


# Media Pack 2017

Print & Digital



**CCCMedia**

  
The  
Camping and  
Caravanning  
Club  
*The Friendly Club*

# Welcome to CCCMedia

CCC Media is the exciting new B2B brand for The Camping and Caravanning Club's advertising channels. CCC Media gives you the opportunity to reach 1,000,000 potential customers.

We help you reach an engaged targeted audience at the right time and in the right way.

CCC Media has a number of different media opportunities available to ensure your message reaches the right people. We offer a range of options including Camping & Caravanning magazine both in print and on iPad, the main Club website and the dedicated magazine website, plus Club's e-Newsletters and Your Big Sites Book (YBSB).



In this pack you should find all the information you require to assess your marketing potential with the world's oldest Club for all forms of camping.

However, if you have any questions, our advertising sales team are only too happy to help. All the relevant contact information is contained within this pack.

Formed in 1901 the Club is the largest and longest established organisation of its kind in the world for all forms of camping. Through our network of sites, we offer our members more places to camp than any other organisation in the UK.

Membership of the Club has grown consistently over the last 114 years. Today, we have almost 580,000 members. We are the only club to represent all forms of camping (caravans, motorhomes, trailer tents and tents) and our monthly magazine reaches more than 580,000 people, both members and non-members.

About  
the

# Club

With more than one in every 114 adults in the UK a Camping and Caravanning Club member, we are a trusted and respected membership organisation.

Pictured: Club founder Thomas Hiram Holding

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Camping & Caravanning is unique. It's the world's longest established and most widely circulated magazine for all forms of camping (caravans, trailer tents, tents and motorhomes.) Published monthly it's free to members of The Camping and Caravanning Club.

It's packed with exciting features, letters, reviews, tests and many more inspiring and outdoor features to keep Club members interested and up-to-date with news on the outdoor market.

When they camp with the Club, members enjoy walking, cycling, fishing, photography, wildlife spotting, visiting historic attractions, gardens, festivals and taking part in sport and foreign travel.

# About the magazine

The magazine has a monthly circulation of

**274,027**

(ABC Jan-Dec 2016. Figure does not include 31,277 online readers).

The most recent developments for Camping & Caravanning have been to launch a new dedicated magazine website, from which members can also read a 'page-turner' version of the printed title. From here they can also access our all-new iPad app version of the magazine.



The website provides bespoke content in addition to that found in the printed magazine and the iPad edition offers the content from the print version with more interactivity and user freedom. In 2015 the magazine section of the website had on average 30,028 unique pageviews per month.

The Club's website serves more than half a million members as part of its 8.8 million unique visitors a year (44 million total impressions and a click-through rate of 0.4 per cent) and acts as the collective place where camping fans can access knowledge, experience, expert information and inspiration for future trips.

The average browsing time is just over five minutes and 52 per cent of users view the site on a mobile or tablet device.

#### On the website members and non-members can...

- Read and contribute campsite reviews
- Book holidays abroad via the Club's own international travel service
- Access Member Services including insurance and vehicle breakdown cover
- Shop in the Club Marketplace where they can purchase a range of outdoor leisure products, gadgets and much more at discounted rates
- Access technical information along with the latest industry news and find local events and attractions
- All this results in plenty of new and returning visitors.

# About our website

Together the magazine and website reach more than 750,000 people each month.

[www.campingandcaravanningclub.co.uk](http://www.campingandcaravanningclub.co.uk)  
[www.myccc.co.uk/magazine](http://www.myccc.co.uk/magazine)

# Siteseeker



**Siteseeker is the most comprehensive campsite guide in the UK. With more than 415,000 copies sent out, 2,500 sites listed and a two-year life span, it is the most effective way to reach more than half a million passionate campers.**

The next book is delivered to members\* of the The Camping and Caravanning Club and to members\* joining from January 2017 to December 2018. *Siteseeker* is consistently cited as one of the key benefits of Club membership. We offer advertising for sites, products and services and a number of high profile sponsorships to keep your messages and brand front-of-mind. Please get in touch for more information.

\*The book is sent to all members who have joined the Club with the paper membership option and is not sent to those who have chosen the online membership option.

**e-newsletters:**  
**220,000**  
**registered users.**  
**...And reaches over**  
**280,000**  
**households**



**The Club sends regular targeted emails to different membership groups, specialist interest and registered users each month.**

Profiling the latest features, offers, news and updates from the Club, the segmented E-newsletter allows you to advertise via a number of high profile display banners or integrated text adverts, all of which will drive traffic to your website.

**Average open rate 49% with a 6% CTR for advertisers**

## Our members - Camping

How often do members camp?

90% of members camp three or more times a year

71% of caravan owners camp more than five times a year

58% of motorhome owners camp up to four times a year

## What do they camp in?

47% of Club members own a caravan  
– more than 119,000 households

13% of members own a tent

40% of Club members own a motorhome



# About our members

Club members are highly active and camp on average eight times per year and accounted for more than 2.5 million nights on Club Sites last year. They are highly passionate about the Club and their membership.

