Motorhomes
Caravans & Destinations

MEDIA KIT 2022

MCD MEDIA LTD

AUDIENCE

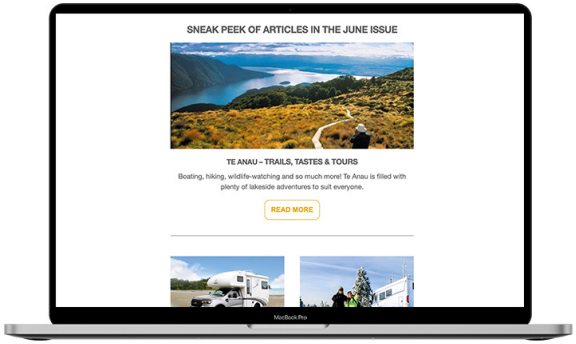
Motorhomes, Caravans & Destinations delivers a qualified audience of RV enthusiasts with over 174,197 audience touchpoints per month through print, digital and social channels.

PRINT (per issue)

- **READERSHIP** 88,000 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

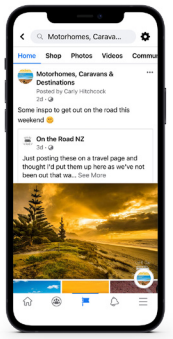
WEBSITE (3-month average)

- Unique Browsers 26,157
- Sessions 33,601
- Page views 78,849
- Av. session time 01:36 mins



E-NEWSLETTER (3-month average)

- Reach 9,010
- Open rate 50.2%
  (industry average 30.5%)
- Click rate 12.2%
  (industry average 7.1%)



SOCIAL (3-month average)

- Reach: 51,030
- Followers: 8,780

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology.
Print: Nielsen CMI Readership Survey (Q2 2021 - Q1 2022)
Website: Google Analytics March - May 2022 average
Social: Facebook and Instagram March - May 2022 average
E-newsletter: Mailchimp March - May 2022 average

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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.

MCD DIRECTORY

Motorhomes, Caravans & Destinations directory is the perfect place to advertise your brand or product to a highly engaged niche audience who value magazine advertising. Our readers are heavy magazine users who look to *MCD* for new ideas and advice on RV accessories, security, parts and servicing, repairs and maintenance, destinations and things to do around the country. The directory is positioned at the back of the magazine, next to the dealer vehicle listings.

PRICING

	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
1/9 page	$255 per insertion	$215 per insertion	$195 per insertion	$175 per insertion

All pricing is in NZD and excludes GST.

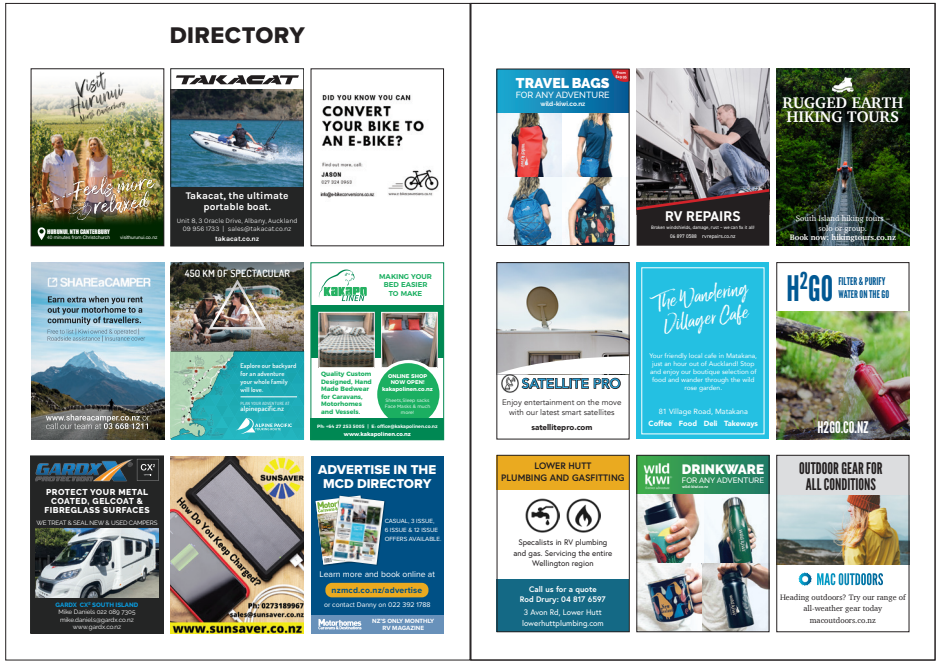
INTRO OFFER

All bookings will receive free *MCD* ad design if required.*

3 ISSUES	6 ISSUES + 1 FREE	12 ISSUES + 2 FREE
$215 each	**$195 each** (7 ISSUES TOTAL)	**$175 each** (14 ISSUES TOTAL)

Check deadlines for the next issue.

**includes one round of client amends. Ads can be supplied if preferred.*



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

AD SPECS

ADVERT SIZES		
1/9 page	w60 x h80mm	• Ad should include a clear call to action – phone number, website or other contact details. • Due to the 1/9th ad size, copy should be clear, concise and easy to read. • All files must be supplied CMYK and at 300 dpi.

CONTACT

To receive our intro offer and ensure your ad is in the next issue – contact us today or complete the online booking form.

MCD Advertising Sales Team
sales@nzmcd.co.nz

MCD 2022/2023 ADVERTISING DEADLINES

	PRINT				DIGITAL
Month	**Issue**	**Advertising Material deadline (Wed)**	**Cancellation deadline (Mon)**	**On sale date (Thu)**	**Material Deadline (Fri)**
Jul-22	220	22-Jun	20-Jun	7-Jul	1-Jul
Aug-22	221	20-Jul	18-Jul	4-Aug	29-Jul
Sep-22	222	24-Aug	22-Aug	8-Sep	2-Sep
Oct-22	223	21-Sep	19-Sep	6-Oct	30-Sep
Nov-22	224	19-Oct	17-Oct	3-Nov	28-Oct
Dec-22	225	16-Nov	14-Nov	1-Dec	25-Nov
Jan-23	226	7-Dec	5-Dec	5-Jan	30-Dec
Feb-23	227	18-Jan	16-Jan	2-Feb	27-Jan
Mar-23	228	15-Feb	13-Feb	2-Mar	24-Feb
Apr-23	229	22-Mar	20-Mar	6-Apr	31-Mar
May-23	230	19-Apr	17-Apr	4-May	28-Apr
Jun-23	231	17-May	15-May	1-Jun	26-May
Jul-23	232	21-Jun	19-Jun	6-Jul	30-Jun
Aug-23	233	19-Jul	17-Jul	3-Aug	28-Jul
Sep-23	234	23-Aug	22-Aug	7-Sep	1-Sep
Oct-23	235	20-Sep	18-Sep	5-Oct	29-Sep
Nov-23	236	18-Oct	16-Oct	2-Nov	27-Oct
Dec-23	237	22-Nov	20-Nov	7-Dec	1-Dec

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

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CONTACT THE MCD ADVERTISING SALES TEAM | EMAIL SALES@NZMCD.CO.NZ | PHONE 022 392 1788