

# RV PRO

## 2021 Media Planner

The Source for RV-Related B2B Information

Readers say  
**YES to RV PRO!**

**95%**  
**YES**

Read *RV PRO*  
Regularly  
*(Based on July 2020 reader survey)*

**98%**  
**YES**

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

**87%**  
**RV PRO**

Named *RV PRO* the  
magazine that offers the  
most information on OE &  
Aftermarket products

## 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>37%</b>
RV Parts/Accessories Retailer . . . . .	<b>47%</b>
RV Service/Repair Shop . . . . .	<b>52%</b>
RV Rentals . . . . .	<b>11%</b>
RV Manufacturers . . . . .	<b>6%</b>
RV Parts/Accessories	
Manufacturer . . . . .	<b>11%</b>
RV Parts/Accessories	
Distributor/Supplier . . . . .	<b>17%</b>
RV Storage Facility . . . . .	<b>15%</b>
RV Resort or Developer . . . . .	<b>6%</b>
Manufacturer's Representative . . . . .	<b>7.5%</b>
Financial/Insurance Institution . . . . .	<b>4%</b>
Consultants . . . . .	<b>6.5%</b>
Business Services . . . . .	<b>5%</b>
Trailer Dealer (Not RV) . . . . .	<b>9%</b>
Trailer Manufacturer (Not RV) . . . . .	<b>2.5%</b>

## Our Readers Are Decision Makers



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

President/Owner/CEO/Chairman/Director/Vice President . . . . .	<b>52%</b>
Departmental or Team Manager/Supervisor . . . . .	<b>26%</b>
Departmental Employee/Associate . . . . .	<b>10%</b>
Other . . . . .	<b>12%</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>12,988</b>
Average Total Bonus Distribution <sup>3</sup> . . . . .	<b>2,113</b>
AVERAGE TOTAL DISTRIBUTION . . . . .	<b>15,101</b>

88.2% of subscribers choose to receive RV PRO magazine in print.



<sup>1</sup> Based on Certified Audience Statement, January-June 2020 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, 2020. 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>	Guide	Electronics & Entertainment/Wi-Fi	P.O.P. Packaging	The Guide	11/24
<b>February</b>	Under 5,000 Lbs.	Exteriors	New Products for 2021		1/4
<b>March</b>	Super C's	Composite Materials	Sanitation & Fresh Water	Reader Survey	2/1
<b>April</b>	Class A's	Appliances	Hitches & Towing		3/2
<b>May</b>	Fifth Wheels	Patios/Garages	Camping & Pet Products	Women in Business	3/31
<b>June</b>	Travel Trailers	OE Power Solutions	Power Solutions		4/28
<b>July</b>	Toy Haulers	American Suppliers	Made in the U.S.A.	Made in the U.S.A.	5/28
<b>August</b>	Outside the Hub	Bathrooms	Safety Solutions & Ride Control		6/30
<b>September</b>	Open House	Paint & Graphics	RV Care & Winterization	Open House	8/2
<b>October</b>	Class B's	European Suppliers	Business Services	RVDA	9/1
<b>November</b>	Best of Open House	Roofing	Jacks & Levelers	Best of Open House	10/1
<b>December</b>	Cargo Trailers	Décor, Interior Design	RV Interiors & Appliances		10/27

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

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PRINT ADVERTISING		
	1X RATE	12X RATE
2-Page Spread	<b>\$7,000</b>	<b>\$3,500</b>
Full Page	<b>\$4,200</b>	<b>\$2,100</b>
2/3 Page	<b>\$3,100</b>	<b>\$1,550</b>
1/2 Page	<b>\$2,875</b>	<b>\$1,438</b>
1/3 Page	<b>\$2,060</b>	<b>\$1,030</b>
1/4 Page	<b>\$1,650</b>	<b>\$825</b>
1/6 Page	<b>\$1,200</b>	<b>\$600</b>
Product Highlight	<b>\$975</b>	<b>\$488</b>

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

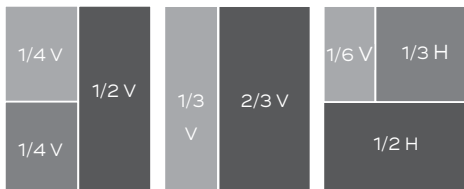
It's no secret that FREQUENCY is key to an effective marketing campaign – many basic “rules of advertising” state that ads must be seen at least seven times before customers respond. At *RV PRO*, because your success is our success, we make this a no-brainer decision for you.

*Inquire about our special 12x frequency advertising packages – succeed with **The Power of Consistency!***

### Special Print Products

(Please inquire)

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



### 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	
<b>eNewsletter</b>	
Sent daily (Monday–Friday) to a minimum of 10,000 e-mail addresses.	
Tower Ad (300 x 600 pxl) 1	<b>\$980</b>
Sponsored Content	<b>\$800</b>
Text Ad (Headline Ad) 2	<b>\$350</b>
eNews Billboard Ad (350 x 250 pxl) 3	<b>\$600</b>
Video Ad	<b>\$500</b>
<b>Website</b>	
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>
<b>Blast Products</b>	
Digital Version Sponsorship	<b>\$1,100</b>
Products & Deals 4	<b>\$500/ea</b>
Catalog Connection	<b>\$500/ea</b>
E-Blast/Video Blast	<b>\$1,400</b>

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

- The Champion: ..... **50% off Rate Card**
- The Contender: ..... **40% off Rate Card**
- The Challenger: ..... **30% off Rate Card**



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