

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.

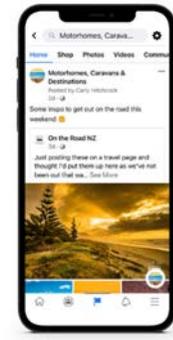
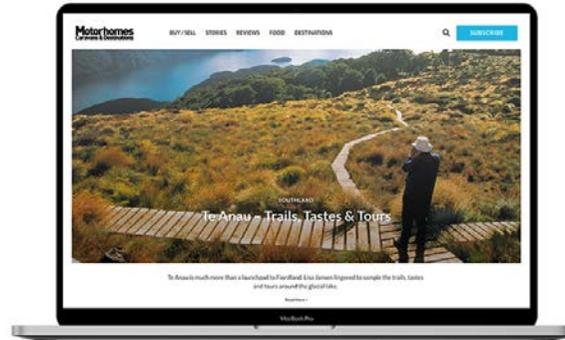
We look forward to working with you to continue to promote the delights and excitement of life on the road.

“ 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 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

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*

- **88,000** 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.



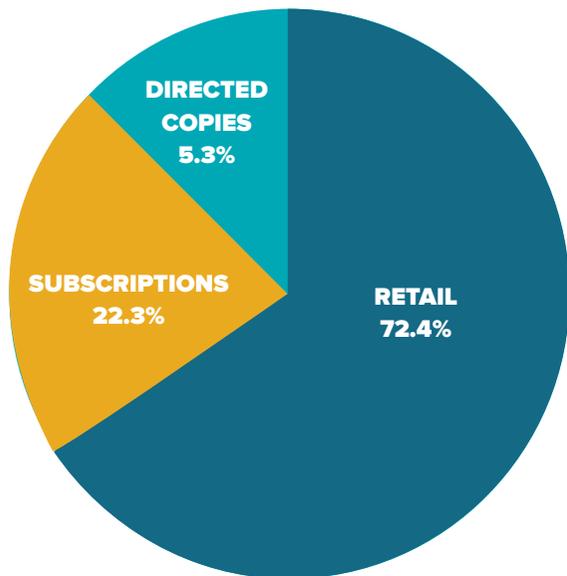
MOTORHOMES, CARAVANS & DESTINATIONS READERSHIP - 88,000* AVERAGE ISSUE READERSHIP

7,500
Copies

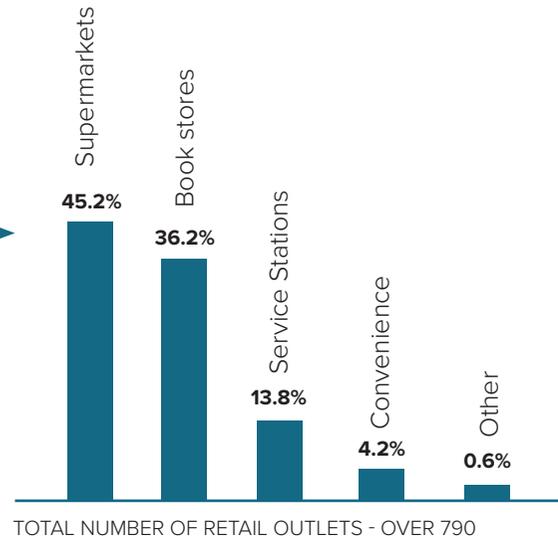
DISTRIBUTION
monthly

RETAIL
PRICE
\$10.95

CHANNEL BREAKDOWN



SALES BY RETAIL OUTLET



SUPERMARKETS+

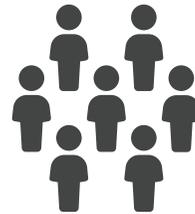
- All RV magazines fall into the Travel & Tourism category.
- Travel & Tourism competitive set - *Motorhomes, Caravans & Destinations (MCD)*, *RV Travel Lifestyle*, *Lonely Planet*, *National GEO Traveller* and *Vacations & Travel*.
- MCD is currently ranked #1 in the RV, travel & tourism category, holding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

+Source: Nielsen CMI Readership Survey (Q2 2021 - Q1 2022)

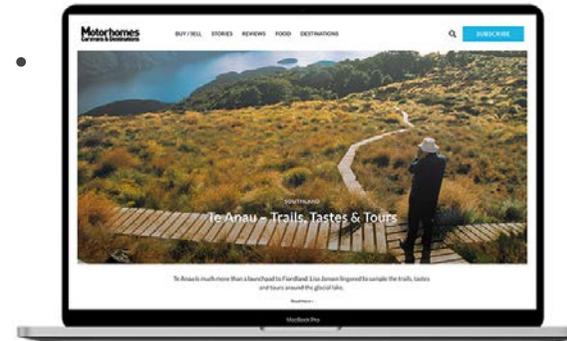
DIGITAL & SOCIAL AUDIENCE

Motorhomes, Caravans & Destinations delivers an engaged audience of RV enthusiasts with over 68,177 audience touchpoints per month through MCD digital & social channels.

