

RV News

The Voice of the RV Industry

2025 MEDIA PLANNER



12,000

MONTHLY
SUBSCRIBERS

2.6M

2.6 MILLION ANNUAL
WEBSITE IMPRESSIONS

5,000

DAILY E-NEWSLETTER
SUBSCRIBERS

91%

OF SUBSCRIBERS
READ EVERY ISSUE

RV News Magazine is the only publication in the RV industry to win FOLIO awards for excellence in editorial content.

2022 FOLIO:
**EDDIE
AND OZZIE
AWARDS**

WINNER

Best Magazine >
Full Issue > B2B
Retail / Manufacturing /
Supply Chain

2023 FOLIO:
**EDDIE
AND OZZIE
AWARDS**

WINNER

Best Magazine >
Full Issue > B2B >
News / General Interest

2024 FOLIO:
**EDDIE
AND OZZIE
AWARDS**
FINALIST

FINALIST

Best Magazine >
Full Issue > B2B >
Enthusiast / Hobby /
Special Interest and News /
General Interest

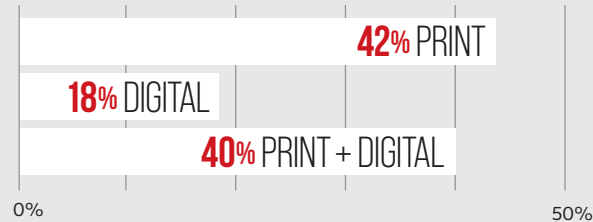
Targeting RV Industry Professionals With Critical Business Information

RV News provides engaging, timely business information to industry decision-makers on recreational vehicles, products and services. *RV News* has been cited by businesspeople who make purchasing decisions as their number one source for technology, trends, new products/business services, industry trends and business best practices that propel their company to growth and profitability.

- Executives, product managers and purchasing managers at RV manufacturing companies overwhelmingly say *RV News* offers the best business information, according to two independent surveys.
- RV dealership CEOs, presidents and managerial staff cite *RV News* as the best industry source of business information on RVs, business solutions to improve their companies, and aftermarket parts/accessories, according to two independent surveys.
- RV original equipment suppliers and aftermarket parts/accessories suppliers say *RV News* is the undisputed leader in providing the best return on investment on marketing dollars spent to increase product and brand awareness. They say it is their first choice when attempting to reach their customers.
- Aftermarket retail store managers who make stocking decisions for their store locations say *RV News* has the most up-to-date info on new parts/accessories.

Our reader list is the most up-to-date and comprehensive list of business decision-makers in the RV industry. They represent a U.S economic impact of \$160 billion supporting 680,000 jobs and \$48 billion in wages. The average reader's business generates \$25 million in annual gross revenue.

12,000 MONTHLY SUBSCRIBERS



SUBSCRIBER PREFERENCES:



read every issue



have made a purchasing decision or conducted business with a new company based on *RV News*' editorial content or advertising



said *RV News* is their primary source for RV business information

(From a 2022 independent survey of RV industry professionals)



say they are executives or managers who make purchasing decisions

OUR READERS' BUSINESS TYPES:

- 70% RV Dealer, Retail Store or Repair Shop
- 23% RV Parts/Accessories Supplier
- 14% RV Manufacturer
- 6% RV Rental Organization
- 4% RV Storage Facility
- 3% Trailer (not RV), Marine, Powersports or Other Related Industry
- 2% RV Distributor
- 1% RV Business Solution Company
- >1% RV Resort Developer or Campground
- >1% RV Trade Association
- >1% Finance or Insurance Company
- >1% RV Manufacturer's Rep
- >1% PR or Advertising Agency
- >1% Manufactured Housing

