

Heartland Journeys - Walk & Cycle Trails - Road Trips - Reviews

NZ TODAY

RV Lifestyle

Media Kit 2023

rvlifestyle.co.nz  NZtoday RV Lifestyle





Walk & Cycle Trails



About

NZ TODAY
-RV Lifestyle-

Read the great stories in *NZToday RV Lifestyle* magazine to discover the people, places and panoramas that make New Zealand so unique, all told through the personal experiences of our well-travelled writers.



Heartland Journeys



Reviews



Explore our beautiful trails. Visit the special spots. Be inspired by the interests and passions of those who call New Zealand home. Check out our informative RV vehicle reviews. Meet Caspar, the RV Lifestyle dog, and enter our competitions.



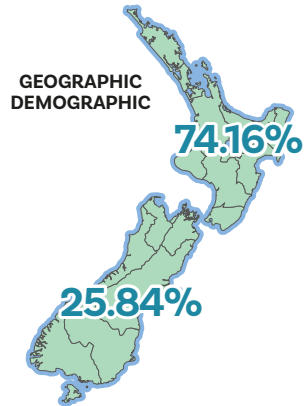
Road Trips

A quality glossy perfect bound publication average 112 pages per issue. Bi-monthly - 6 issues per year. Join the move to *NZToday RV Lifestyle*.

Demographics & Circulation stats

Demographics & Paid Subscriber Stats

(Data Group - 1270 subscribers who supplied specific data. Analysed August 2023)



Data group	Age bands
1.89%	0 to 40 years
83.46%	40 to 70 years
14.64%	70+



RV Ownership

(RV = fifth wheel, caravan, campervan, motorhome, home-build, bus)

76.06%

of the group own an RV (1130)

23.94%

Don't own an RV or did not specify.



NZMCA Member?

(Declared membership on subscribing date)

49.68% Yes

50.32% No

Bicycle & E-bike Ownership

A 2023 competition data analysis of 132 entries revealed:

45

households own No bicycles

87

households own 210 bicycles

82 of 87

households own multiple e-bikes or bicycles

5 of 87

households own one bicycle

Average = 2.56

bikes per household



Of the total 210 bikes
35.3% E-bikes 64.76% Bicycle

Car Ownership

Of 132 entries,

92 people own 182 cars =

1.95 cars per household

26% 1 Car 57.6% 2 cars

9.78% 3 cars 6.52% 4 cars

Circulation

6000 to 8000 printed copies

Average **7000** Vol 19 to 24

Distributed via

Retail outlets via ARE Ltd

Mail out physical Subscribers & industry



Motor Trade Association business owners

minimum **1000**, maximum **3450** copies per volume – high read in the customer waiting lounges nationwide.

Potential readership = 1 person per day, per outlet, 5 days per week over 6 weeks = minimum **30,000** to

103,500 readers per issue.

(MTA copies Postal weight, and budget dependent)

Digital & social media audience stats



EDM Digital Coverage

Digital Edition EDM up to **3000** on average per volume

Open Rate **47.02%** Click rate **11.41%**

(Data from 5 digital editions EDM from July 2022 to July 2023)

Star Insurance EDM NZT-RVL content sent

- quarterly to RV clients **10,000** minimum
- bi-annual to Motorbike clients
- annual digital edition sent to **45,000** total clients

EDM promotions of NZT-RVL volumes

Varies issue to issue with clients. Examples of client EDM digital sharing supplied to clients in Volume 23 July August 2023.

Highlands Motorsport Park, Bill Richardson Transport World, RealNZ, First Mortgage Trust = minimum **50,000** customer EDMs



NZToday RV Lifestyle monetised channel

Subscribers **2311**

Views **67,919**

Impressions **540,826**

8.2% click rate

2.40 average view duration

90 days 18 April – 16 July 23



Facebook

8820 Followers

39,506 Total Reach

1 March to 30 June 2023



2023 Website Data

Combined website platforms 90 days
18 April – 16 July 23

Unique Visitors **45,917**

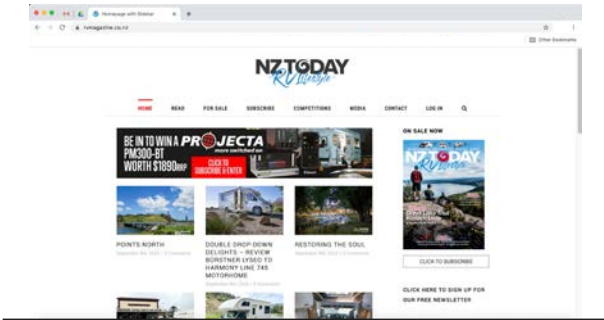
Number session visits **75,041**

Page views **550,492**

1.63 Sessions per user

7.34 Pages per visitor

Readers who prefer to receive their information through a digital portal will enjoy NZToday-RV Lifestyle's Travel and Lifestyle interactive online presence through our YouTube channel, EDM content, Website and Facebook presence.



rvlifestyle.co.nz

At NZToday-RV Lifestyle's website you can access all of our digital content in one place. Find back content, news and reviews, newsletters, advertiser links and subscribe to our digital news or hard copies. Everything RV is right here in one place, ready to take you wherever you want to go.



f NZToday RV Lifestyle

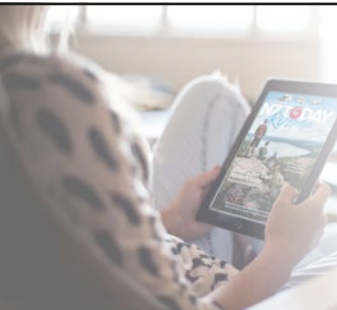
NZToday-RV Lifestyle's Facebook page has around 8,500 engaged followers and it's growing daily. Drop in and like our page to join in the community as we share events, videos, news and all the excitement of the RV Travel lifestyle from readers and advertisers around the country; in this popular, accessible, newsfeed format.



