



# Camping & Caravanning

media information 2021





# 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**  
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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.



**Print**  
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# 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
- Products
- Dealers
- Accessories
- Repairs
- Storage

and many more



Print  
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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.

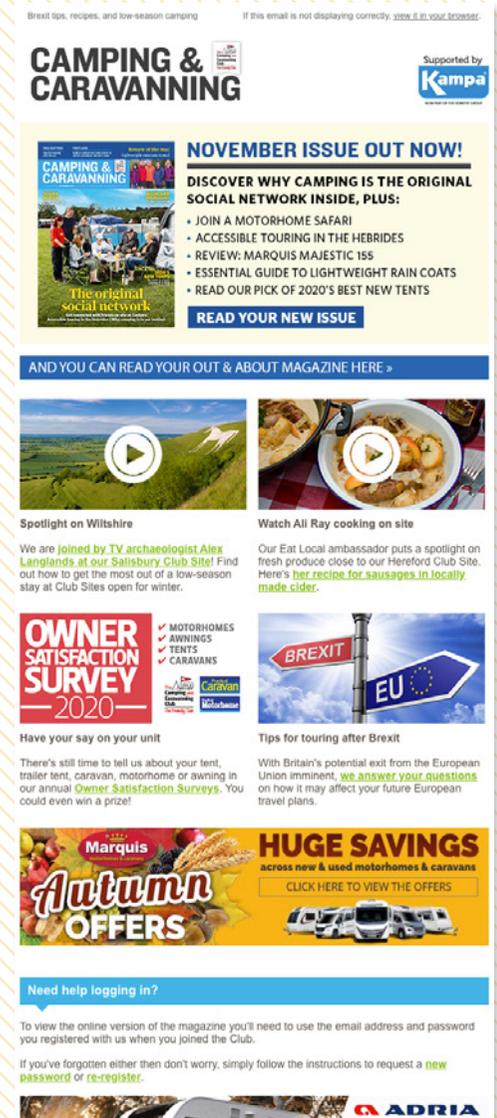
The e-newsletter promotes content from all the club's content platforms and prompts our digital members to click through to read the online page-turner edition of the monthly publication. The newsletter has a:

**42%**  
average  
open rate

**32%**  
average click-  
through rate

**5%** average share of clicks  
for advertising banners

**Digital**  
**Camping &  
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# Magazine website

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



# 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%)

# Digital Camping & Caravanning

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# 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.



**37,000**  
downloads in  
**2019**

Members  
spend an  
average of

**11** minutes  
and  
**4** seconds  
per session

**Digital**  
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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.



