

Media Pack 2015

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).

CCC Media
Advertising opportunities on behalf of The Camping and Caravanning Club

Home Channels About the club About the audience Classifieds Contact

Magazine	The club's website	Magazine tablet edition
Your Big Sites Book	The magazine's website	eNewsletter
Sponsorship		

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We help you reach a targeted audience at the right time and in the right way

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Print

Send all of our leads print
How many readers, etc etc
Download digital ad unit
Consider advertising etc
Note: maximum down at
length 500px

Camping & Caravanning Magazine

Download magazine both in print
and on iPad. Note: maximum
down at length 500px

Your Big Sites Book

Download Your Big Sites Book
in print and on iPad. Note:
maximum down at length 500px

Websites

Send all of our leads
about websites.
Views per month
etc. Note: maximum
down at length 500px

The Club's website

Download magazine both in print
and on iPad. Note: maximum
down at length 500px

The magazine website

Download magazine both in print
and on iPad. Note: maximum
down at length 500px



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 500,000 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.

*Average net circulation for Jan-Dec 2014 calculated by the Audit Bureau of Circulations was 244,792 households. Our ABC figure is for the Club's printed edition and does not include our new Online Membership circulation figures. These members receive their magazine in the form of Camping & Caravanning's page-turning edition, a digital replica of the printed edition. As of 31 December 2014, 31,277 members were receiving the online edition.

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.

Figures compiled by Gough Mandarin in 2012.
Pictured: Club founder Thomas Hiram Harding

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

244,792

(ABC Jan-Dec 2014. 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, which is provided to members at £4.99 for 12 issues or 69p for individual issues.

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 the first few months after its launch (April-September) the website attracted 37,678 users viewing a total of 573,381 pages with an average session lasting more than 12 minutes.



The Club's website serves more than half a million members as part of its 7.5 million unique visitors a year (32 million total impressions and a click-through rate of 39 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 under four minutes and 28 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
www.myccc.co.uk/magazine

Your Big Sites Book



Your Big Sites Book is the most comprehensive site guide in the UK. In each edition more than 2,500 sites are listed and with a two-year life span, you are guaranteed to be reaching more than half a million passionate campers. More than 400,000 copies are sent out.

The book is delivered to members and also to every new member joining from January 2015 to December 2016. Your Big Sites Book is consistently cited as one of the key benefits of 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.

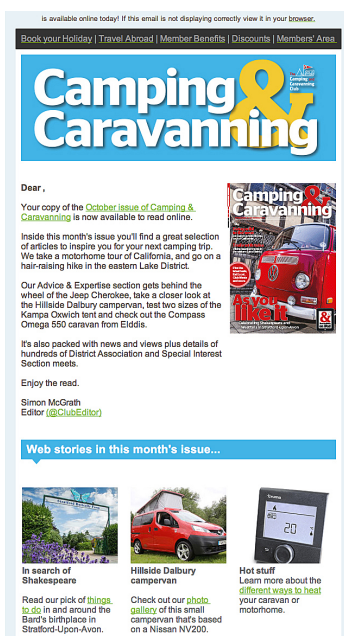
e-newsletters: 220,000

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 2.5% CTR for advertisers**

Our members - Camping

How often do members camp?

91% of members camp three or more times a year

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

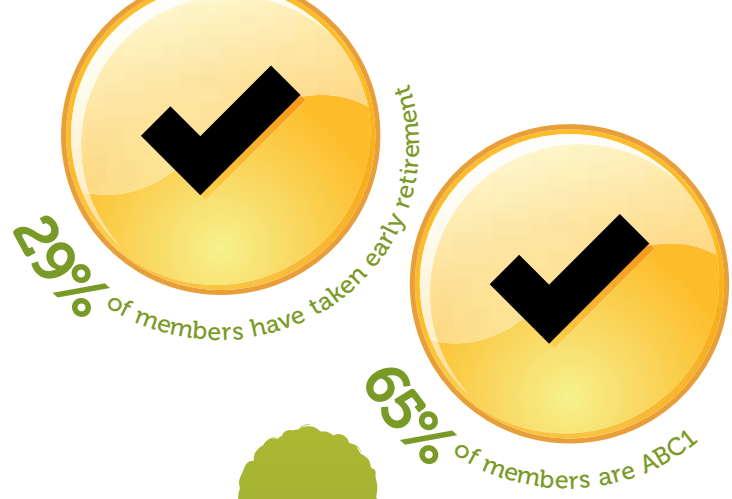
58% of motorhome owners camp up to four times a year

What do they camp in?

