

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

Managing Editor
Jordan Benschop
jbenschop@nbm.com

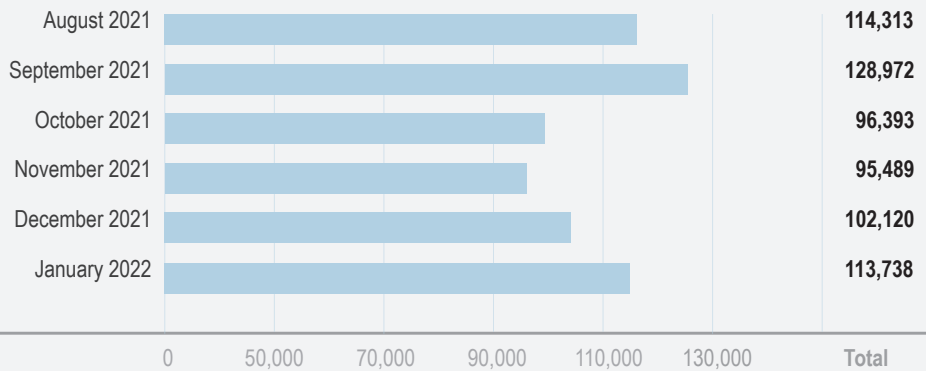
Digital Content Editor
Tony Kindelspire
tkindelspire@nbm.com

Digital Highlights – Inbound

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

108,504 average page views for the last six months.

website views - 6 months at a glance



113,738
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

10,355
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
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%
January (2022)	10,355	3,950	38.14%

PRODUCTS & DEALS

13,049
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
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%
January (2022)	13,049	3,729	28.58%

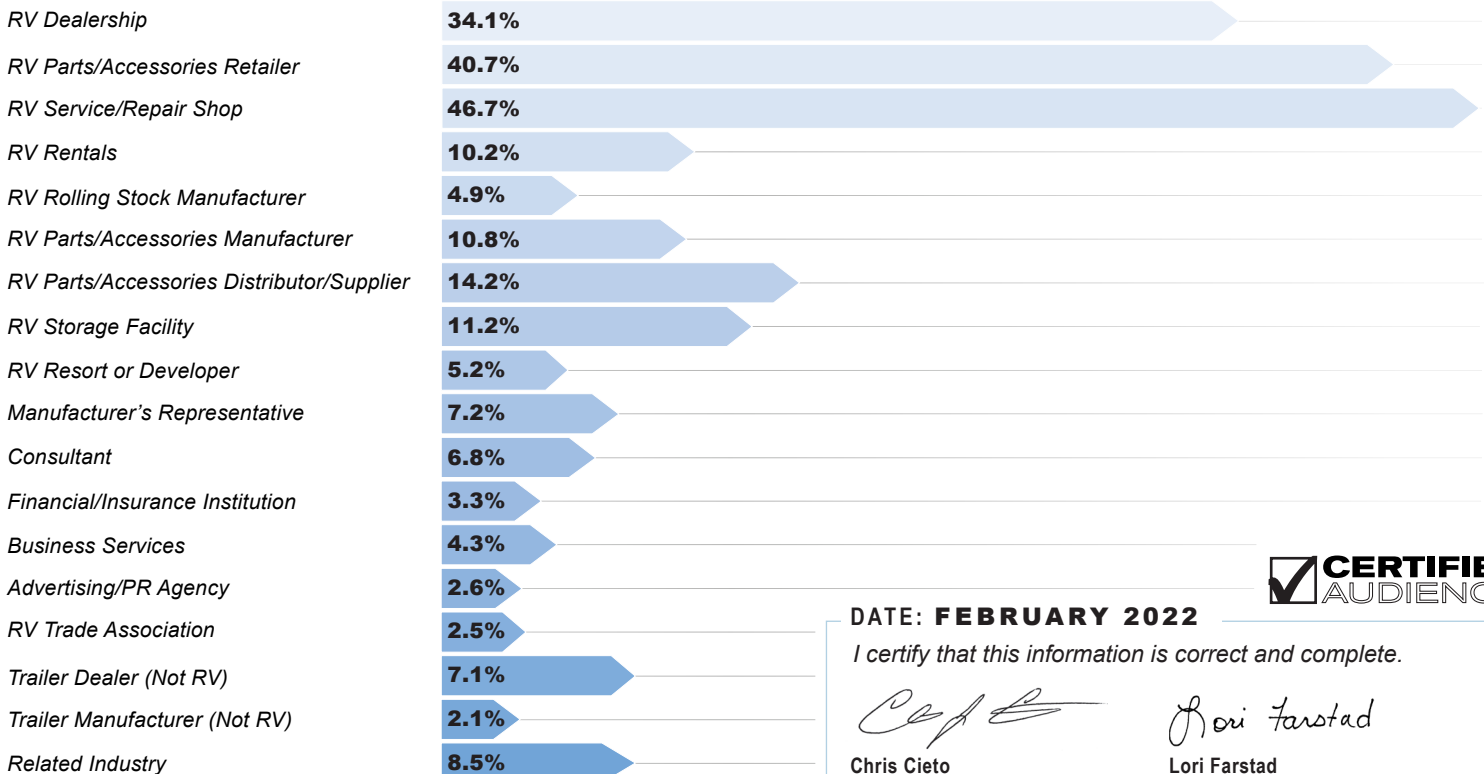
CATALOG CONNECTION

13,045
TOTAL
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
January (2022)	13,045	4,069	31.19%

Representative Digital Audience Demographics

Areas of Business Activities



DATE: **FEBRUARY 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.