2025 Editorial Calendar

MONTH	TOPICS COVERED
JANUARY Ads due Dec 10	<ul style="list-style-type: none"> Retail Store Displays Suspension, Wheels & Tires Type A Motorhomes
FEBRUARY Ads due Jan 10	<ul style="list-style-type: none"> Hitches & Towing Appliances & HVAC Travel Trailers
MARCH Ads due Feb 10	<ul style="list-style-type: none"> Freshwater & Sanitation Caps, Sidewalls, Roofing & Sealants Toy Haulers
APRIL Ads due March 10	<ul style="list-style-type: none"> Camping Accessories Electronics & Lighting Teardrops & Tent Campers
MAY Ads due April 10	<ul style="list-style-type: none"> Power Solutions RV Interiors Type C Motorhomes
JUNE Ads due May 10	<ul style="list-style-type: none"> Jacks, Lifts & Leveling Kitchen & Bath Fifth Wheels
JULY Ads due June 10	<ul style="list-style-type: none"> Made in the USA Furniture, Fabric & Fixtures Type B Motorhomes
AUGUST Ads due July 10	<ul style="list-style-type: none"> Safety Equipment RV Exteriors Destination Trailers
SEPTEMBER Ads due Aug 10	<ul style="list-style-type: none"> Cleaning & Winterization Power Solutions Elkhart Open House
OCTOBER Ads due Sept 10	<ul style="list-style-type: none"> Business Solutions, Finance & Insurance Sideouts, Windows & Doors Overlanding & Off-Road Vehicles
NOVEMBER Ads due Oct 10	<ul style="list-style-type: none"> Appliances, Electronics, & HVAC Construction Materials RV of the Year Awards
DECEMBER Ads due Nov 10	<ul style="list-style-type: none"> New Products for 2025 New Technology Truck Campers

Specialty Printing Techniques

RV News offers a host of specialty printing products to help your advertising truly stand out. Pricing is quoted on a per-project basis to ensure advertisers get the lowest possible price. Ask for a quote on any of the following:

- **4-Page Barrel-Fold Covers**
- **2-Page Barn Door Covers**
- **4-inch-wide Belly Bands**
- **2- or 4-Page Advertorials**
- **Inserts and Ride-Alongs**
- **Wall Posters**
- **Front Cover Tip-ons**

Barrel-Fold Cover:

This option makes an impression like no other. It pairs a 3-page spread, packaged with a single “next to front cover” page. Readers can’t resist checking it out. Most will see your message before ever reading a story in the magazine.

Barn Door/French Door Cover:

This option gives an advertiser the ability to have a 2-page spread placed within the split front cover. Readers naturally open the “double doors” and see the message before opening the magazine.

Belly Bands:

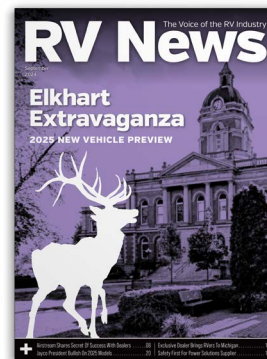
RV News’ double-sided belly bands wrap the front cover to maximize the area for your message. Readers must look at your message before opening the magazine and reading any editorial content.

Special Issues

JULY:
Made in America



SEPTEMBER:
Elkhart Open House, New Vehicles

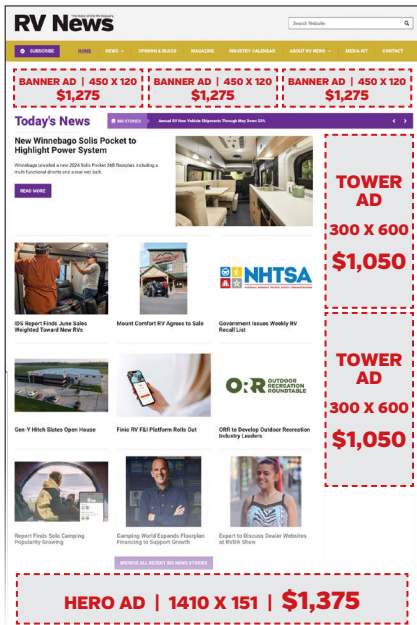


OCTOBER:
Business Solutions



NOVEMBER:
Best New Vehicle Awards





The RV News Website

In the last three years the *RV News* website has grown from under 540,000 annual web page impressions to more than 2.6 million website events in 2024. More than 400,000 visitors came to the website. User engagement defined as “events” by Google Analytics is projected to significantly increase in 2025. Reports are sent to advertisers at the end of each month after their ad appears on the website. Website ads run for an entire month.

