

## 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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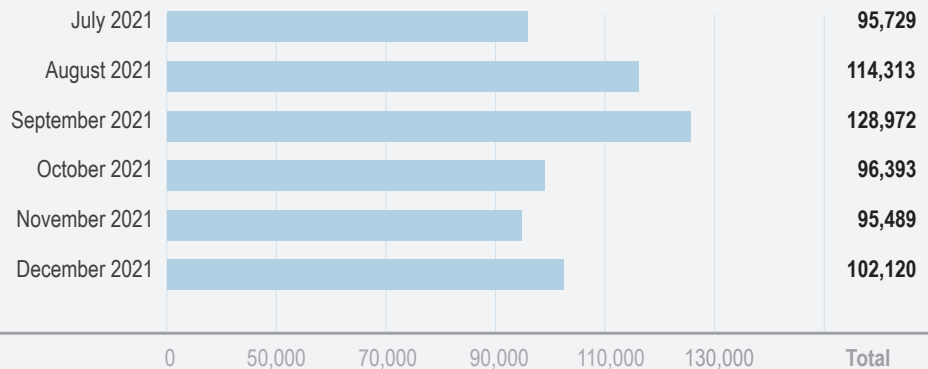
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## Digital Highlights – Inbound

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

**105,503** average page views for the last six months.

### website views - 6 months at a glance



**102,120**  
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

**10,297**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2021)	10,543	2,883	27.35%
August (2021)	10,481	2,977	28.41%
September (2021)	10,403	3,063	29.44%
October (2021)	10,412	3,147	30.22%
November (2021)	10,206	3,377	33.08%
December (2021)	10,297	3,816	37.06%

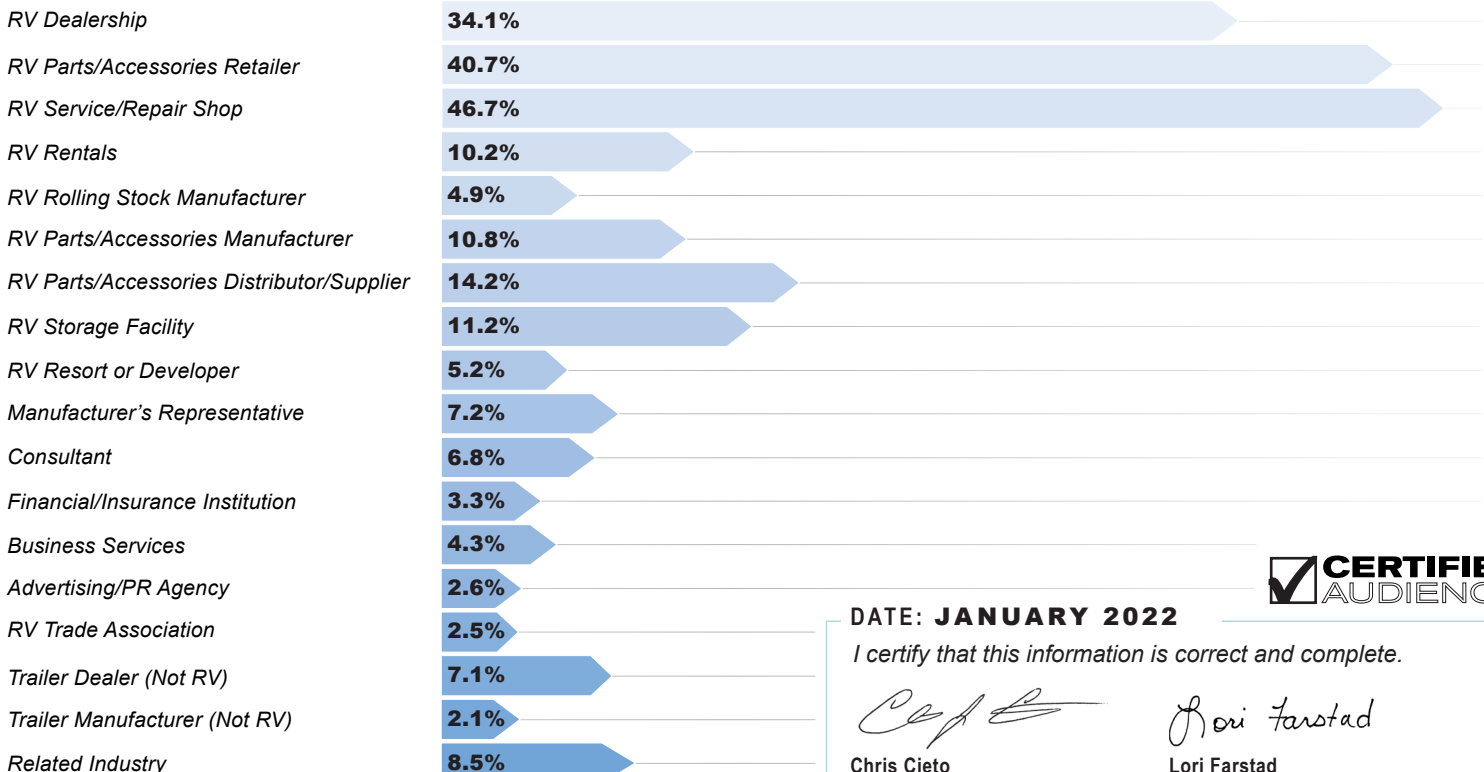
### PRODUCTS & DEALS

**13,137**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2021)	13,462	2,693	20.00%
August (2021)	13,405	2,580	19.25%
September (2021)	13,325	2,784	20.89%
October (2021)	13,253	2,701	20.38%
November (2021)	13,203	2,874	21.77%
December (2021)	13,137	3,261	24.82%

## Representative Digital Audience Demographics

Areas of Business Activities



DATE: **JANUARY 2022**

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.