52% of Club members own a caravan
– more than 119,000 households

23% of members own a tent

37% 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

23% own a tent

52% own a caravan

37% own a motorhome

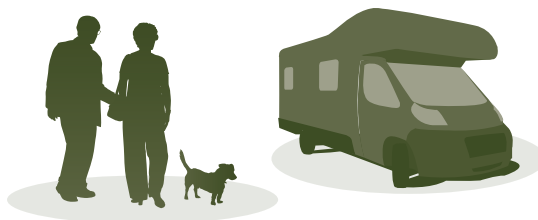
4% own a trailer tent

(some members own more than one unit)



Family campers (32% of members)

- Average age: 41
- Most likely to camp with a tent. Want cost-effective UK-based family holidays.
- Average children: Two under 12s
- Mainly tent campers (42%)
- Average membership: 4 years



Rediscoverers (41% of members)

- Average age: 63
- Caravan/motorhome ownership: 48%/33%
- Segment with the highest motorhome penetration. Rediscoverers want the freedom to holiday in any location, including abroad.
- 65% camp more than five times a year.
- Average membership: 4 years

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...



Experienced campers (6% of members)

- Average age: 67
- 64% own caravans – the highest penetration of caravans – while 28% have a motorhome
- Average membership: 19 years
- Further segmentation and member information is available on request



Social campers (12% of members)

- Average age: 66
- Predominantly caravan owners, growing motorhome users. Account for more than one third of Club Site visits.
- Likely to camp in Europe.
- Average membership: 13 years



Hands-on helpers (9% of members)

- Average age: 44
- Average children: Two over 12s
- 51% are caravan owners, 17% have a motorhome.
- Tents still popular.
- Average membership: 6 years

More than
6,100
followers
on Twitter

More than
34,500
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
Total European sites	189

European Escorted Tours

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

Total European Escorted Tours	15
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Worldwide Motorhoming Holidays

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

Total Worldwide Destinations	7
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Worldwide Escorted Tours

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

Total Worldwide Escorted Tours	10
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Club Members

Total New Members:	44,405
Total Household Members:	262,731
Total Members:	498,885

82%
of members
have read
the last five
magazines

89%
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**

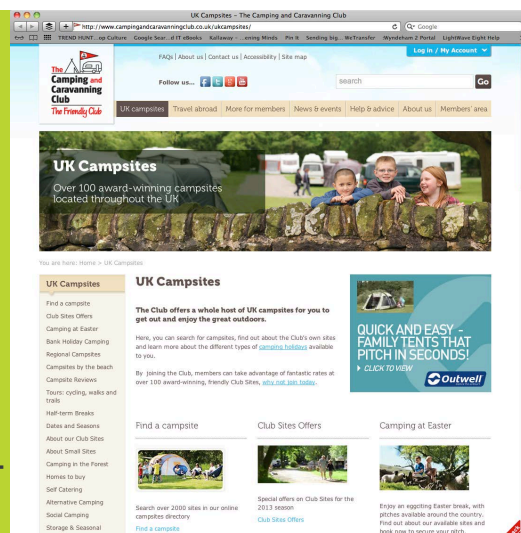
Practical Caravan **24,013**

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)



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 580 x 200 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



CCC Media Get in touch

Display and Online

Matt Styrka Tel: 01223 477436
Email: matt.styrka@cpl.co.uk

YBSB Sponsorship and Display

Michael Niskin Tel: 01223 273535
Email: michael.niskin@cpl.co.uk

Classified and Sites Directory

Jack Reader Tel: 01223 273538
Email: jack.reader@cpl.co.uk

Address:

**CPL, 275 Newmarket Road,
Cambridge CB5 8JE**