£50K

20%  
OF MEMBERS

Our members have a high propensity to shop for the following:

- DIY products
- Gardening products
- Outdoor clothing and footwear

## Our members – Life Status

- Empty Nesters 20%
- Families 15%
- Older Families 29%
- Retired 17%
- Young Families 14%
- Young Singles 3%

## Our members – Life and Lifestyle

Nearly 20% of our members have an income of more than £50K per annum

10% own a tent

47% own a caravan

40% own a motorhome

3% own a trailer tent

(some members own more than one unit)

### Young families

**Age:** 25-35 years old (Average of 2 children – at least one child is under 5)

**Key motivations:** Family time, wholesome discovery, fun and adventure, cost effective experiences.

**Summary:**

- Sightseeing and making the most out of every environment.
- Reliving nostalgia from their childhood.
- Looking for wholesome family activities, days out and places to see.
- Affordability and stretching money is a major influence.
- Making the most out of their environment.
- More than likely looking at UK-based sites, but would also consider European destinations.
- Planning will be precise with advice sought from family and friends.
- An opportunity to bond and probably part of a regular family experience.



# Member segmentation

Club membership can be broken down in to five member segments which fit many of the existing audience profiling techniques such as Mosaic, Acorn etc...



### Empty Nesters

**Age:** 50-64 years old.

**Key motivations:** Freedom, exploration, valuable experiences, rediscovering time together.

**Summary:**

- Any children have left home and have provided a new-found freedom.
- Have potentially invested in quality equipment and gear.
- Are interested in exploring, some adventure but mainly in enjoying the great outdoors.
- More than likely would explore further afield, so potentially into Europe and maybe even internationally.
- Camping was something they always did as a family.
- Kit is already in place to get away at a moment's notice.
- Potentially physically active, so interests may well include hiking, cycling.
- Potentially nearing retirement or retired so can go on holidays for long periods of time and have resources and savings to do this.
- Quality is important, with an assurance of amenities.







### Couples

**Age:** 30-49 years old (no children).

**Key motivations:** Discovery and adventure, freedom and fun, time together, escaping modern life.

#### Summary:

- Independent and opportunistic.
- Settled in their careers and tend to spend a lot of time online.
- Physically active looking for a range of experiences.
- Enjoying freedom and making the most of the great outdoors.
- Some investment in equipment and gear – mainly tent campers.
- Would be likely to explore further afield, nationwide and abroad.
- Previous camping experience at festivals and as children in Scouts/Guides.
- Use camping to escape the pressures of daily life and work.

# Member segmentation



### Established families

**Age:** 35-50 years old (all children over the age of 5).

**Key motivations:** Family time, creating nostalgia, adventure, back to nature, cost effective escapes.

#### Summary:

- Some investment in camping equipment.
- Creating affordable 'experiences' for their children to remember and value.
- Planning is a key priority.
- Looking for wholesome family activities, days out and places to see.
- Affordability is a large factor, as is a range of activities for engaging their growingly independent children.
- More than likely UK-based sites, but would also consider European destinations.
- The locations sought will involve a number of pre-arranged activity areas to cater for differing tastes.

### Core/mature campers

**Age:** 65+ years old.

**Key motivations:** Relaxation, nostalgia, value, security, the great outdoors.

#### Summary:

- Invariably retired, with a lifetime of camping and caravanning experience.
- Potential to be involved as volunteers, with a lot of time spent on-site.
- More than likely caravanners, with some motorhome usage rather than tent camping.
- Have probably explored further afield during their lifetime and are looking for less of an adventure.
- Keen to enjoy the outdoors.
- Enjoy the camaraderie on campsites, making friends and catching up with familiar places and people.



More than  
**20,300**  
followers  
on Twitter

More than  
**50,000**  
likes on  
Facebook

## Type of Site

### Number of Sites

|  |           |
|--|-----------|
| Club Sites   | 110       |
| Camping in the Forest sites  | 16        |
| Total Pitch Nights Available for 2014  | 4,211,098 |
| Total Pitches Available  | 17,261    |
| Certificated Sites   | 1,626     |
| Listed Sites   | 1,262     |
| Temporary Holiday Sites (unique member-only sites that can run for up to four weeks) | 431       |
| Club meets:  | 2,781     |

# Some friendly statistics

### European Travel Service 2014

Destinations: Austria, Belgium, Czech Republic, France, Germany, Italy, Jersey, Luxembourg, Holland, Portugal, Republic of Ireland, Slovenia, Spain and Switzerland

|                             |            |
|-----------------------------|------------|
| Total European destinations | 14         |
| Summer sites                | 151        |
| Winter sites                | 17         |
| Winter en route             | 28         |
| European rallies            | 29         |
| <b>Total European sites</b> | <b>189</b> |

