

Motorhomes
Caravans & Destinations

MEDIA KIT 2022



MCD MEDIA LTD

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WELCOME

Motorhomes, Caravans & Destinations magazine, along with its associated website nzmc.co.nz and its social platforms, is published by independent New Zealand publishers MCD Media Ltd.

First published in 2005, *MCD* is a well-established resource for motorhome and caravan-friendly travel, reviews and advice. We are a tried, tested and trusted resource for RV, motorhome and caravan enthusiasts and travellers, and through our monthly magazine and newsletter, plus our website and social media, we give our readers contemporary inspiration and education around every aspect of motorhome travel.

We explore destinations both well-known and off the beaten track, and showcase how Kiwis can embrace the freedom and comfort of travelling by motorhome, RV and caravan. As well as up-to-the-minute technical and practical advice from the industry's leading experts, we also delve into the world of renovation and reviews, finance and camping-friendly food and drinks ideas, and feature stories of the Kiwis who are out travelling our beautiful country, and living their dream.

We look forward to working with you to continue to promote the delights and excitement of life on the road.

“ Like many Kiwis, I grew up knowing the idyllic lifestyle of caravanning; waking up to new sights and sounds, meeting friends everywhere we went, and taking life a day at a time. Since then, I've travelled in many different ways, and I've discovered nothing can compare to the freedom of following your heart, and taking your home with you. In a motorhome or caravan, any destination is possible, and at *MCD*, we are privileged to reach a unique and highly-engaged audience, delivering content that captures the essence of this increasingly popular lifestyle. ”

Catherine Milford,
Editor

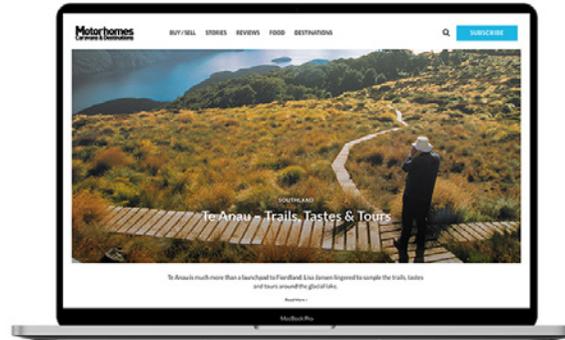
AUDIENCE

Motorhomes, Caravans & Destinations delivers a qualified audience of RV enthusiasts with over 192,354 audience touchpoints per month through print, digital and social channels.



PRINT (per issue)

- **READERSHIP** 100,000 people read *Motorhomes, Caravans & Destinations* (average issue)
- 7 out of 10 MCD readers are heavy magazine readers (4+ per week)
- Time spent reading for primary readers is 80 minutes per issue



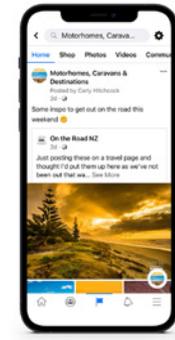
WEBSITE (3-month average)

- Unique Browsers 23,170
- Sessions 29,916
- Page views 65,299
- Av. session time 1:41



E-NEWSLETTER (3-month average)

- Reach 7,191
- Open rate 47.7%
(industry average 31.6%)
- Click rate 15.7%
(industry average 9%)



SOCIAL (3-month average)

- Reach: 61,993
- Followers: 8,561

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology
Print: Nielsen CMI Readership Survey (Q4 2020 - Q3 2021)
Website: Google Analytics September - November 2021 average
Social: Facebook and Instagram September - November 2021 average
E-newsletter: Mailchimp September - November 2021 average

OUR READER

MCD readers are RV and travel enthusiasts who love to explore New Zealand's beautiful destinations and all they offer. They are engaged, social and financially well off and like to be out and about.

OUR READERS ARE:



Male **55%** Female **45%**

Average age is 56 years old

- **66%** are **50-75+ years old**
- The largest segment of MCD readers (35%) are **60-74 years old**



47% North
20% Central
32% South Island



MCD READERS LOVE MAGAZINES*

- **100,000** readers per issue
- **41%** primary readers
- **7 out of 10** MCD readers are heavy magazine readers (4+ per week)



OUR READERS ARE ENGAGED*

- The primary reader spends **83 minutes** reading per issue



OUR READERS ARE ASSET RICH & FINANCIALLY SAVVY

- **67%** own their own home
- **33%** have investments
- **67%** pay off their credit cards monthly
- **22%** have shares
- **19%** have investment property



OWNING OR UPGRADING IS IN OUR READERS PLANS#

- **55%** of owners/planners are considering a purchase or an upgrade in the next 2 years



PURCHASE & UPGRADE CONSIDERATION#

- Spend on average **9.2 months** researching options
- **41%** of current owners are likely to trade
- Planning to spend an average of **\$98,500**



80% OF MCD READERS OWN OR INTEND TO BUY A MOTORHOME OR CARAVAN IN THE NEXT 2 YEARS#

- **42%** Own a motorhome or caravan
- **34%** Not currently, but planning to buy
- **20%** Don't own, and not planning to buy



OUR READERS LOVE TO DINE AND HAVE A TIPPLE

- Our readers are social, go out and about and like to cook and experiment



OUR READERS GET OUT & ABOUT

- MCD readers like to travel and experience different destinations and activities
- MCD readers like to be active and in the outdoors

READER FOCUS – FOOD & DRINK

MCD offers the perfect target audience if your business involves food, drink and hospitality. Our readers are social, love to get out and about and like to experiment with food and cooking.



OUR READERS LOVE TO DINE AND HAVE A TIPPLE

In the last month

53% had wine with a meal
(54% more likely than population)

43% had been to a licensed restaurant
(24% more likely than population)

Over 65% had gone to a café, bought takeaways
and cooked a meal from scratch

Over 45% had tried a new recipe, been to
brunch/coffee with friends, dabbled in some home
baking and entertained friends & relatives at home.

Consumption of Alcohol

MCD readers like a tippie with 77.8% (8% higher
than the population) having consumed alcohol in the
last month.

- **Wine** - 56.2% (12% more likely than the population)
- **Beer** – 52.7% (10% more likely than the population)
- **Spirits** – 49.9% (15% more likely than the population)
- Not so keen on **RTDs**

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)
Nielsen CMI Readership Survey (Q2 2020 – Q1 2021)

READER FOCUS – TRAVEL

MCD readers like to travel and experience different destinations and activities. 82% are looking to go on holiday in the next 12 months.