**Digital**  
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**100,000**

Facebook



**29,000**

Twitter

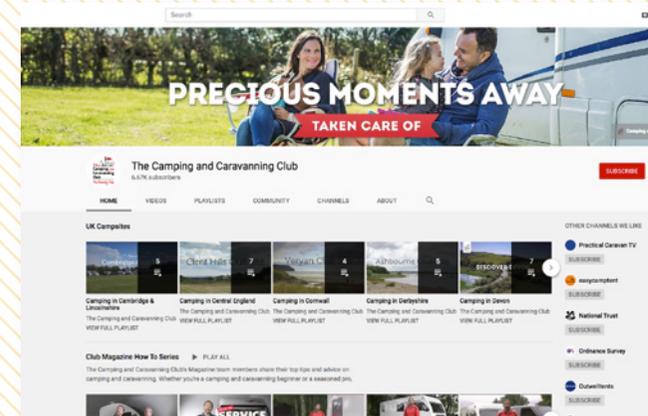
**13,500**

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

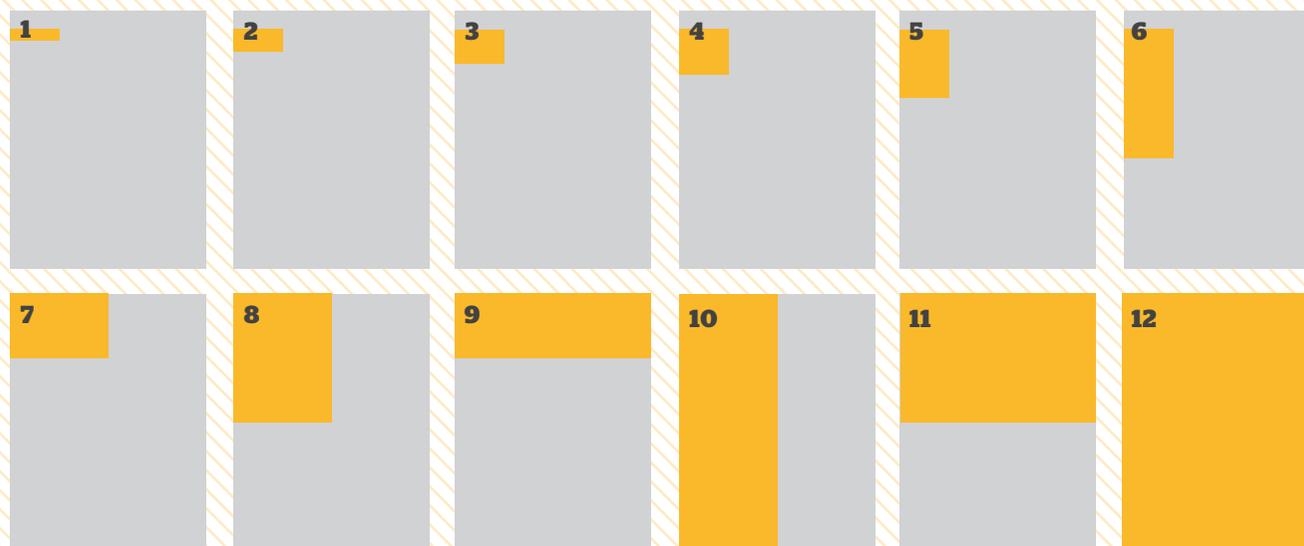
## Rates

# Camping & Caravanning

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# Sizes

## Sites & Classified



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

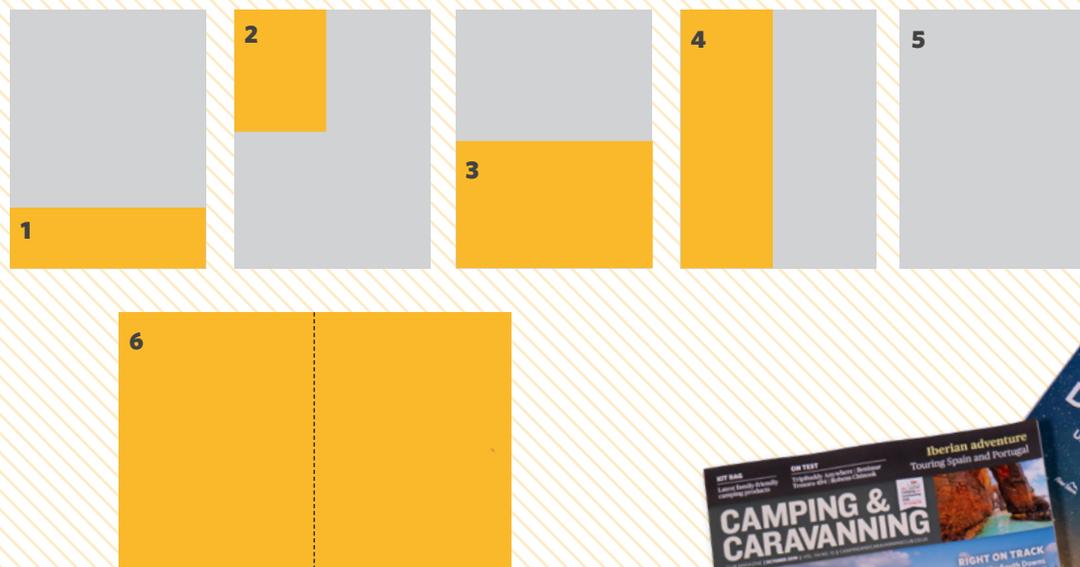
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# Sizes

## 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

**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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# Digital

Magazine APP

Home Page Banner - **£800**

Sub Page Banner - **£500**

Full page between content - **£300**

Digital page turner edition

pop-up advert - **£800**

Magazine website

MPU - **£15 CPT**

Monthly E-Newsletter

Sponsorship - **£1,000**

Banner - **£1,500**

'How to' videos

Sponsor - **£2,000**

Gold Sponsor - **£2,500**



## Rates

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\*Rates do not include VAT



Issue	Booking deadline	Artwork deadline	Insert delivery deadline	Expected first delivery
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
Apr 2021	18 February	3 March	3 March	22 March
May 2021	18 March	31 March	31 March	19 April
Jun 2021	15 April	28 April	28 April	17 May
Jul 2021	20 May	2 June	2 June	21 June
Aug 2021	17 June	30 June	30 June	19 July
Sep 2021	15 July	28 July	28 July	16 August
Oct 2021	12 August	25 August	25 August	13 September
Nov 2021	16 September	29 September	29 September	18 October
Dec 2021	14 October	27 October	27 October	15 November
Jan 2022	11 November	24 November	24 November	13 December
Feb 2022	16 December	29 December	29 December	17 January 2022
Mar 2022	13 January 2022	26 January 2022	26 January 2022	14 February 2022

# Deadlines

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