

THE Motor Caravanner



Media Kit 2012

Overview

Motor caravanning is one of New Zealand's fastest growing recreational activities. If your business targets motorhome owners, caravanners, people interested in the outdoors, or the 50 plus demographic there is no more cost effective way to reach them than through the pages of The Motor Caravanner Magazine.

The growth of motor caravanning mirrors the emergence of Baby Boomers (those born 1946 to 1964) aged 45 to 71 years and the

retirement commission estimates the network of those 45 + to be \$329 billion. This means they have the disposable income to turn their quest for lifestyle into a reality. The Motor Caravanner Magazine is the ideal vehicle to promote your products and services to this growing and affluent demographic. As passionate motor caravan owners, NZMCA members are keen to read about new products and services that will enhance their lives as well as the enjoyment of their chosen leisure activity.



AD RATES - per issue

Advert Sizes	Casual	3 issues	6 issues
Double Page spread	\$3,600	\$3,400	\$3,200
Full Page	\$1,995	\$1,895	\$1,795
Half Page (vertical or horizontal)	\$1,200	\$1,140	\$1,055
Third Page Horizontal (bottom strip)	\$1,030	\$970	\$910
Quarter Page	\$725	\$685	\$645
Directory (1/9th page)	\$380	\$350	\$320
Inserts	POA		

All prices are quoted full colour. Prices quoted exclude GST. All prices quoted are per ad per issue. Positions subject to availability. A loading fee will apply to premium positions. The rates above are for PRINT READY supplied advertisements. Commission bearing 20%. Rates effective May 2010.

Vital Statistics

- The Motor Caravanner has the largest circulation of any motorhome or caravan magazine in New Zealand, 22,500 plus copies are distributed via addressed mail to over 43,000 New Zealand Motor Caravan Association members 6 times annually.
- A4 full colour 164 pp magazine distributed to the New Zealand Motor Caravan Association members.
- 94% of readers use The Motor Caravanner as a source of information when purchasing a motorhome or motorhome related product.
- Readers are well educated, financially secure

- New Zealanders who enjoy an outdoors lifestyle. Their health and well being are important to them and they maintain an active and healthy lifestyle.
- They have enough extra income or savings to direct towards their prime interest - motor caravanning
 - The 50's plus market will grow 27% by 2021 while at the same time the under 20 market will shrink by 5%.

Source: Chris Schultz of Senioragency NZ- Feb 06 MOSAIC Profile 2007 and NZMCA Readers Survey 2009

Circulation of 22,500 copies distributed to 43,000 members, 6 issues annually

42% of readers are planning to purchase a motorhome in the next 3 years

Important advertising dates

Issue	Feb/Mar	Apr/May	Jun/Jul	Aug/Sept	Oct/Nov	Dec/Jan
Issue#	295	296	297	298	299	300
Booking Deadline	Dec 16	Mar 2	May 4	Jun 29	Aug 31	Nov 2
Material Deadline	Dec 21	Mar 7	May 9	Jul 4	Sept 5	Nov 7
Publication Date	Jan 25	Mar 28	May 30	Jul 25	Sept 26	Nov 28

For further information on advertising, please contact: Phone 09 418 5205, Fax 09 418 5206

Abbagail Head
abby@spoton.net.nz

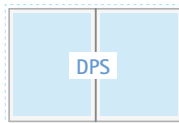
Cathy Crawford
cathy@spoton.net.nz

Brent Gillies
brent@spoton.net.nz

Advert sizes

Double page spread

With bleed allowance:
420mm wide x 285mm deep
Trimmed double page spread:
410mm wide x 275mm deep



Full page

With bleed allowance:
215mm wide x 285mm deep
Trimmed full page:
205mm wide x 275mm deep



Image area:
181mm wide x 253mm deep

Half page horizontal no bleed permitted

181mm wide x 126mm deep



Half page vertical no bleed permitted.

85mm wide x 253mm deep



Third page horizontal no bleed permitted

181mm wide x 80mm deep



Quarter page vertical no bleed permitted

85mm wide x 126mm deep



Directory: (1/9th page) no bleed permitted

58mm wide x 82mm deep



Specifications and services

BLEED, TRIM, IMAGE AREA

Use **Bleed** when you want your advert background to print right to edge of page (to magazine trim size)

Trim dimensions are the finished size of the magazine (page edge)

Image area is the space where it is safe to have text and images (it is also your ad size in non-bleed ads)

DESIGN SERVICES

If a new advertisement or re-design is required, Spot On Publications Ltd can provide design services. Please ask for a quote.

INSERTS

Inserts will be accepted into the publication. Please contact us for a price and specifications. Conditions apply.

ACCEPTABLE ADVERT FILES

We are Mac based and can accept files on CD or DVD.

Emailed files must be a maximum of 10MB

We do **not** accept film or bromide

We do **not** accept open files

WE ACCEPT PDF FILES AS BELOW

Bleed and crop marks

5mm bleed allowance. Set crop marks only (outset 5mm).

Images and Colours, & Fonts

- All Scans CMYK or Grey Scale
- Resolution minimum 300ppi
- No Spot colours present
- No RGB elements present
- Fonts embedded in pdf

Files that do not meet these specifications will attract a charge of \$110 an hour. (minimum charge 1 hour)