OUR READERS ARE ADVENTUROUS, THEY LOVE TO GET OUT AND ABOUT*

48% like holidays off the beaten track
(24% more likely than the population)

26% went away for the weekend
(33% more likely than the NZ Population)

42% prefer to take holidays in NZ rather than going overseas (24% more likely than the population)

28% took short breaks in New Zealand
(65% more likely than the population)

8% went to or hired a bach
(21% more likely than the population)

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)
* MCD reader activities in the last month

READER FOCUS – ACTIVITIES

MCD readers like to be active, social and connect with family and friends. In the last month *MCD* readers have participated in the following activities:



60% gardened (37% more likely than the population)

65% went for a walk

53% have cooked or baked
(11% more likely than the population)

58% read a book
(15% more likely than the population)

16% fixed cars, bikes & other vehicles
(85% more likely than the population)

45% entertained friends or relatives at home
(32% more likely than the population)

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)
**MCD* reader activities in the last month
NZ Population 15+

READER FOCUS – OUTDOOR INTERESTS

MCD readers like to spend time in the outdoors and are interested in a range of sports and activities.



38% are interested in camping
(70% more likely than the population)

37% are interested in fishing
(103% more likely than the population)

37% are interested in walking
(19% more likely than the population)



29% are interested in tramping
(71% more likely than the population)

21% are interested in car racing
(73% more likely than the population)



24% are interested in cycling and biking
(38% more likely than the population)

12% are interested in mountain bikes
(40% more likely than the population)

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)
NZ Population 15+

READER FOCUS – DIY / RENOVATIONS

MCD readers are house proud and are always looking for new ideas and inspiration.



29% have engaged in home renovations or decorating in the last month
(50% more likely than the population)

58% like fixing things around the house
(26% more likely than the population)

57% consider the way their house looks to be very important to them
(6% more likely than the population)

66% think their garden is as important as any other room in the house
(26% more likely than the population)

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)
NZ Population 15+

INFORMATION SOURCES

MCD readers are an engaged audience and consume content from top-ranked audience touchpoints – magazine, digital and social media.



MCD READERS ARE INFO HUNGRY

MOST READ SECTIONS:

- 70%** Travel articles
- 59%** Motorhome reviews
- 27%** Latest technology
- 25%** How-to articles
- 24%** Caravan reviews

READERS WOULD LIKE

TO SEE MORE OF:

- 61%** Travel features
- 56%** Technology/gadgets
- 55%** User reviews
- 50%** Maintenance

TOP 3 SOURCES OF INFORMATION WHEN RESEARCHING RVS

- 69%** Magazine
- 62%** RV shows
- 59%** Online

Source: #MCD Reader Survey December 2018

PRINT DISTRIBUTION

MCD magazine is ranked #1 in the RV, Travel & Tourism category in retail, and outsells its closest rival by close to 3:1 in supermarkets.



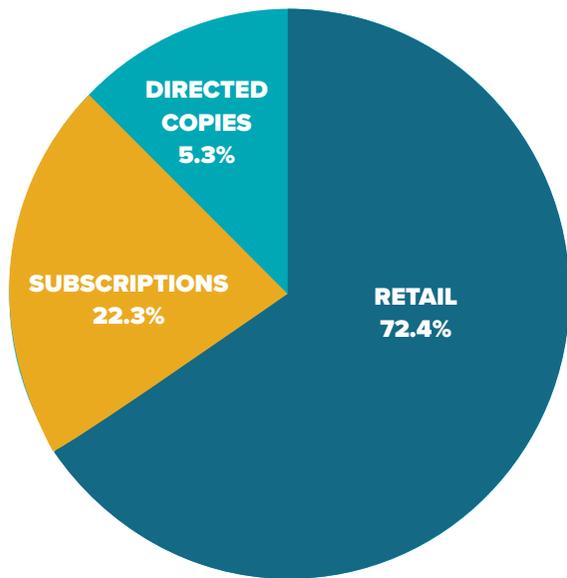
MOTORHOMES, CARAVANS & DESTINATIONS READERSHIP - 100,000* AVERAGE ISSUE READERSHIP

7,500
Copies

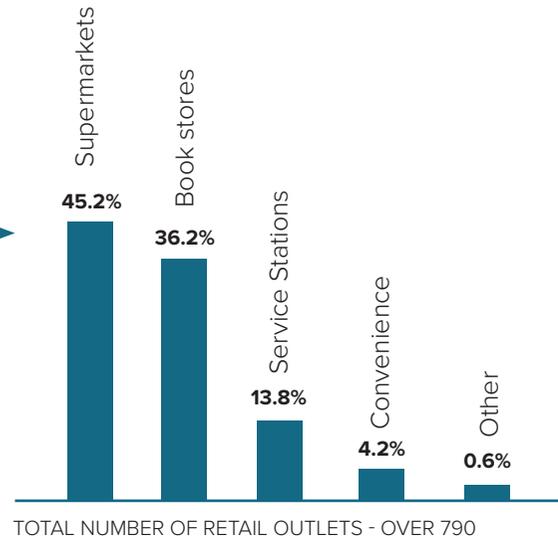
DISTRIBUTION
monthly

RETAIL
PRICE
\$10.95

CHANNEL BREAKDOWN



SALES BY RETAIL OUTLET



SUPERMARKETS+

- All RV magazines fall into the Travel & Tourism category.
- Travel & Tourism competitive set - *Motorhomes, Caravans & Destinations (MCD)*, *RV Travel Lifestyle*, *Lonely Planet*, *National GEO Traveller* and *Vacations & Travel*.
- MCD is currently ranked #1 in the RV, travel & tourism category, holding 50% of the total dollar share*.

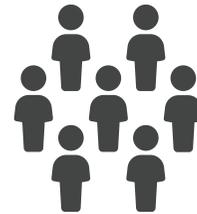
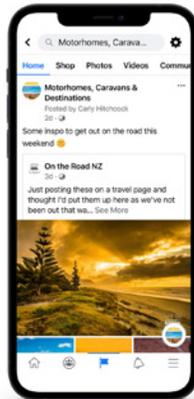
+Source: IRI - AZTEC Market Edge Scan Data 12 months ending (Oct 2019)

*Nielsen CMI Readership Survey (Q4 2020 - Q3 2021)

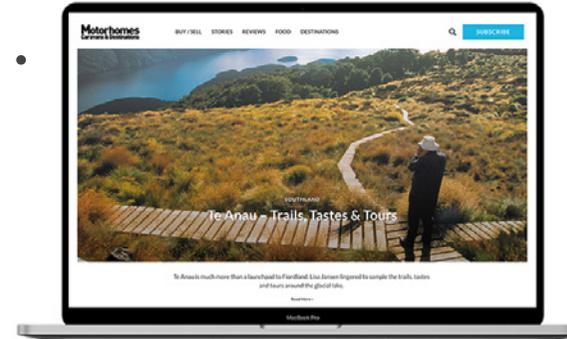
DIGITAL & SOCIAL AUDIENCE

Motorhomes, Caravans & Destinations delivers an engaged audience of RV enthusiasts with over 92,354 audience touchpoints per month through MCD digital & social channels.

