

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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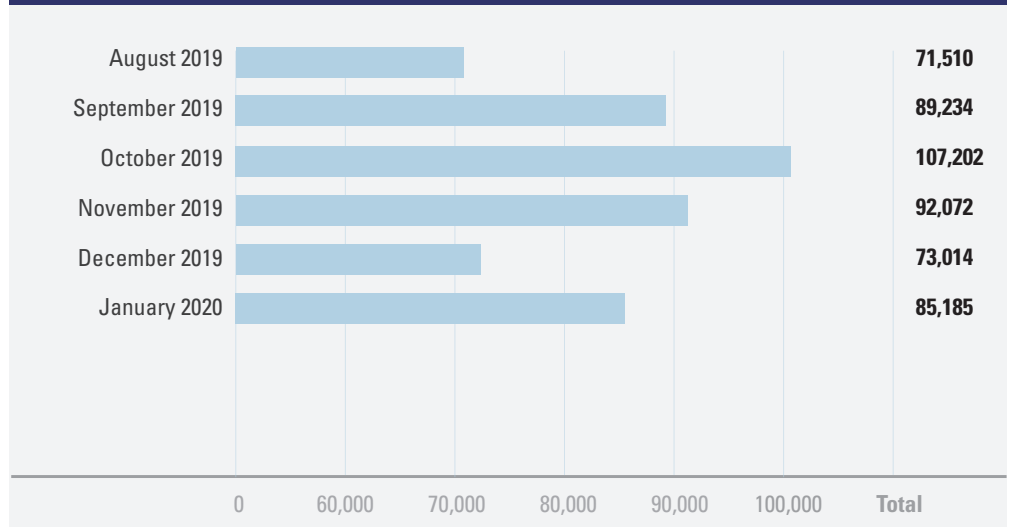
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Digital Highlights - Inbound

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

86,228 average page views for the last six months.

website views - 6 months at a glance



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

10,862
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
August (2019)	11,328	3,570	31.52%
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%

PRODUCTS & DEALS

13,987
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
July (2019)	14,154	3,266	23.07%
August (2019)	14,203	2,862	20.15%
September (2019)	14,142	2,846	20.13%
October (2019)	14,191	2,873	20.25%
November (2019)	14,140	2,799	19.79%
January (2020)	13,987	2,903	20.75%

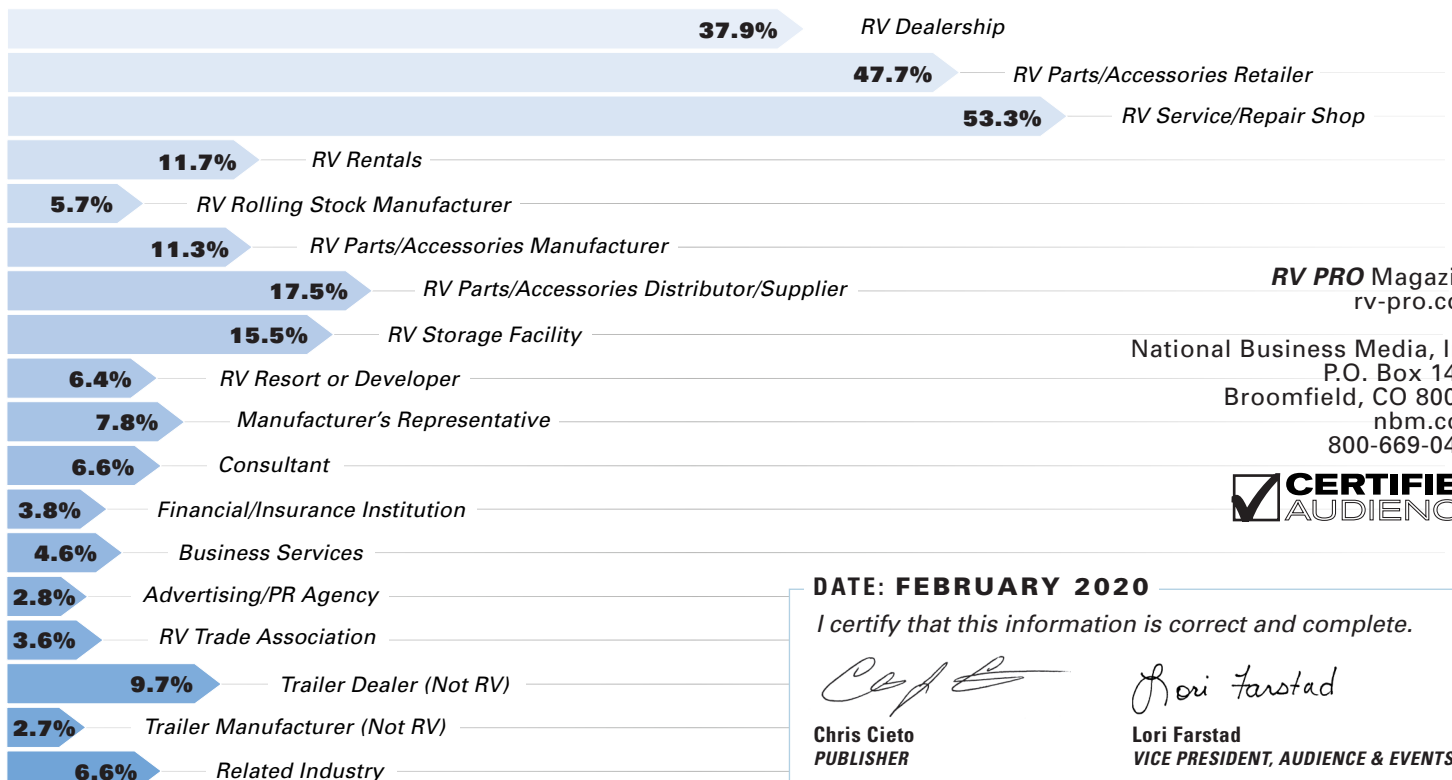
CATALOG CONNECTION

14,004
TOTAL
DELIVERED

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
January	14,004	3,056	21.81%

Representative Digital Audience Demographics

Areas of Business Activities



RV PRO Magazine
rv-pro.com

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I certify that this information is correct and complete.

Chris Cieto
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Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

* Total equals more than 100% because readers check all of the categories that apply.