	19.81%

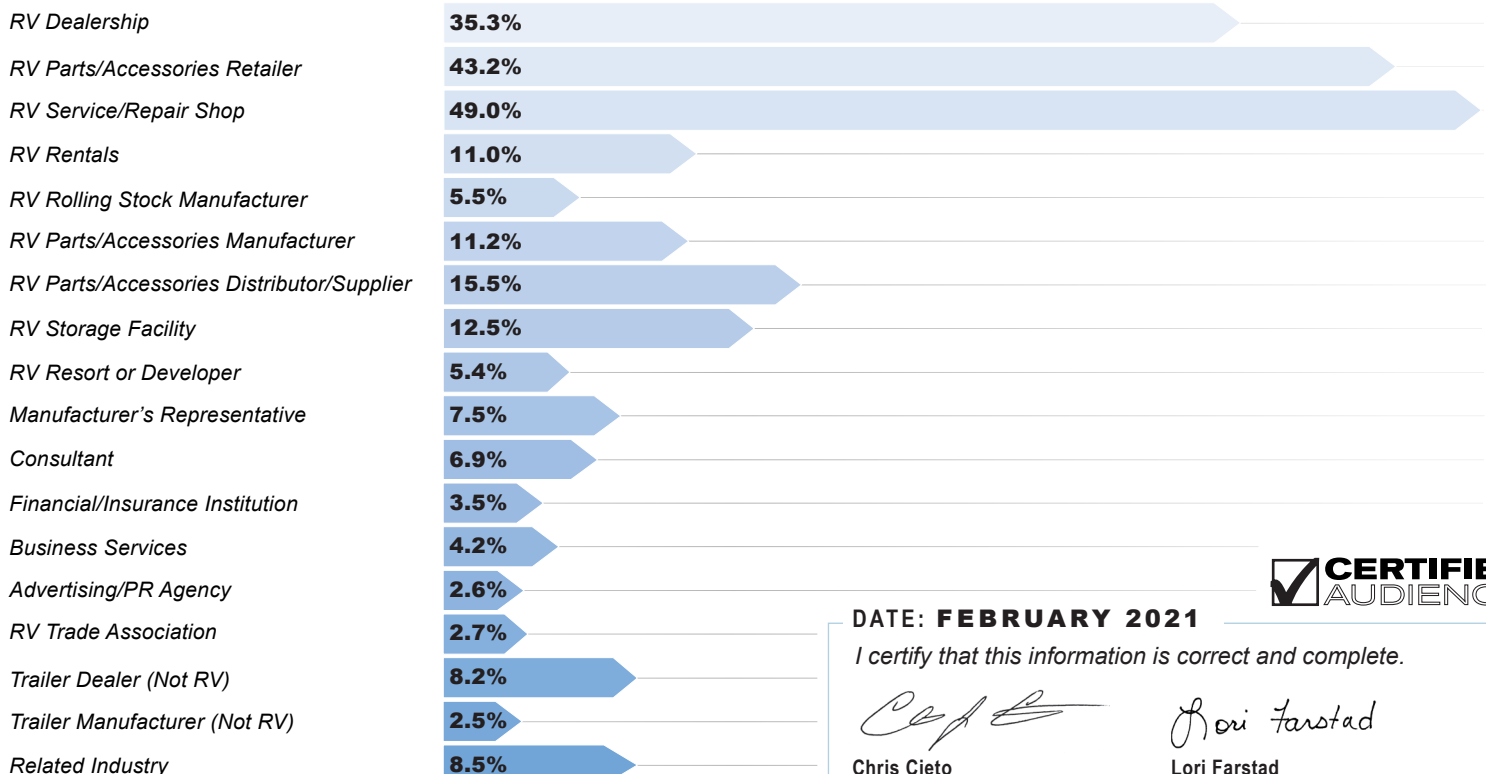
CATALOG CONNECTION

13,992
TOTAL
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
January (2021)	13,992	2,941	21.02%

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **FEBRUARY 2021**

I certify that this information is correct and complete.

Chris Cieto

Chris Cieto
PUBLISHER

Lori Farstad

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

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