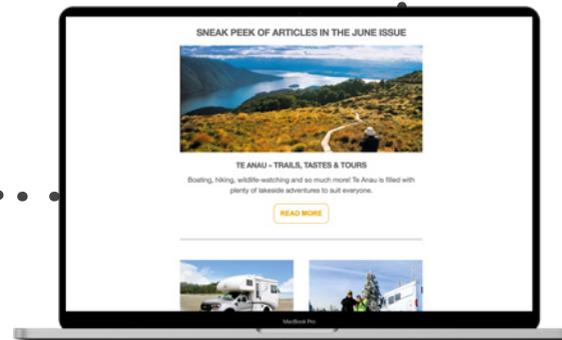
SOCIAL
3-MONTH AVERAGE
Reach 61,993
Followers 8,561



MCD DIGITAL & SOCIAL AUDIENCE
Over 92,000 monthly



WEBSITE
3-MONTH AVERAGE
Unique Browsers 23,170
Sessions 29,916
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E-NEWSLETTER
3-MONTH AVERAGE
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NZMCD.CO.NZ

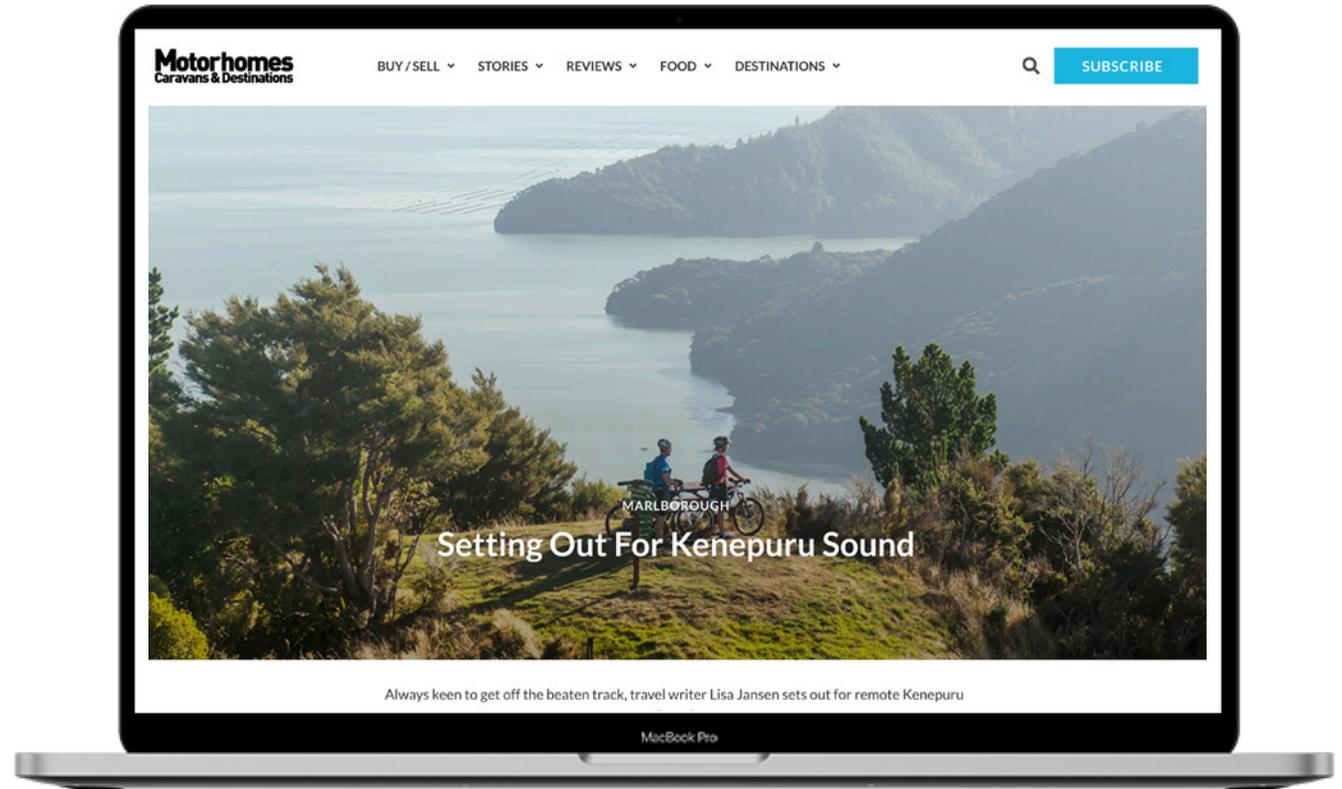
nzmcd.co.nz provides a pre-qualified audience who are serious about motorhoming. Browsers actively seek out this website, especially in the active buying consideration process.

NZMCD.CO.NZ STATS

USERS 23,170
NEW USERS 20,625
SESSIONS 29,916
NO. OF SESSIONS PER USER 1.29
PAGE VIEWS 65,299
PAGES/SESSION 2.18
AVERAGE SESSION TIME 1:41 mins

THE NZMCD.CO.NZ WEBSITE

- *MCD* attracts a pre-qualified audience by providing relevant content through its print, website, e-newsletter and social channels
- Nzmcd.co.nz is the only standalone RV website that provides relevant content and a buy/sell market place
- *MCD* introduced a 'Dealer Listing of the Day' through its Facebook page, helping advertisers better connect with potential buyers.



