



Camping & Caravanning

media information 2020



Display advertising

The Camping and Caravanning Club's magazine is the world's longest-established and most widely circulated magazine for all forms of camping. It has an ABC circulation of 302,311. Shared and passed on by readers, the magazine's total readership is 790,000+.

The award-winning title is published monthly exclusively for members who engage with stories, beautiful photography and exclusive discounts.

Digital members can read a page-turner edition of the magazine via our dedicated members' website.



98%

of members read the magazine every month

61%

of members keep all or some of the back issues

78%

state they're satisfied or very satisfied with the magazine

30%

of members read for more than one hour

Print Camping & Caravanning

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Print Camping & Caravanning

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Sites

Our members use our sites section to unlock a whole host of holiday locations across the UK and abroad. We are able to cater to all different sizes and styles of sites including campsites, caravan sites, glamping locations, holiday homes and many more.

The majority of our members regularly venture abroad, and we have the most active staycation audience in the UK.

71%

or members holiday five
or more times a year

21%

holiday more than
12 times a year

61%

holiday abroad
every year



Classified

Our members use our classified section to access a host of different businesses, all in one convenient place. The flexibility and wide variety of content means we can cater to businesses of all sizes.

Our classified pages cover a range of businesses including;

- Services
- Accessories
- Products
- Repairs
- Dealers
- Storage

and many more



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Digital Camping & Caravanning

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Magazine e-newsletter

Our e-newsletter is sent monthly with highly engaging content and unrivalled access to our 125,000+ digital members.

The e-newsletter promotes content from all the club's content platforms and prompts our digital members to click through to read the online page-turner edition of the monthly publication. The newsletter has a:

42%
average
open rate

32%
average click-
through rate

5% average share of clicks
for advertising banners





Magazine website

www.campingandcaravanningclub.co.uk/magazine

The dedicated magazine website delivers videos, features, advice, member stories and reviews, as well as enhanced and unique content.

To make sure your message is seen and heard, we use targeted positioning, offering MPU positions across the site.



**Digital
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1.2 million

impressions per year

3 minutes and 30 seconds on average per session

0.25%

click-through rate for
advertisers (National
CTR 0.07%)

150,000+

unique users
per year





Magazine app

The magazine app is available on both Android and IOS.

The cutting-edge tablet edition, translates the award-winning publication content into a unique, interactive digital environment, capable of connecting your brand to our audience like never before.



Digital
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37,000
downloads in
2019

Members
spend an
average of **11** minutes
and
4 seconds
per session





Digital Camping & Caravanning

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How-To video sponsorship

The Club has launched a How-To video series on its YouTube channel, offering advice to our members and the wider public on everything from choosing the right caravan/motorhome, to preparing for the new camping season.

As an advertiser, you are able to sponsor a particular video or series. This can include your company logo or product placement.

100,000



Facebook

29,000



Twitter

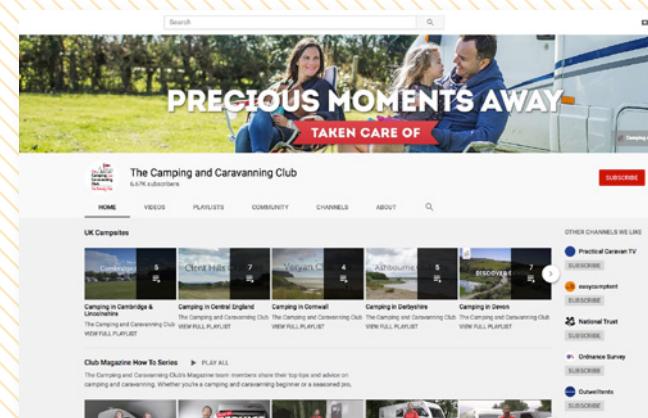
13,500



Instagram

6,600

YouTube



Our readers

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Sites & Classified

1x1 (10mm H x 44mm W)

ISSUES	PRICE
1	£50
3	£42
6	£39
12	£33

2x1 (20mm H x 44mm W)

ISSUES	PRICE
1	£99
3	£83
6	£76
12	£64

3x1 (30mm H x 44mm W)

ISSUES	PRICE
1	£152
3	£127
6	£116
12	£97

4x1 (40mm H x 44mm W)