▶ NZToday RV Lifestyle

Check out the hot video content on our NZToday YouTube channel. We have over 2311 subscribers as at Aug 2023, and growing. Lifestyle, travel and RV review content engages viewers every day.

Our regular EDM connects readers directly to the digital edition of the NZToday-RV Lifestyle current issue, QR codes link readers directly to our YouTube channel, competitions and more.



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Advertising Rates

All advertising rates are commission bearing

DPS:	\$2,995		
10 x Full page:		6 issue Contract rate \$1,295 per issue	SAVE \$6,000 pa
Full page:	Casual Rate \$1,895	6 issue Contract rate \$1,495 per issue	SAVE \$2,400 pa
Half page:	Casual Rate \$1,095	6 issue Contract rate \$795 per issue	SAVE \$1,800 pa
Quarter:	Casual Rate \$650	6 issue Contract rate \$495 per issue	SAVE \$930 pa
Banner:	Casual Rate \$550	6 issue Contract rate \$450 per issue	SAVE \$600 pa
Display:	Casual Rate \$350	6 issue Contract rate \$295 per issue	SAVE \$330 pa
Trade:	Casual rate \$295	6 issue Contract rate \$1,000	SAVE \$770 pa

Premium positions: Inside Front Cover & Inside Back Cover Plus 33%. Specified Positions Plus 20%

RV Advertising Packages: All based on 6 issue's over a 12 month period, excluding GST. All advertising rates are commission bearing. Contract conditions: A contract discount rate is per issue insertion minimum 6 issues over 12 month period. If the client cancels or reduces the number of issues the previously charged discounted invoices will be reinvoiced back to the full casual rate.

Deadline dates

Month / Year	Vol	Ad Supply deadline	On sale
Sept/Oct 2023	24	Mon 21 Aug	Thur 31 Aug
Nov/Dec 2023	25	Tues 17 Oct	Mon 30 Oct
Jan/Feb 2024	26	Tues 5 Dec	Thur 21 Dec
March/April 2024	27	Fri 16 Feb	Mon 29 Feb
May/June 2024	28	Fri 19 April	Thur 2 May
July/Aug 2024	29	Fri 14 June	Sun 7 July
Sept-Oct 2024	30	Fri 16 Aug	Mon 2 Sept

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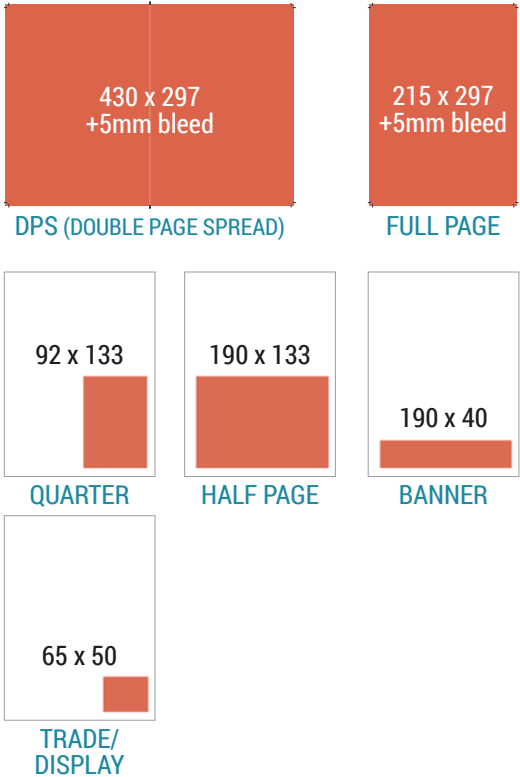
Advertisement Specs

File types accepted

Adobe PDF – Fonts embedded or outlined, images 300ppi.
Images can be CMYK or RGB.
Convert any spot/pantone colours to CMYK.
JPEG – 300ppi at 100% print size.

NOTES: Keep all text and critical imagery 14mm from the inside edge. This Magazine is perfect bound, and text too close to the gutter will disappear. Ensure advertisement is the correct size (including any bleed) and that all images are at least 300dpi and fonts are embedded when creating the PDF file.

Advert sizes (W x H mm)



Terms & Conditions

All material must be supplied as per the recommended specifications and by the production deadlines advised within this Booking confirmation. It is the advertiser's responsibility to ensure that all text, images and details are correct. The publisher takes no responsibility for printing incorrect or out-of-date information if supplied by an advertiser. The publisher takes no responsibility for the quality of the final printing where advertiser supplied material is questionable or of poor quality. Rates are net of Agency commission fees. Purchase order to be supplied with all confirmed advertising booking, email scan accepted. Full Terms and Conditions of advertising are on our website www.rnnpublishing.co.nz.



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