E-NEWSLETTER

Our monthly e-newsletter reaches thousands of print subscribers and other followers

THE E-NEWSLETTER STATS

SENT once per month

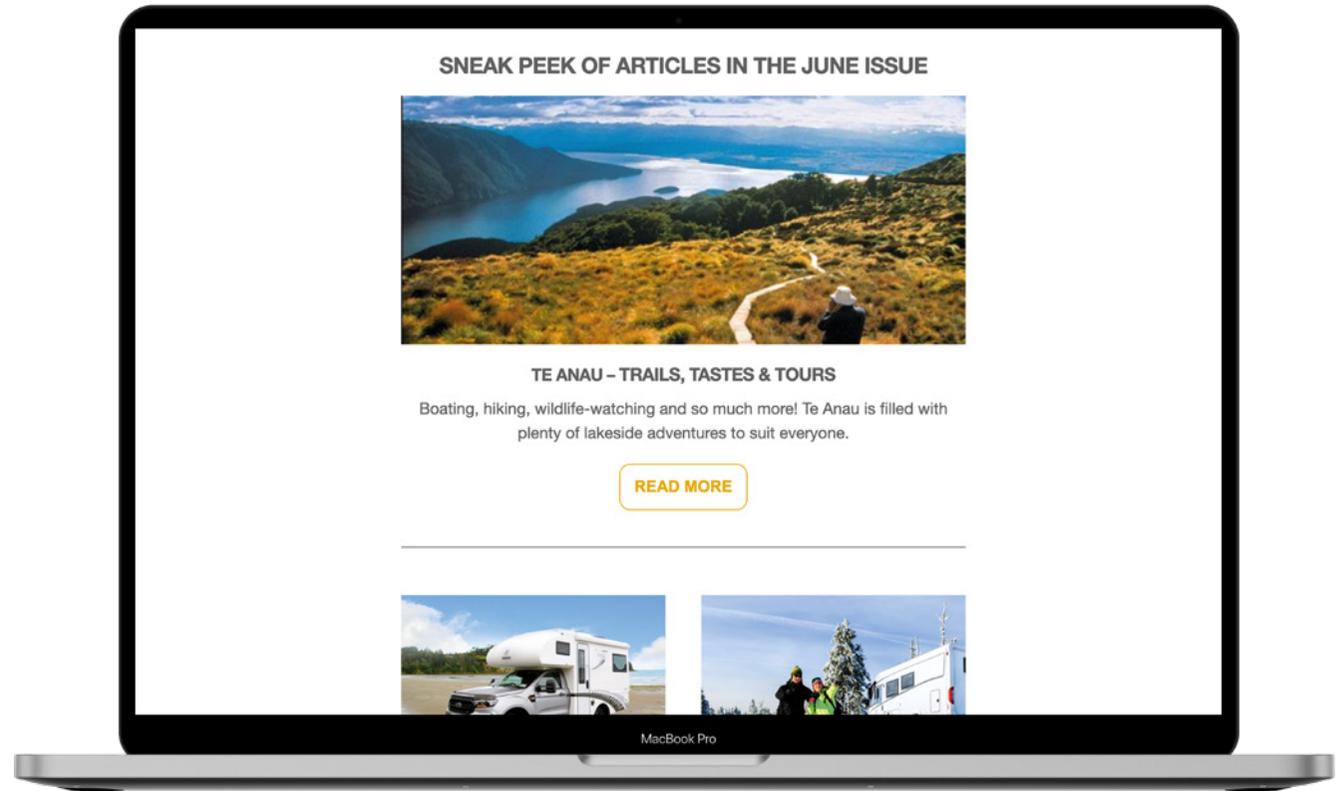
REACH 7,191

OPEN RATE 47.7%

CLICK RATE 15.7%

THE E-NEWSLETTER

- Sent to our whole audience on the monthly magazine on-sale date
- Print subscribers and eDM subscribers each receive their own version of the e-newsletter
- Specialty eDMs are occasionally sent e.g. digital show guides, upcoming shows, wheel estate digital edition etc...
- Additional advertising space available



A scenic landscape photograph of a person sitting on a large rock by a blue lake. The person is wearing a light blue shirt and a white hat, viewed from behind. The lake is calm with gentle ripples. In the background, there are green mountains with some snow-capped peaks under a blue sky with scattered white clouds. The overall mood is peaceful and serene.

RATE CARDS

PRINT RATE CARD

Motorhomes, Caravans & Destinations is the perfect magazine to reach a highly engaged audience. To discuss your business advertising requirements contact Danny on 022 392 1788 or danny@nzmc.co.nz.

PRINT MAG	EDITORIAL SECTION Your ad will appear in the editorial pages (story content), providing a less cluttered environment				DEALER SECTION Your ad will appear in the dealer section among other dealer ads (no editorial content)			
	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)	12 ISSUES (cost per issue)	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)	12 ISSUES (cost per issue)
Double Page Spread (DPS)	\$2,995	\$1,930	\$1,820	\$1,700	\$1,700	\$1,100		
Full Page (FP)	\$1,695	\$1,050	\$970	\$900	\$935	\$675	\$620	\$550
Half Page (HP)	\$895	\$660	\$600	\$550	\$595	\$460	\$400	\$340
Quarter Page (QP)	\$595	\$450	\$380	\$330	\$495	\$390	\$340	\$310
1/8 Page					\$275	\$230	\$210	\$190



DIRECTORY	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)	12 ISSUES (cost per issue)
Directory ad 60x80mm	\$225	\$215	\$195	\$175

<h2>INTRO OFFER</h2> <p>All bookings will receive free MCD ad design if required.*</p>	3 ISSUES \$215 each	6 ISSUES + 1 FREE \$195 each (7 ISSUES TOTAL)	12 ISSUES + 2 FREE \$175 each (14 ISSUES TOTAL)
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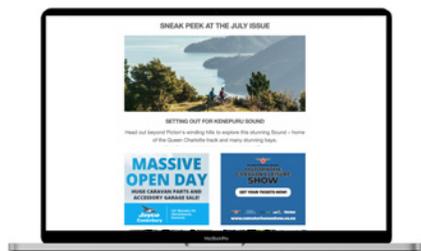
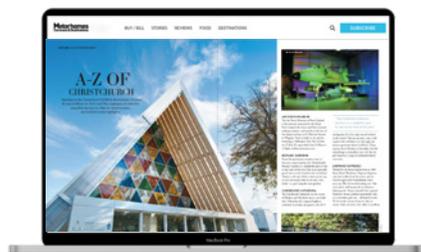
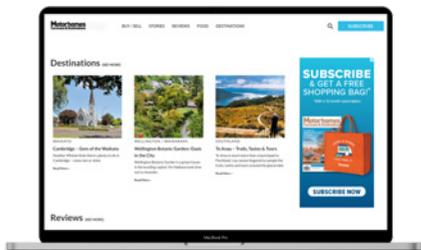
*Includes one round of client amends. Ads can be supplied if preferred.

Rates are per issue and subject to change. Effective from 01/01/2020.
All rates are in NZ dollars and exclude GST

All print advertising will appear in the MCD digital edition as added value

DIGITAL RATE CARD

Motorhomes, Caravans & Destinations is the perfect magazine to reach a highly engaged digital audience. To discuss your business advertising requirements contact Danny on 022 392 1788 or danny@nzmc.co.nz.