ISSUES	PRICE
1	£201
3	£168
6	£153
12	£128

6x1 (60mm H x 44mm W)

ISSUES	PRICE
1	£306
3	£255
6	£232
12	£194

Eighth of a Page

ISSUES	PRICE
1	£613
3	£511
6	£465
12	£388

Quarter Page

ISSUES	PRICE
1	£1,219
3	£1,016
6	£924
12	£770

Half Page

ISSUES	PRICE
1	£2,376
3	£1,980
6	£1,800
12	£1,500

Full page Spread

ISSUES	PRICE
1	£3,900
3	£3,432
6	£3,120
12	£2,600

*Rates do not include VAT

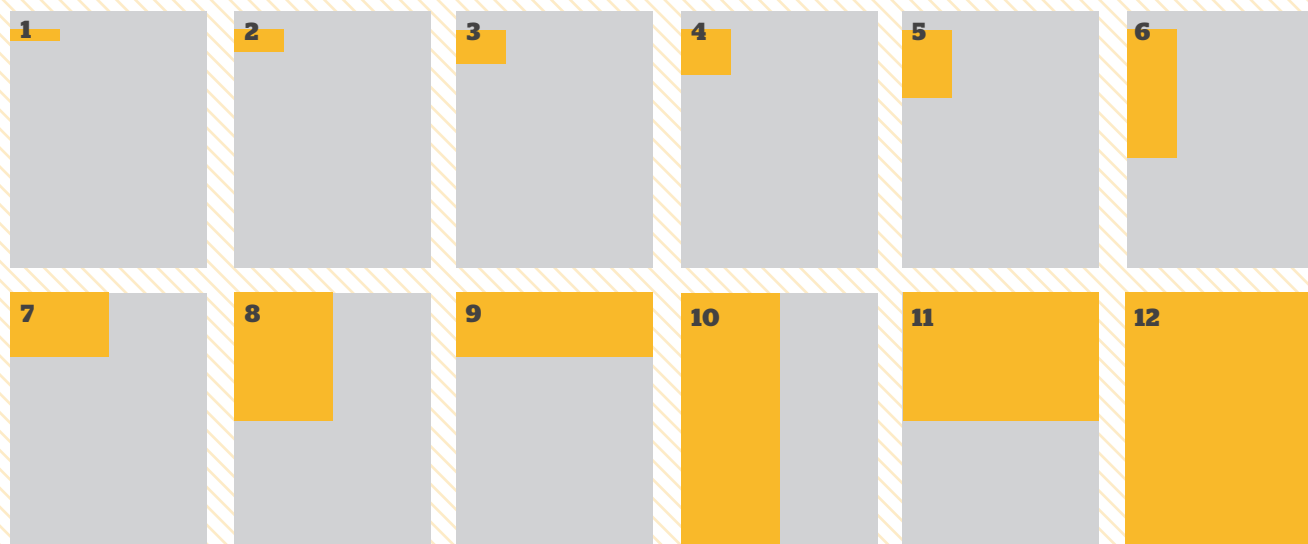
Rates

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Sizes

Sites & Classified



- 1** 1x1: 44mm x 10mm
- 2** 2x1: 44mm x 20mm
- 3** 3x1: 44mm x 30mm
- 4** 4x1: 44mm x 40mm
- 5** 6x1: 44mm x 60mm
- 6** Eighth page vertical: 44 x 115mm
- 7** Eighth page horizontal: 90mm x 57mm
- 8** Quarter vertical: 90mm x 115mm
- 9** Quarter horizontal: 182mm x 57mm
- 10** Half vertical: 90mm x 230mm
- 11** Half horizontal: 182mm x 115mm
- 12** Full page: 182mm x 230mm

* includes 3mm non-printable bleed on all sides

Please supply artwork as: CMYK high res (300dpi), PDF, TIFF or EPS. We can accept artwork on CD (please include laser proof) or via email. Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.

