

**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

*Media Consultant*  
**Jordyn Foos**  
jfoos@nbm.com

*Media Consultant*  
**Anthony Bowe**  
abowe@nbm.com

*Sales Support*  
**Tyler Wigginton**  
tyler@nbm.com

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

*Managing Editor*  
**Travis O. Pryor**  
tpryor@nbm.com

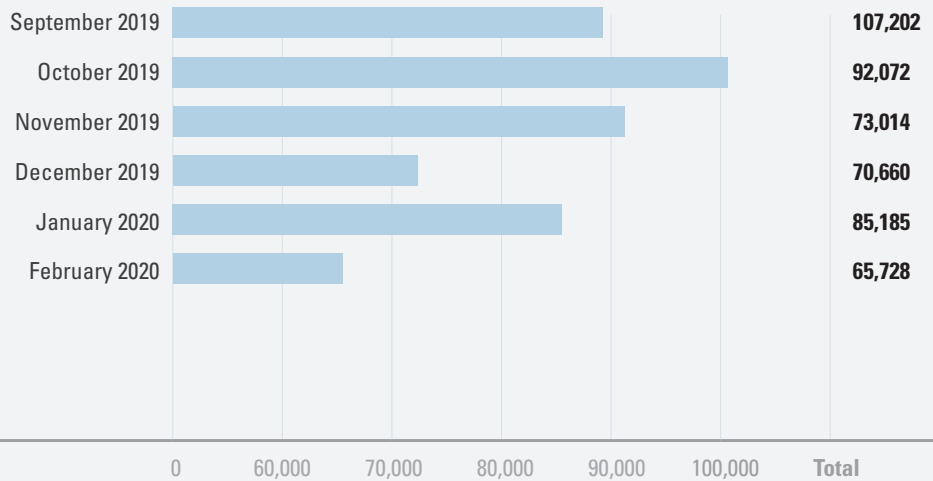
*Digital Content Editor*  
**David MacNeal**  
dmacneal@nbm.com

## Digital Highlights - Inbound

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

**82,310** average page views for the last six months.

### website views - 6 months at a glance



**65,728**  
WEBSITE  
VIEWS

# Digital Highlights – Outbound

\*Outbound Programs delivered “outbound” via eblasts to the extensive and market active RV PRO 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

**10,840**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
September (2019)	11,188	3,663	32.74%
October (2019)	10,993	3,428	31.18%
November (2019)	10,979	3,422	31.17%
December (2019)	10,958	3,351	30.58%
January (2020)	10,862	3,455	31.81%
February (2020)	10,840	3,353	30.93%

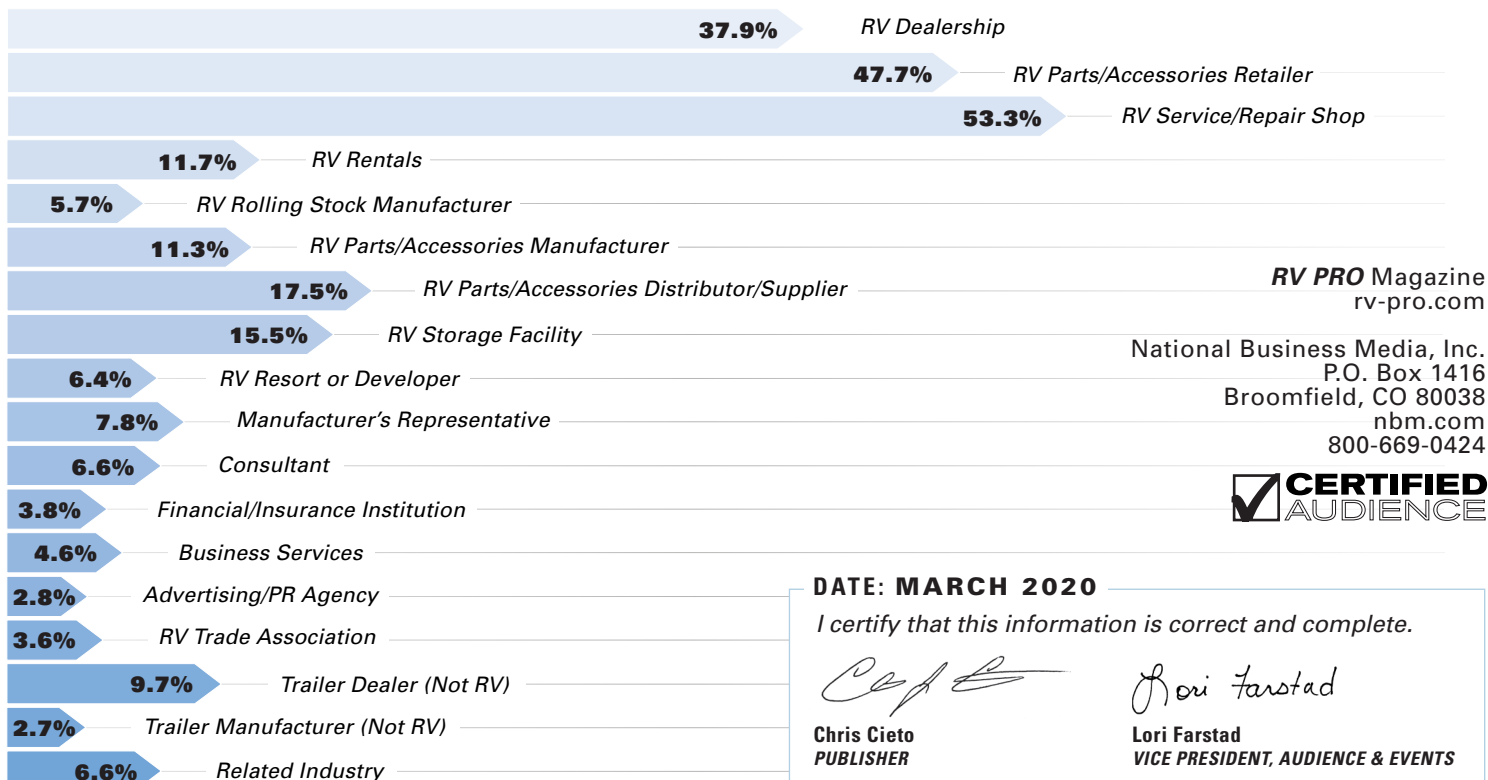
### PRODUCTS & DEALS

**13,937**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
September (2019)	14,142	2,846	20.13%
October (2019)	14,191	2,873	20.25%
November (2019)	14,140	2,799	19.79%
December (2019)	14,004	2,623	18.73%
January (2020)	13,987	2,903	20.75%
February (2020)	13,937	2,871	20.60%

## Representative Digital Audience Demographics

Areas of Business Activities



RV PRO Magazine  
rv-pro.com

National Business Media, Inc.  
P.O. Box 1416  
Broomfield, CO 80038  
nbm.com  
800-669-0424

**CERTIFIED**  
AUDIENCE

DATE: MARCH 2020

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.