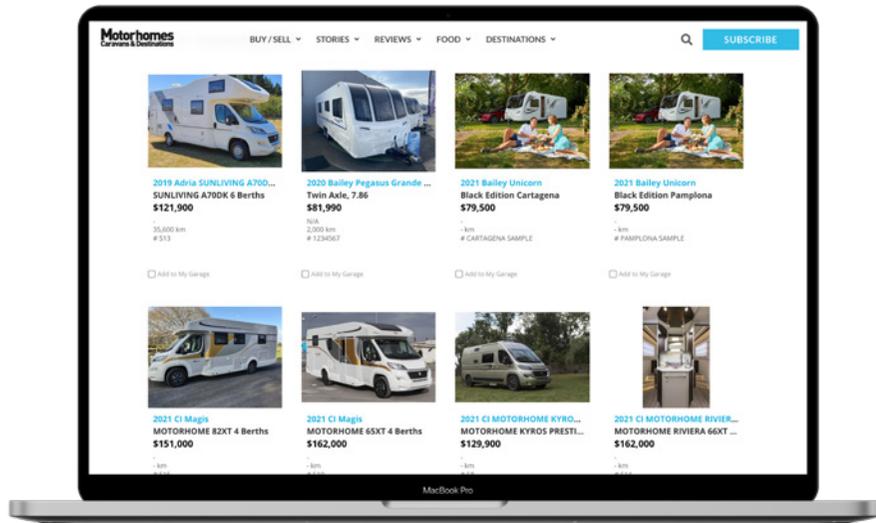


NZMCD.CO.NZ	COST PER CPM
Billboard (970 x 250px)	\$50
Leaderboard (728 x 90px)	\$35
MREC (300 x 250px)	\$35
Double MREC (300 x 600px)	\$45
Mobile banner (300 x 50px)	\$35
DIGITAL MAGAZINE	EDITORIAL & DEALER SECTIONS
Double Page Spread	<i>All print advertising will appear in the MCD digital edition as added value</i>
Full Page	
Half Page horizontal	
Half Page vertical	
Quarter Page Vertical	
Quarter Page Horizontal	
1/8 page	
Video Advertisement	\$300
Design/artwork	\$45 per hour
E- NEWSLETTER (EDM)**	PER MAIL OUT
Banner Ad (728 x 150px)	\$250
MREC (300 x 250px)	\$250
Video MREC (300 x 250px)	\$350

*All pricing in NZ\$ and ex GST ** Must be in conjunction with other MCD advertising
Terms & Conditions apply. Rates are per issue and subject to change. Effective from 01/05/2020.

MCD DEALER YARD PRINT & DIGITAL RATE CARD

Harness MCD's digital Dealer marketplace and list your vehicles on nzmc.co.nz website in the MCD Dealer Yard. Optional print listing upgrade with banner. To discuss your business advertising requirements contact Danny on 022 392 1788 or danny@nzmc.co.nz.



MCD DEALER YARD

[FIND MORE MCD DEALER YARD LISTINGS AT NZMCD.CO.NZ](#)



2021 CI MOTORHOMES MAGS B2XT
Price: \$95,000
Ref code: TA030488
New

Involving the CI Magis B2XT 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 901077



2018 Adria SUNLIVING A700
Price: \$117,160
Ref code: TA073469
Used

2018 Adria Sun Living A700, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666



2017 SWIFT BIRD 310
Price: \$65,000
Ref code: TA077078
Used

2017 Swift Bird 310, 200 Black Edition, 65,000km, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 901077



2017 FIAT DUCATO
Price: \$65,000
Ref code: TA073469
Used

2017 Fiat Ducato, 200 Black Edition, 65,000km, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666



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2018 Adria Sun Living A700, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

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09 910666



2020 JAYCO PD 23.4
Price: \$105,000
Ref code: TA065008
New

2020 Jayco PD 23.4, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666



2020 GRAND DESIGN REFLECTION 238L
Price: \$165,000
Ref code: TA055008
New

2020 Grand Design Reflection 238L, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666



2021 SWIFT QUARTZ BY
Price: \$85,000
Ref code: TA037001
New

2021 Swift Quartz By, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666



2021 SWIFT CELESTION 560
Price: \$125,000
Ref code: TA037001
New

2021 Swift Celestion 560, 4 berth motorhome, front stop down bench, Reserves DC & AGV system, Full body air vents, Bluetooth radio, 4 way table, LED air flow, 4 speed automatic, up/down, auto heater, up/down, automatic, 40L 3 way refrigerator, 60L cooler, with grill and plenty more...

09 910666

Half Page banner ad

Full Page banner ad

MCD DEALER YARD PRINT PACKAGE								
	1	2	3	4	5	6	7	8
# of listings	0-5	6-10	11-15	16-20	21-25	26-30	31-35	36+
Costs per month	\$50	\$95	\$135	\$170	\$200	\$225	\$245	\$260

PRINT LISTING UPGRADE		COST PER ISSUE	
Cost per listing		\$85	
Half page (4 listings) + supporting banner		\$340	
Full page (8 listings) + supporting banner		\$680	

All print listings must also be listed on nzmc.co.nz

A scenic landscape photograph of a person sitting on a large rock by a blue lake. The person is wearing a light blue shirt and a white hat, viewed from behind. The lake is calm with gentle ripples. In the background, there are green forested hills and a range of mountains with snow-capped peaks under a clear blue sky with a few wispy clouds. The overall mood is peaceful and serene.

SPECIFICATIONS

PRINT SPECIFICATIONS & DIMENSIONS

All files must be supplied CMYK. For sizes that cannot have bleed, please use the TYPE AREA for the ad size.