Rates

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Display

Full page Spread

ISSUES	PRICE
1	£6,895
3	£4,732
6	£4,394
12	£3,447

Half Page

ISSUES	PRICE
1	£3,447
3	£2,366
6	£2,197
12	£1,723

Quarter Page

ISSUES	PRICE
1	£1,690
3	£1,183
6	£1,099
12	£861

*Rates do not include VAT

Rates

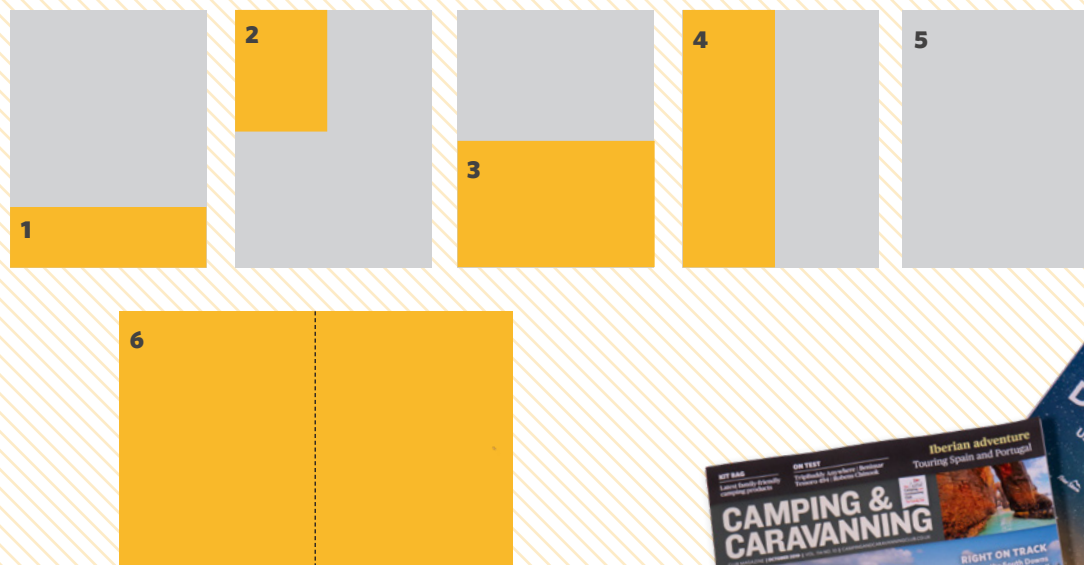
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Sizes

Display



- 1** Quarter horizontal: 184mm x 56.5mm
- 2** Quarter vertical: 90.5mm x 119mm
- 3** Half horizontal: 184mm x 119mm
- 4** Half vertical: 90.5mm x 244mm
- 5** *Full page: 210x275
- 6** *Double page spread: 420 x 275mm

* includes 3mm non-printable bleed on all sides

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Rates

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Digital

Magazine APP

Home Page Banner - **£800**

Sub Page Banner - **£500**

Full page between content - **£300**

Monthly E-Newsletter

Sponsorship - **£1,000**

Banner - **£1,500**

'How to' videos

Sponsor - **£2,000**

Gold Sponsor - **£2,500**

Digital page turner edition

pop-up advert - **£800**

Magazine website

MPU - **£15 CPT**

Rates

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January	The bucket list issue
February	The discovery issue
March	The knowledge issue
April	Money saving issue
May	Back to nature
June	The green issue
July	The coast/seaside issue
August	The family & friends issue
September	The 'one tank' issue
October	The health and wellbeing issue
November	The camping units issue
December	The cooler camping issue

Issue	Booking deadline	Artwork deadline	Insert delivery deadline	Expected first delivery
Jan 2020	14 November	27 November	27 November	13 December
Feb 2020	19 December	1 January	1 January	17 January
Mar 2020	16 January	29 January	29 January	14 February
Apr 2020	14 February	27 February	27 February	18 March
May 2020	14 March	27 March	27 March	15 April
Jun 2020	18 April	1 May	1 May	20 May
Jul 2020	16 May	29 May	29 May	17 June
Aug 2020	13 June	26 June	26 June	15 July
Sep 2020	18 July	31 July	31 July	19 August
Oct 2020	15 August	28 August	28 August	16 September
Nov 2020	19 September	2 October	2 October	21 October
Dec 2020	17 October	30 October	30 October	18 November
Jan 2021	14 November	27 November	27 November	16 December
Feb 2021	19 December	1 January	1 January	20 January
Mar 2021	16 January	29 January	29 January	17 February

Deadlines

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