

# RV PRO

## 2022 Media Planner

Your Source for RV-Related  
B2B Information

**Readers say  
YES to RV PRO!**

**97%**  
YES

Read *RV PRO*  
regularly  
*(Based on July 2021 reader survey)*

**99%**  
YES

Of readers would  
recommend *RV PRO*  
to other people in  
the industry

**88%**  
RV PRO

Read *RV PRO*'s Daily  
eNewsletter regularly



## We Cover It All

RV PRO covers the entire RV industry: new RVs, manufacturing components, business services, parts/accessories, and industry people.

In a survey of RV industry decision-makers, RV professionals DECIDEDLY CONFIRMED that RV PRO is their No. 1 source for information.

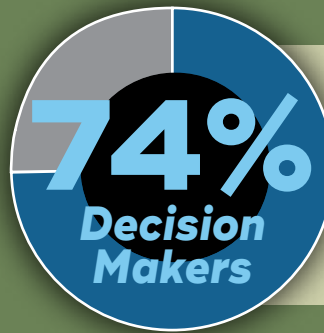
They not only read the magazine, but depend on it for information to run their business and stay informed.

**Our readers represent the collective B2B purchasing power of the entire RV industry.**

## OUR READERS ENCOMPASS THE ENTIRE RV INDUSTRY<sup>1</sup>

RV Dealership . . . . .	<b>35%</b>
RV Parts/Accessories Retailer . . .	<b>42%</b>
RV Service/Repair Shop . . . . .	<b>48%</b>
RV Rentals . . . . .	<b>11%</b>
RV Manufacturers . . . . .	<b>5%</b>
RV Parts/Accessories	
Manufacturer . . . . .	<b>11%</b>
RV Parts/Accessories	
Distributor/Supplier . . . . .	<b>15%</b>
RV Storage Facility . . . . .	<b>13%</b>
RV Resort or Developer . . . . .	<b>6%</b>
Manufacturer's Representative . . . .	<b>7%</b>
Financial/Insurance Institution . . . .	<b>3%</b>
Consultants . . . . .	<b>7%</b>
Business Services . . . . .	<b>4%</b>
Trailer Dealer (Not RV) . . . . .	<b>8%</b>
Trailer Manufacturer (Not RV) . . . .	<b>2%</b>

## Our Readers Are Decision Makers



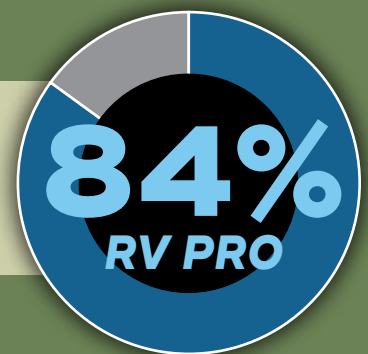
Our comprehensive subscriber list is filled with **DECISION-MAKERS** from each segment of the RV industry.

President/CEO/Owner/Chairman/Director/ Vice President/Executive . . . . .	<b>50.3%</b>
Departmental or Team Manager/Supervisor . . . . .	<b>24.3%</b>
Departmental Employee/Associate . . . . .	<b>10.4%</b>
Other . . . . .	<b>16%</b>

## AVERAGE MONTHLY DISTRIBUTION<sup>1</sup>

GUARANTEED RATE BASE <sup>2</sup> . . . . .	<b>11,000</b>
Average Total Print and Digital Subscribers <sup>2</sup> . .	<b>12,858</b>
Average Total Bonus Distribution <sup>3</sup> . . . . .	<b>2,257</b>
AVERAGE TOTAL DISTRIBUTION . . . . .	<b>15,114</b>

**84% of subscribers choose to receive RV PRO magazine in print.**



<sup>1</sup> Based on Certified Audience Statement, January-June 2021 issues.  
<sup>2</sup> Magazine advertising rates are based on minimum distribution to 11,000 active industry subscribers, delivered in either print or digital formats, or both.  
 • Electronic copies are sent consistent with standards set by the CAN SPAM Act of 2003.  
 • Printed copies follow USPS Periodicals mailing guidelines.  
<sup>3</sup> Bonus Distribution includes extra digital distribution to market-active recipients and/or print distribution at trade shows or other industry events.

<sup>1</sup> Certified by the publisher as of July 1, 2021. Total will equal more than 100 percent because businesses report that they fall into more than one category. RV PRO asks readers to identify all aspects of their business.