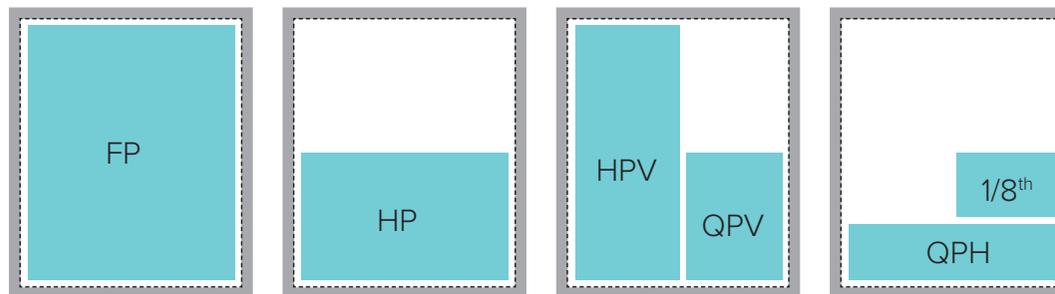


ADVERT SIZES (mm)	TYPE AREA	TRIM	BLEED
Double-page spread (DPS)*	w390 x h264	w420 x h297	w430 x h307
Full page (FP)	w180 x h264	w210 x h297	w220 x h307
Half-page horizontal (HPH)	w180 x h130	w210 x h136	w220 x h163
Half-page vertical (HPV)	w88 x h264	w102 x h297	w118 x h320
Quarter-page vertical (QPV)	w88 x h130		
Quarter-page horizontal (QPH)	w180 x h63		

*Please allow a 30mm gutter in centre of spread

DIRECTORY	
Directory vertical ad	w60 x h80

DEALER YARD BANNERS	
Banner for half page of listings	w173 x h19
Banner for full page of listings	w173 x h30
Dealer yard photo	w36 x h39.5



--- BLEED AREA
 — TYPE AREA

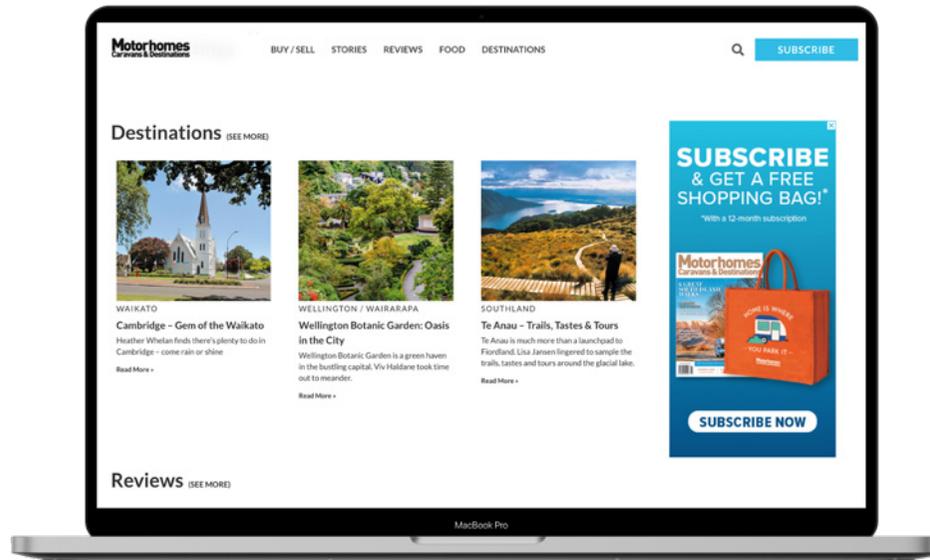
DIMENSIONS – DIGITAL DISPLAY

Advertise on our desktop and mobile site to reach our audience of 92,000+ per month. Multiple options available.

DESKTOP

DOUBLE MREC

300 x 600px



BILLBOARD

970 x 250px

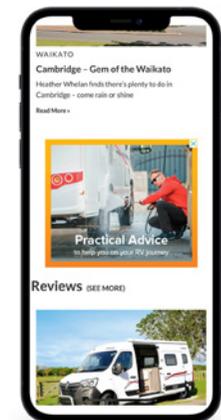
MREC (MEDIUM RECTANGLE)

300 x 250px

LEADERBOARD

728 x 90px

MOBILE



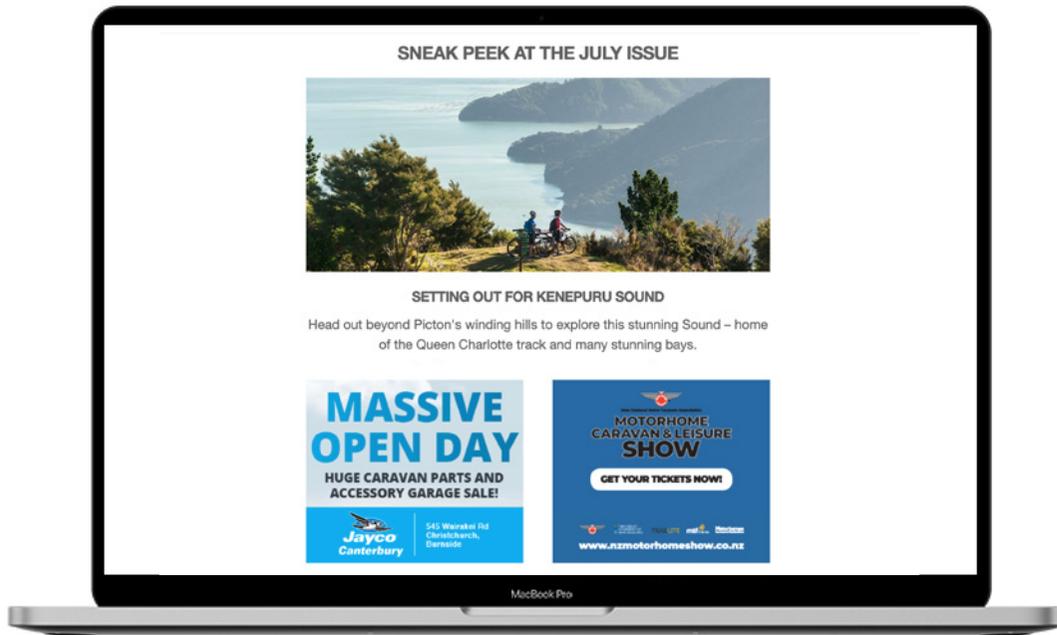
MREC (MEDIUM RECTANGLE)

300 x 250px

MOBILE 300 x 50px

DIMENSIONS – EDM

Advertise in our digital newsletter to reach our engaged audience of 7,191 once per month. Multiple options available. eDM advertising only available as part of a bundle advertising package.



BANNER
728 x 150px

**MREC
(MEDIUM
RECTANGLE)**
300 x 250px

- Can be static or short looping GIFs.
- Add a button or CTA for best results.
- Only available as part of a bundle advertising package.

