

## 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.

## CONTACT US

**Publisher**  
Chris Cieto  
ccieto@nbm.com

**Sales Support**  
Rebecca Tittel  
rtittel@nbm.com

**Editor**  
Bradley Worrell  
brad@nbm.com

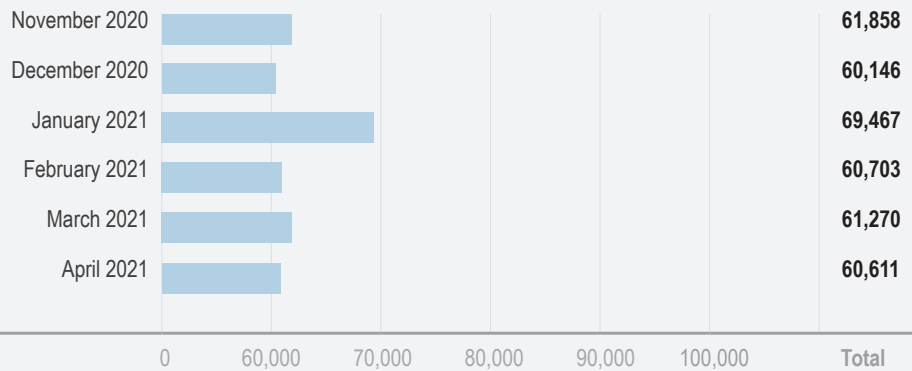
**Digital Content Editor**  
Tony Kindelspire  
tkindelspire@nbm.com

## Digital Highlights – Inbound

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

**62,343** average page views for the last six months.

### website views - 6 months at a glance



**60,611**  
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

**10,737**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	10,661	2,924	27.42%
December (2020)	10,845	3,062	28.23%
January (2021)	10,836	3,094	28.55%
February (2021)	10,828	3,084	28.48%
March (2021)	10,760	2,965	27.56%
April (2021)	10,737	3,076	28.65%

### PRODUCTS & DEALS

**13,834**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	14,014	2,925	20.87%
December (2020)	14,018	2,641	18.84%
January (2021)	14,016	2,777	19.81%
February (2021)	13,969	2,765	19.79%
March (2021)	13,919	2,737	19.66%
April (2021)	13,834	2,652	19.17%

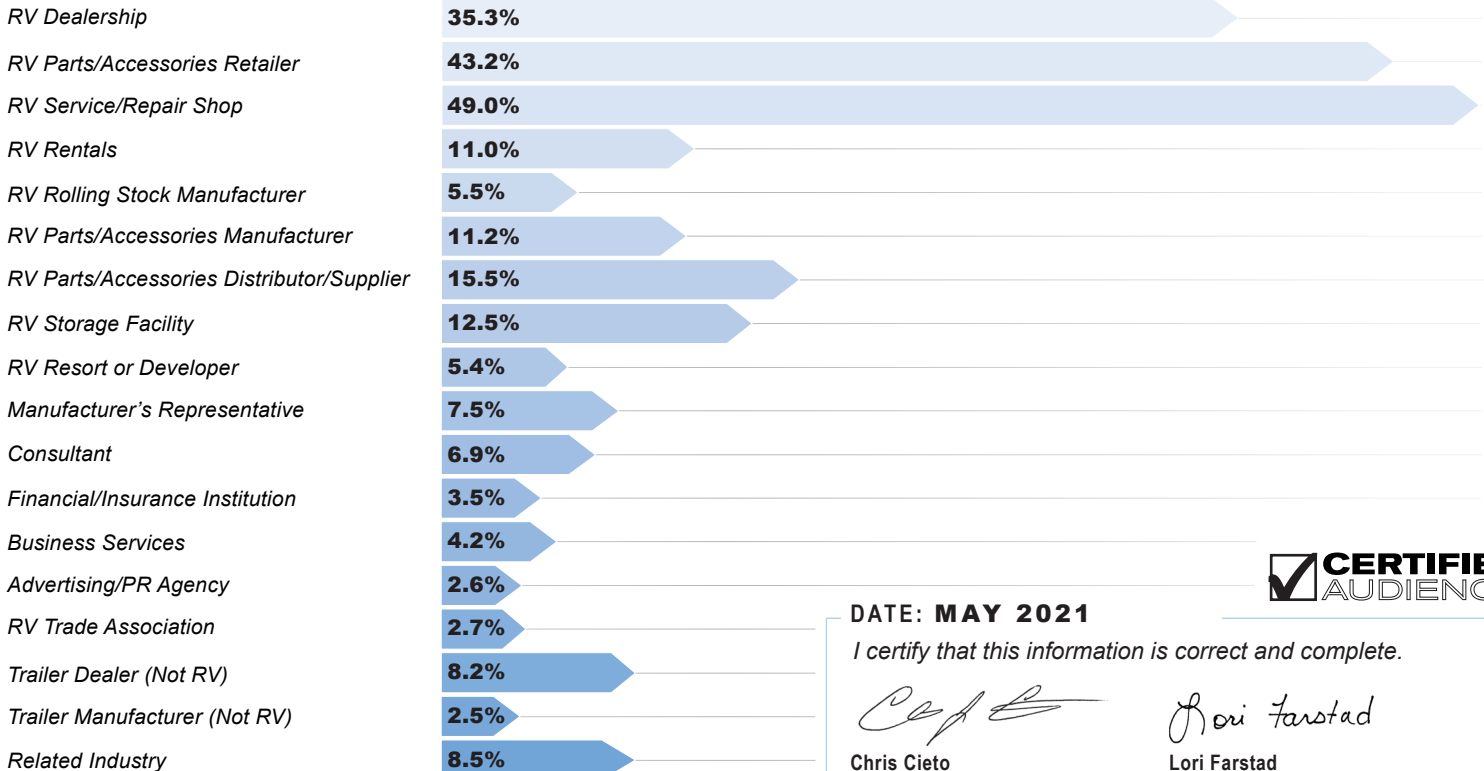
### CATALOG CONNECTION

**13,829**  
TOTAL  
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
April (2021)	13,829	2,742	19.83%

## Representative Digital Audience Demographics

Areas of Business Activities



DATE: **MAY 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.