# RV PRO

## EDITORIAL CALENDAR

**Each month we will have feature stories covering:**

- RV Manufacturing
- OE Suppliers
- Aftermarket Parts & Accessories

Month	RV Manufacturing	OE Supplier Focus	Aftermarket Parts/ Accessories	Special Theme	Close
<b>January</b>	The Guide	Electronics & Entertainment/Wi-Fi	P.O.P. & Packaging	The Guide	11/30
<b>February</b>	Travel Trailers	Doors & Windows	New Products for 2022		1/4
<b>March</b>	Class A's	Chassis & Engines	Sanitation & Fresh Water	Reader Survey	2/2
<b>April</b>	Ultra-Lites	RV Appliances	Hitches & Towing	Marine Special Section	3/3
<b>May</b>	Fifth Wheels	Awnings & Shade	Camping & Pet Products	Women in Business	4/4
<b>June</b>	Truck Campers	OE Power Solutions	Jacks & Levelers		4/29
<b>July</b>	Toy Haulers	American Suppliers	Made in the U.S.A.	Made in the U.S.A.	5/26
<b>August</b>	Class C's	Kitchen/ Galleys	Safety Solutions & Ride Control		7/1
<b>September</b>	Open House Preview	Paint & Graphics	RV Care & Winterization	Open House Week Preview	8/1
<b>October</b>	Class B's	European Suppliers	Business Services	RVDA Preview	9/2
<b>November</b>	Best of Open House	Lighting	Power Solutions	Best of Open House	10/4
<b>December</b>	Outside the Hub	Décor, Interior Design	RV Interiors & Appliances	40 Under 40	11/1

**WE WANT TO WRITE ABOUT YOUR COMPANY, PRODUCTS AND SERVICES.**

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# RV PRO | 2022 Rates

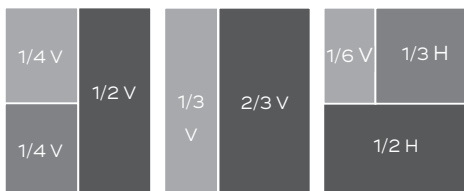
## PRINT ADVERTISING

	1X RATE	6X RATE	12X RATE
2-Page Spread	<b>\$6,200</b>	<b>\$5,580</b>	<b>\$3,720</b>
Full Page	<b>\$3,600</b>	<b>\$3,240</b>	<b>\$2,160</b>
2/3 Page	<b>\$2,750</b>	<b>\$2,475</b>	<b>\$1,650</b>
1/2 Page	<b>\$2,500</b>	<b>\$2,250</b>	<b>\$1,500</b>
1/3 Page	<b>\$1,800</b>	<b>\$1,620</b>	<b>\$1,080</b>
1/4 Page	<b>\$1,400</b>	<b>\$1,260</b>	<b>\$840</b>
1/6 Page	<b>\$1,050</b>	<b>\$945</b>	<b>\$630</b>
Product Highlight	<b>\$800</b>	<b>\$720</b>	<b>\$480</b>

## Special Print Products

(Please inquire)

- Barrefold Cover
- Belly Band/Cover Tip
- Inserts
- Ride Along/Catalog Mailing
- Advertorials
- Posters (fold-in)



## The Power of Consistency: 6x and 12x Print Advertising Packages

It's no secret that FREQUENCY is key to an effective marketing campaign – many basic “rules of advertising” state that ads must be seen at least seven times before customers respond. At *RV PRO*, because your success is our success, we make this a no-brainer decision for you.

## The NBM LOCK

**YOU HAVE THE KEY.** We understand that fiscal-year budgeting isn't always January–December, and we want to help you plan a marketing campaign that gives you peace of mind with predictability and flexibility. With THE NBM LOCK, you can negotiate your long-term rate at any time and lock it in for the duration of your schedule, even if it flows into the next calendar year, avoiding potential rate increases. (We recognize that changes happen in the regular course of business, so we want you to feel free to modify or cancel your plan with no penalties.)

## DIGITAL ADVERTISING

### eNewsletter

Sent daily (Monday–Friday) to a minimum of 10,000 e-mail addresses.

Tower Ad (300 x 600 pxl) <sup>1</sup>	<b>\$900</b>
Sponsored Content	<b>\$900</b>
Text Ad (Headline Ad) <sup>2</sup>	<b>\$380</b>
eNews Banner Ad (300 x 100 pxl) <sup>3</sup>	<b>\$500</b>
Video Ad <sup>4</sup>	<b>\$500</b>

### Website

Marquee Ad (728 x 90 pxl)	<b>\$1,300</b>
Banner Ad (728 x 90 pxl)	<b>\$1,300</b>
Billboard Ad (300 x 250 pxl)	<b>\$1,200</b>

### Blast Products

Digital Version Sponsorship	<b>\$1,200</b>
Products & Deals	<b>\$500/ea</b>
Catalog Connection	<b>\$500/ea</b>
E-Blast/Video Blast	<b>\$1,400</b>
Podcast Sponsor	<b>\$1,400</b>

## Save with *RV PRO* Digital Value Packages:

- Gold: ..... **50% off Rate Card**
- Silver: ..... **30% off Rate Card**
- Bronze: ..... **10% off Rate Card**



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