MCD 2021/2022 ADVERTISING DEADLINES



Issue	Advertising deadline (Tues)	Material deadline (Wed)	Cancellation deadline (Mon)	Insert date (Mon)	Onsale date (Thu)	Digital material deadline (Friday)
Oct #211	21-Sep	22-Sep	20-Sep	27-Sep	7-Oct	1-Oct
Nov #212	19-Oct	20-Oct	18-Oct	22-Oct	4-Nov	29-Oct
Dec #213	16-Nov	17-Nov	15-Nov	22-Nov	2-Dec	26-Nov
Jan #214	7-Dec	8-Dec	6-Dec	13-Dec	6-Jan	31-Dec
Feb #215	18-Jan	19-Jan	17-Jan	24-Jan	3-Feb	28-Jan
Mar #216	22-Feb	23-Feb	21-Feb	28-Feb	10-Mar	4-Mar
Apr #217	22-Mar	23-Mar	21-Mar	28-Mar	7-Apr	1-Apr
May #218	19-Apr	20-Apr	18-Apr	25-Apr	5-May	29-Apr
Jun #219	17-May	18-May	16-May	23-May	2-Jun	27-May
Jul #220	21-Jun	22-Jun	20-Jun	27-Jun	7-Jul	1-Jul
Aug #221	19-Jul	20-Jul	18-Jul	25-Jul	4-Aug	29-Jul
Sept #222	16-Aug	17-Aug	15-Aug	22-Aug	1-Sep	26-Aug

The above deadlines may be subject to change.
 Please note digital material deadlines may vary depending on advertiser campaign requirements.

Motorhomes
Caravans & Destinations

DIRECTORY

Motorhomes, Caravans & Destinations (MCD) readers often turn to the magazine for advice and inspiration. To support this reader engagement, and create a targeted environment for businesses looking to advertise to our niche audience, *MCD* has launched a new directory section. Take a look at our intro offer and book into the next issue.



Motorhomes
Caravans & Destinations

MCD DEALER YARD



LIST ON THE MCD DEALER YARD

Harness *MCD's* digital platform and list your vehicles to an engaged and pre-qualified audience of RV buyers.

SEVEN GREAT REASONS TO LIST AND SELL WITH MCD ONLINE

1

RV-ONLY DEALER YARD

Connect with potential buyers and showcase your range of in stock or upcoming vehicles, to a highly qualified audience.



2

COST-EFFECTIVE

Choose a monthly fixed fee, depending on your listing package.



3

AUTOMATED

Manually upload or have your listings automatically sent to *MCD* from your existing vehicle management system. *One off setup fee for this feature applies.*

**Fee depends on the data format being sent to MCD. Costs from your vehicle management system not included.*



4

PRE-QUALIFIED AUDIENCE

Vehicle search and listings are our biggest source of traffic. On average, our website receives 23,170 unique browsers and 29,916 sessions per month, with an average visit duration of 1:41 mins*.



5

SOCIAL SUPPORT

Each week *MCD* posts dealer vehicles on our Facebook page, driving traffic to nzmc.co.nz and the listing. Listings are randomly chosen and rotated between dealers.



6

TRACKING & DEALER REPORTING

The dealer reporting in Autoplay allows you to easily see your stock report in one place.



7

PRINT LISTING UPGRADE

Upgrade your listing package to feature in our monthly *MCD Dealer Yard* section of the print magazine. \$85 per listing, per issue (ex. GST).

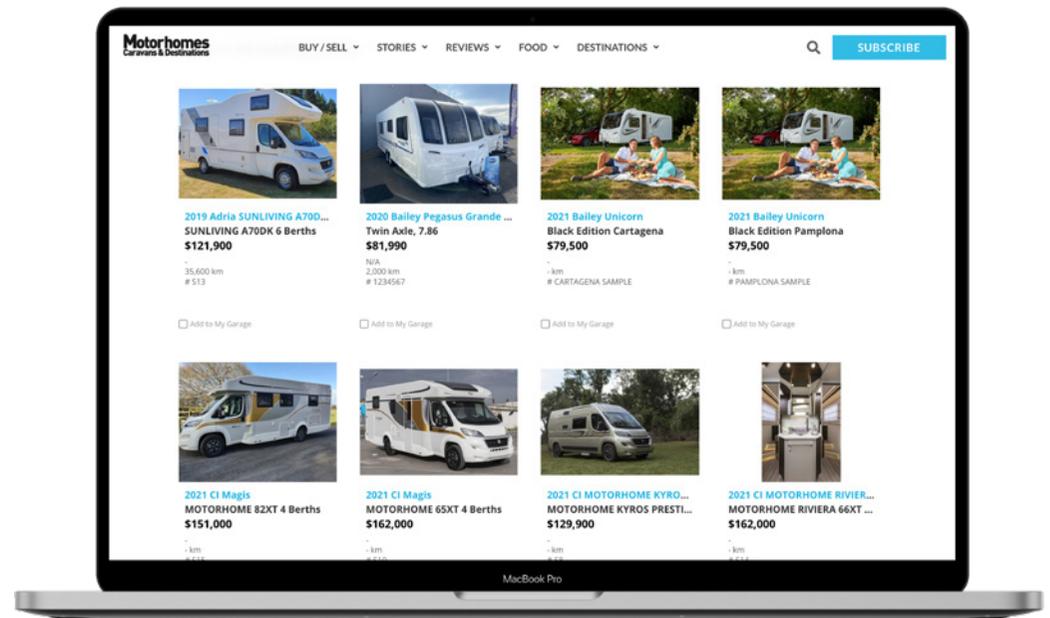


MCD DEALER YARD PRICING

Listing prices vary depending on the number of listings posted each month. Your listing package is able to change from month to month to accommodate availability of stock.

PACKAGE	# OF LISTINGS	TOTAL
P1	0-5	\$50.00
P2	6-10	\$95.00
P3	11-15	\$135.00
P4	16-20	\$170.00
P5	21-25	\$200.00
P6	26-30	\$225.00
P7	31-35	\$245.00
P8	36-40+ (Unlimited)	\$260.00

Automation of your RV listings is available for a one off set up fee of \$250



PRINT LISTING UPGRADE

Amplify your presence and upgrade your MCD Dealer Yard package to include print listings in *Motorhomes, Caravans & Destinations* magazine. Choose from the following options; 1-3 single listings, a Half Page of listings with a supporting banner, or a Full Page of listings with a supporting banner.

All print listings must also be listed on www.nzmcd.co.nz

Fixed listing layout for all MCD Dealer Yard listings.

Complimentary banner design for bookings of half-page and full-page listings.

High-resolution logos must be supplied for ad design.





2021 CI MOTORHOME MAGIS 82XT
Price: \$151,000
Ref code: TA904388
New

Introducing the CI Magis 82XT 4 berth motorhome, (front drop down bed). Features ESC & ABS brakes, Fiat factory stereo (Bluetooth)/radio/USB, 4 safety belts, cab air-conditioning, eco leather upholstery, automatic 140L 3 way fridge/freezer, gas oven with grill and plenty more!