- More than 2.6 million page views annually
- More than 900,000 sessions annually
- More than 275,000 users annually
- 36 percent were new users in 2024

Banner Ads	(450 pxls wide X 120 pxls tall)	\$1,275
Tower Ads	(300 pxls wide X 600 pxls tall)	\$1,050
Hero Ads	(1410 pxls wide X 151 pxls tall)	\$1,375

All ads can have up to 3 slides with a 2 second delay between ads. Tower ads have a 50% share of voice.

Daily E-newsletter Blast

The e-newsletter goes out to 5,000 industry decision-makers each day Monday through Friday. It functions as the daily, digital newspaper for the RV industry. A maximum of three advertisers are allowed to sponsor each daily eblast to maximize advertisers’ return on investment.

- Tower Ads
- Text Ads

Package Discounts

12 or more days in a year (if purchased at the same time)..... 20% Discount
 36 or more days in a year (if purchased at the same time)..... 30% Discount

¹ Average open and click through rates vary depending on news content.
² The e-newsletter will display responsively to viewers’ devices. All ads are optimized to display proportionally so actual ad display sizes may vary.



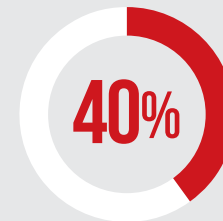
2.6M
 2.6 MILLION
 ANNUAL
 WEBSITE
 IMPRESSIONS



5,000

DAILY E-NEWSLETTER
 SUBSCRIBERS

AVERAGE
 OPEN RATE



AVERAGE CLICK
 THROUGH RATE



Digital Ad Due Dates: E-newsletters and website digital ads are due on the 20th of the month prior to the month they will run. Ads should be e-mailed to news@rvnews.com.

Each month, RV News covers key categories within the industry.

To submit story ideas, press releases or products to be featured, email news@rvnews.com.

RV Manufacturing & New Vehicles

Feature > RV MANUFACTURER



Tiffin's Many Adventures Realized

The company's new Tiffin RVs will debut at the Florida RV SuperShow. The manufacturer is active in many of the manufacturer's previous models.

Tiffin's dedication, innovation and commitment to excellence in RV manufacturing are the reasons why the company has been a leader in the industry for over 60 years. Tiffin's commitment to quality and customer service is what sets them apart from the rest of the industry.

"It is an exciting time for our customers," says Tiffin's CEO, John Tiffin. "We are proud to offer our customers the best in RV manufacturing, and we are committed to providing them with the highest quality products and services possible."

John Tiffin, CEO of Tiffin RVs, is a man of many talents. He is a former professional athlete, a successful businessman, and a devoted family man. His passion for RVs is what led him to start Tiffin RVs in 1963, and he has since built the company into one of the largest and most successful RV manufacturers in the world.


Tiffin RVs has a long history of innovation and excellence. The company has introduced many groundbreaking features and technologies to the RV industry, including the first motorhome with a built-in refrigerator, the first motorhome with a built-in microwave, and the first motorhome with a built-in TV.

Tiffin RVs is committed to providing its customers with the highest quality products and services possible. The company's dedication to excellence is what has made it a leader in the industry for over 60 years.

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Industry Trends

Trends > STICK-AND-TIN TRAILERS



Spotlighting Stick-and-Tin Models

Three RV manufacturers targeted their new 2024 stick-and-tin travel trailers. All year their new 6th anniversary, value-added features at any price.

Stick-and-tin travel trailers are a popular choice for RVers looking for a simple, affordable way to enjoy the outdoors. Three RV manufacturers have targeted their new 2024 stick-and-tin travel trailers, offering a variety of features and options to meet the needs of different types of RVers.