### European Escorted Tours

Destinations: France, Belgium, Spain, Portugal, Greece, Turkey, Ireland, Italy, Iceland, Holland, Morocco, Norway, Sweden, Finland and Denmark

|                                      |           |
|--------------------------------------|-----------|
| <b>Total European Escorted Tours</b> | <b>15</b> |
|--------------------------------------|-----------|

### Worldwide Motorhoming Holidays

Destinations: Argentina, Canada, USA, New Zealand, Australia, South Africa and Southern Africa

|                                     |          |
|-------------------------------------|----------|
| <b>Total Worldwide Destinations</b> | <b>7</b> |
|-------------------------------------|----------|

### Worldwide Escorted Tours

Destinations: Argentina, Canada, New Zealand (two tours), Canada (three tours), USA (two tours), South Africa and Southern Africa

|                                       |           |
|---------------------------------------|-----------|
| <b>Total Worldwide Escorted Tours</b> | <b>10</b> |
|---------------------------------------|-----------|

### Club Members

|                          |                |
|--------------------------|----------------|
| Total New Members:       | 44,405         |
| Total Household Members: | 276,069        |
| <b>Total Members:</b>    | <b>505,472</b> |

**96%**  
of members  
have read  
the last five  
magazines

**98%**  
of members  
read and  
refer to the  
magazine

### Display Opportunities

|  |        |
|--|--------|
| Double page spread (Bleed 426 x 303mm, Trim 420 x 297mm, Type 395 x 270mm) | £7,240 |
| Full page (Bleed 216 x 303mm, Trim 210 x 297mm, Type 171 x 257.3mm)        | £4,120 |
| Half page (Vertical 83 x 247.3mm, Horizontal 171 x 126.5mm)                | £2,413 |
| Quarter page (Vertical 83 x 126.5mm, Horizontal 171 x 61mm)                | £1,536 |
| For cover positions please add 5% for IBC, 10% for IFC and 15% for OBC     |        |

### Classifieds/Sites

|   |        |
|---|--------|
| Half page (Vertical 90 x 268.5mm, Horizontal 182 x 130mm) | £2,413 |
| Quarter page (Vertical 90 x 130mm, Horizontal 182 x 62mm) | £1,536 |
| Eighth page (90 x 62mm)                                   | £912   |

# Specifications

### How the magazine compares

Camping & Caravanning Magazine **244,792 (plus 31,277 online)**

BBC Countryfile **40,237**

MMM **31,213**

Country Walking **26,635**

Trail **23,824**

Practical Caravan **24,013**

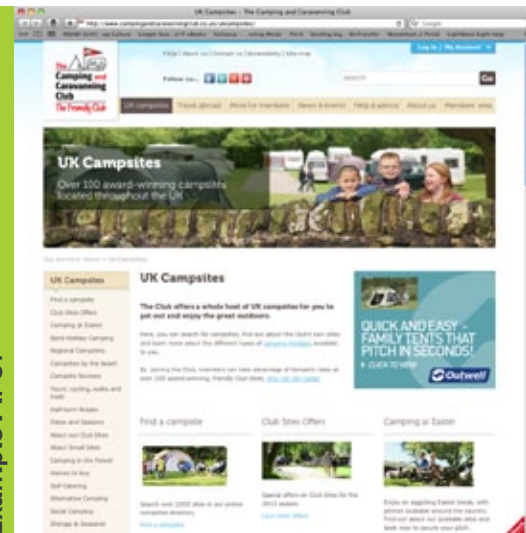
Caravan magazine **11,268**

Practical Motorhome **12,470**

The Great Outdoors **7,762**

Based on ABC audited circulation (Jan-Dec 2014) and print and digital combined ABC figures (Jan-Dec 2014)

Example MPU:



### Your Big Sites Book

|  |        |
|--|--------|
| Double page spread   | £6,495 |
| Full page  | £3,995 |
| Half page  | £2,195 |
| Quarter page   | £1,195 |
| Eighth page  | £605   |
| For cover positions please add 5% for IBC, 10% for IFC and 15% for OBC |        |

**Inserts** (Please call for further options) POA

### Digital Opportunities

**Digital Advertising:** MPU 300 x 250 pixels.

**Prices from:** £15 CPM for run of site. MPUs appear above the fold on the screen

**E-Newsletter:** Sponsorship of Club's E-newsletter, banner 600 x 150 pixels

**Prices from:** £2,500 per insertion. Reach: 220,000 email addresses. Average open rate 49%/2.5% CTR

We can discuss bespoke targeted digital campaigns and tailor options on an individual basis.

Speak to our Group Sales Manager to find out more or email [matt.styrka@cpl.co.uk](mailto:matt.styrka@cpl.co.uk)



# CCC Media Get in touch

#### Display and Online

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#### YBSB Sponsorship and Display

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