09 957077



2019 ADRIA SUNLIVING A70DK
Price: \$121,900
Ref code: TA1073469
Used

2019 Adria (Fiat Ducato) Sunliving A70DK, white 6 berth motorhome (6 certified safety belts but actually sleeps 7). WOF so you can drive this motorhome on a car licence. Front wheel drive, 6-speed automatic with cruise control, electric mirrors and windows, central locking (cab only).

03 7416666



2017 SWIFT RIO 310
Price: \$99,900
Ref code: TA1071974
Used

2017 Swift (Fiat Ducato) Rio 310 Black Edition, 85,300km circa and front-wheel drive. Features include: 5.99m long, 2.31m wide, gross - 3,500kg, payload - 696kg, WOF - drive on a car licence, 2.3L diesel 130 hp, 6-speed automatic, central locking, cruise control, electric mirrors/windows and much more!

03 7416666



2017 FIAT DUCATO ROLLERTEAM PEGASO 740
Price: \$150,990
Ref code: TA1075803
Used

Currently being prepared for sale. This 4 berth Fiat Ducato Pegaso 740 with 4 seat belts is a fantastic motorhome that offers exceptional value for money with plenty of extras fitted. Features cab air-conditioning, awning, electric bike rack, large boot locker, spacious kitchen

03 7443851



2020 JAYCO CONQUEST DX FA25-1
Dealer: Jayco Auckland
Price: POA
Website code: TA1030349
New

The 25ft Conquest motorhome is built on the most popular vehicle in the industry, Fiat. It can sleep up to four adults, so you can take the family and friends on holidays with you. A large double bed in a slide-out section maximises living space and conveniently



2021 CI MOTORHOME MAGIS 82XT
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New

Introducing the CI Magis 82XT 4 berth motorhome, (front drop down bed). Features ESC & ABS brakes, Fiat factory stereo (Bluetooth)/radio/USB, 4 safety belts, cab air-conditioning, eco leather upholstery, automatic 140L 3 way fridge/freezer,



2019 ADRIA SUNLIVING A70DK
Dealer: Jayco Auckland
Price: \$121,900
Website code: TA1073469
Used

2019 Adria (Fiat Ducato) Sunliving A70DK, white 6 berth motorhome (6 certified safety belts but actually sleeps 7). WOF so you can drive this motorhome on a car licence. Front wheel drive, 6-speed automatic with cruise control, electric mirrors and windows, central



2017 SWIFT RIO 310
Dealer: Jayco Auckland
Price: \$99,900
Website code: TA1071974
Used

2017 Swift (Fiat Ducato) Rio 310 Black Edition, 85,300km circa and front-wheel drive. Features include: 5.99m long, 2.31m wide, gross - 3,500kg, payload - 696kg, WOF - drive on a car licence, 2.3L diesel 130 hp, 6-speed automatic, central locking, cruise control, electric mirrors/windows and

FIND MORE MCD DEALER YARD LISTINGS AT Nzmcd.co.nz



2016 BENIMAR MILEO 201
Dealer: Jayco Auckland
Price: \$124,995
Website code: TA1074884
Used

This little beauty at just under 6m long, is compact yet features a permanent double bed. Height adjustable garage underneath the bed, comfortable lounge, good cooking space & great sized bathroom with separate shower and toilet. Great



2021 DETHLEFFS ESPRIT A CLASS 1750-2EBL SINGLE BEDS
Dealer: Jayco Auckland
Price: \$232,000
Website code: TA1076606
New

The latest model available in November 2021. You can choose from an island bed or 2x single beds. Key features include; self-containment, gas compliance and certification, NZ electrical compliance, 3 CCF, and more...



2021 SUNLIGHT T69L
Dealer: Jayco Auckland
Price: \$149,000
Website code: TA1067210
New

The latest 2021 Sunlight T69L, model is hard! Features include: internal height of 210cm, base engine 2.3L, 4 berths island bed and pull down bed, fridge/freezer compartment (167.29), water tank including boiler, waste water tank (92L), battery/charger and 3 power outlets (230V).



2003 KEA FORD TRANSIT DREAMTIME
Dealer: Jayco Auckland
Price: \$72,000
Website code: TA1045156
Used

This has been recently traded after 13 years of loving use from the previous owner. It has a heap of great features: Solar, tow bar, bike racks, heater, air conditioning, roof rack, rear wheel drive, turbo, 12v range hood, 140w solar, 2x LPG bottles, 4 burner



2010 JAYCO FD-23-4 REFLECTION 230RL
Dealer: Jayco Auckland
Price: \$110,000
Website code: TA998696
Used

Jayco, built tough to last with aluminum framing and 4 piece sandwich body construction. Features include: 125L fresh water, 12v range hood, 19" TV, 4 burner cooktop/grill, 85L grey water, backing camera, bike rack, gas water heating, microwave, roll out awning, self-contained, swivel front seats and traction control.



2020 GRAND DESIGN REFLECTION 230RL
Dealer: Jayco Auckland
Price: \$115,000
Website code: TA856188
New

Upon stepping inside, you will immediately see the theatre seating along the rear wall. This offers a great place to kick back and relax. The slide out 80 U-shaped dinette is also available for seating during meals. Length of 8.6m, 1 slide-out, tanks - fresh (208L), grey (284L), black (156L) and WOF.



2021 SWIFT QUATTRO EW
Dealer: Jayco Auckland
Price: \$66,995
Website code: TA1073901
New

A 6 berth motorhome featuring full insulation/ double glazing, removable carpets, gas bottle, Thetford C260 toilet with electric flush, fresh and waste container, 12v/230v power, LED lighting, dining table, electrical and gas certification gas/240v heating and more.



2021 SWIFT CELEBRATION 560
Dealer: Jayco Auckland
Price: \$67,995
Website code: TA1073891
New

Introducing this special edition caravan. Complete with an end bedroom, fixed bed, extractor fan, microwave, freezer, fridge, oven, mains electric, water heater, shower, battery charger, blinds, door flyscreens, alarm, stereo system, sunroof and much more...

PRICING	
Per Listing	\$85
Half Page + supporting banner	\$340
Full Page + supporting banner	\$680

All pricing is in NZD and excludes GST.

BANNER SIZES	
Half Page	173 x 19mm
Full Page	173 x 30mm

Half Page banner ad

Please note that this is a mockup and design may vary.

Full Page banner ad



Motorhomes

Caravans & Destinations

CONTACT DANNY McKENDRY, ADVERTISING SALES MANAGER

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| PHONE 022 392 1788