Forest River has introduced the new 2024 Forest River Stick-and-Tin travel trailer, featuring a built-in refrigerator, a built-in microwave, and a built-in TV. The trailer is available in a variety of sizes and configurations, making it a versatile choice for RVers.

Keystone has introduced the new 2024 Keystone Stick-and-Tin travel trailer, featuring a built-in refrigerator, a built-in microwave, and a built-in TV. The trailer is available in a variety of sizes and configurations, making it a versatile choice for RVers.

Jayco has introduced the new 2024 Jayco Stick-and-Tin travel trailer, featuring a built-in refrigerator, a built-in microwave, and a built-in TV. The trailer is available in a variety of sizes and configurations, making it a versatile choice for RVers.

North American Travel Trailer Retail Registrations

2023	2024	Change
284,673	234,882	-17.50%

Travel Trailer Retail Registrations Market Share by Manufacturer

Manufacturer	2023 Market Share (%)
Forest River	26.7%
Keystone	9.1%
Jayco	8.6%
Outdoorsmen	8.1%
Grand Design	7.5%
Coachmen	4.7%
Heartland	4.6%

Travel Trailer Retail Registrations by State/Province

State/Province	Registrations
Texas	52,000
California	30,000
Florida	12,000
Illinois	8,000
Michigan	6,500

Business Solutions and F&I

Feature > 2024 RV LENDER UPDATES



Learning from Lenders

How from a dozen RV lenders gathered in Las Vegas, some of the most experienced in the industry, to provide guidance for RVers on their 2024 programs.

Retail lending is a complex business, and it's one that's constantly evolving. For RV lenders, staying on top of the latest trends and regulations is essential for success. A group of RV lenders gathered in Las Vegas to share their insights and experiences, providing valuable guidance for RVers on their 2024 programs.

Bob Brown, CEO of Brown & Brown RV, is a man of many talents. He is a former professional athlete, a successful businessman, and a devoted family man. His passion for RVs is what led him to start Brown & Brown RV in 1963, and he has since built the company into one of the largest and most successful RV manufacturers in the world.

Brown & Brown RV has a long history of innovation and excellence. The company has introduced many groundbreaking features and technologies to the RV industry, including the first motorhome with a built-in refrigerator, the first motorhome with a built-in microwave, and the first motorhome with a built-in TV.

Brown & Brown RV is committed to providing its customers with the highest quality products and services possible. The company's dedication to excellence is what has made it a leader in the industry for over 60 years.

Original Equipment Suppliers

Feature > OE SUPPLIER



California Compliant Power

Currents meet California emissions standards with the 60,000-watt, first-of-its-kind electronic fuel injection generator.

With California's strict emissions standards, manufacturers are facing a significant challenge. The 60,000-watt, first-of-its-kind electronic fuel injection generator is a game-changer, meeting both California's emissions standards and the power needs of RVers.

John Smith, CEO of Smith Power, is a man of many talents. He is a former professional athlete, a successful businessman, and a devoted family man. His passion for power is what led him to start Smith Power in 1963, and he has since built the company into one of the largest and most successful power manufacturers in the world.

Smith Power has a long history of innovation and excellence. The company has introduced many groundbreaking features and technologies to the power industry, including the first generator with a built-in refrigerator, the first generator with a built-in microwave, and the first generator with a built-in TV.

Smith Power is committed to providing its customers with the highest quality products and services possible. The company's dedication to excellence is what has made it a leader in the industry for over 60 years.

RV Dealerships

Feature > DEALERSHIP



The Triple Threat Sales Jackpot

Watch the biggest volume RV dealership users, multi-dealer store owners, to dominate the Las Vegas RV market.

Multi-dealer store owners are the backbone of the RV industry. They are the ones who are responsible for bringing RVs to the market, and they are the ones who are responsible for providing the best customer service possible.

John Doe, CEO of Doe RV, is a man of many talents. He is a former professional athlete, a successful businessman, and a devoted family man. His passion for RVs is what led him to start Doe RV in 1963, and he has since built the company into one of the largest and most successful RV manufacturers in the world.

Doe RV has a long history of innovation and excellence. The company has introduced many groundbreaking features and technologies to the RV industry, including the first motorhome with a built-in refrigerator, the first motorhome with a built-in microwave, and the first motorhome with a built-in TV.

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Aftermarket Suppliers & Distribution

Feature > AFTERMARKET SUPPLIER



Hiking the Path to Product Relevance

Lippert nearly abandoned the camping accessories product category before finding its first chomp. The company changed course by focusing on product innovation and quality to succeed in the category.

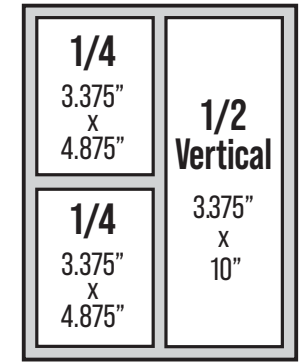
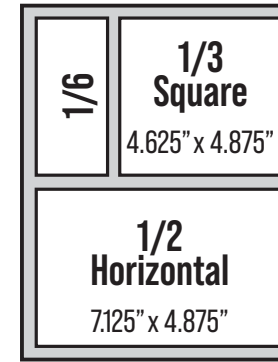
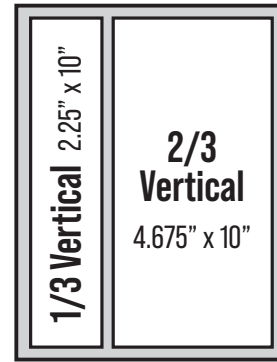
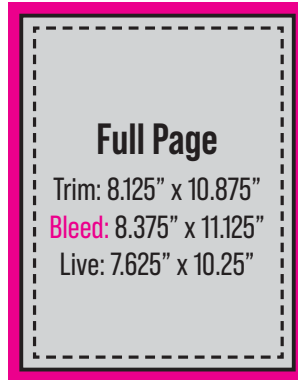
Lippert's journey into the camping accessories market was a long one. The company nearly abandoned the category before finding its first chomp. The company changed course by focusing on product innovation and quality to succeed in the category.

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Print Advertising and Ad Sizes



Ad Size	Cost	Width x Height
2-Page Spread	\$7,400	16.25" x 10.875" (trim)
Full page	\$4,200	8.125" x 10.875" (trim)
2/3 Page (V)	\$3,350	4.675" x 10"
1/2 Page (H)	\$2,900	7.125" x 4.875"
1/2 Page (V) <small>Advice Column & TBO Only</small>	\$2,900	3.375" x 10"
1/3 Page (H)	\$2,230	4.625" x 4.875"
1/3 Page (V)	\$2,230	2.25" x 10"
1/4 Page (V) <small>Advice Column & TBO Only</small>	\$1,750	3.375" x 4.875"
1/6 Page (V)	\$1,200	2.25" x 4.875"

Premium Positioning

Ask about premium positions available in 2025. Upcharges range from 10% to 20%.

PRINT Advertising Due Dates

All ads are due on the **10th of the month** prior to when the ads will run. As an example: Ads scheduled for March are due on February 10th. Ads should be e-mailed to adproduction@rvnews.com.

Pro Tips:

All Successful Marketing Campaigns Begin With:

1. Identifying specific goals and the purpose of your marketing.
2. Assessing the annual established cycle of purchasing habits and preferences of your target customers in the RV industry to maximize the return on investment of your marketing dollars.
3. Deciding what resources and budget your company will allocate to accomplish its sales and marketing goals.
4. Contacting *RV News* magazine to put together a CUSTOMIZED advertising plan that will accomplish your goals, adhere to your budget, measure results and capitalize on the magazine's marketing expertise, strong industry relationships, industry-leading knowledge of buying cycles, strategic advertising packages, and the most complete list of business decision makers in the RV industry who consistently rely on *RV News* to provide them with information to help their business succeed.

We offer so much more than merely selling you ad space. Call us today to strategize on how to increase awareness of your company, product and/or services. Let us help you grow your company, increase sales and profitability.