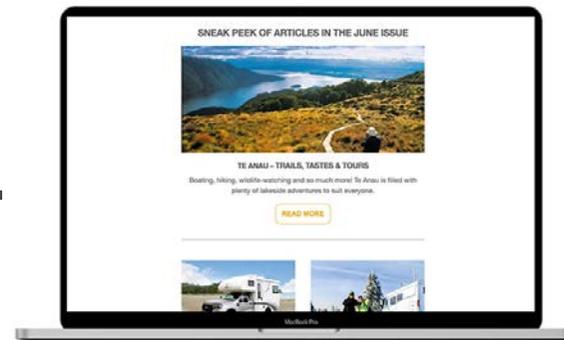
SOCIAL
3-MONTH AVERAGE
Reach 51,030
Followers 8,780



MCD DIGITAL & SOCIAL AUDIENCE
Over 68,000 monthly



WEBSITE
3-MONTH AVERAGE
Unique Browsers 26,157
Sessions 33,601
Page views 78,849
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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: 26,157

NEW USERS: 23,218

SESSIONS: 33,601

NO. OF SESSIONS PER USER: 1.28

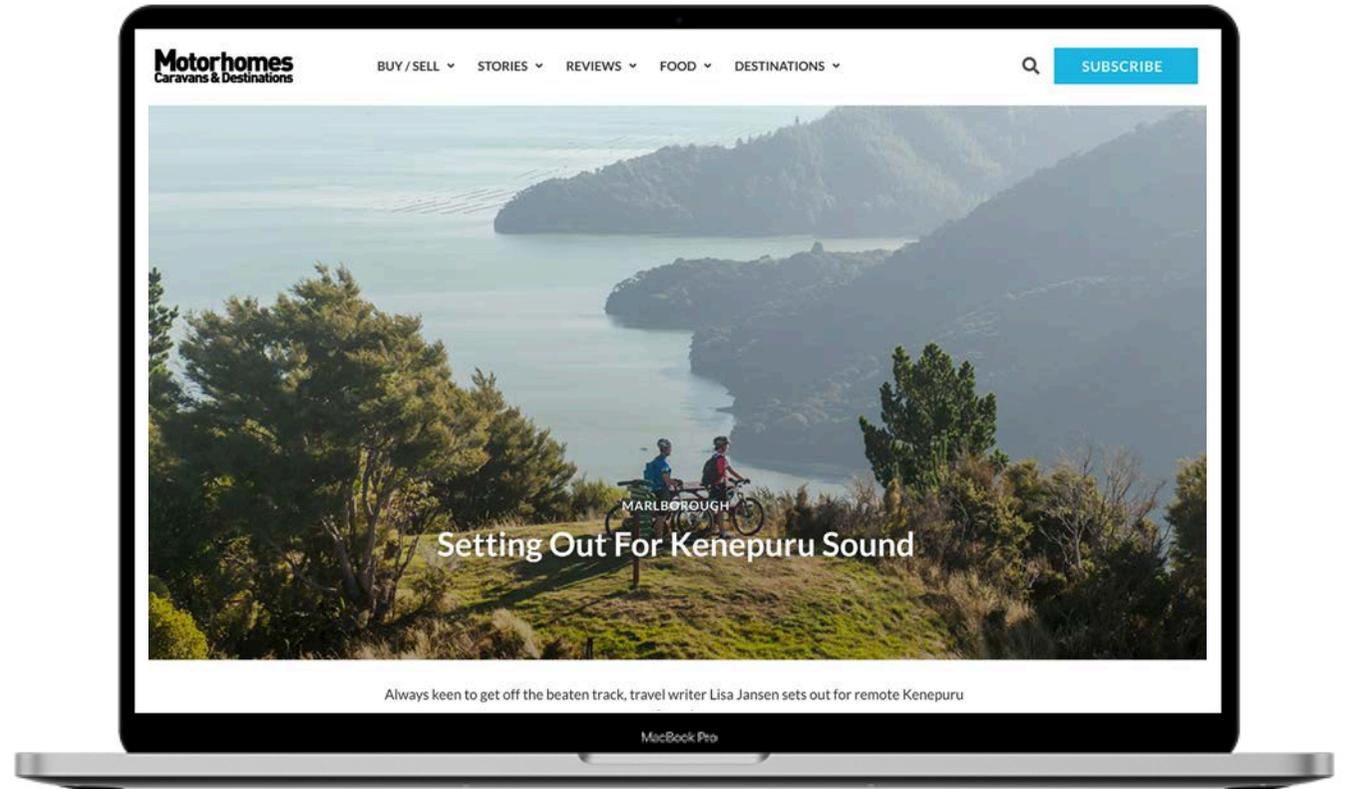
PAGE VIEWS: 78,849

PAGES/SESSION: 2.35

AVERAGE SESSION TIME: 1:36 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-NEWSLETTERS

Our monthly e-newsletters reach thousands of print subscribers and other followers

THE ON-SALE E-NEWSLETTER STATS

SENT: once per month

REACH: 9,010

OPEN RATE: 50.2%

CLICK RATE: 12.2%

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

THE MARKETPLACE E-NEWSLETTER STATS

SENT: once per month

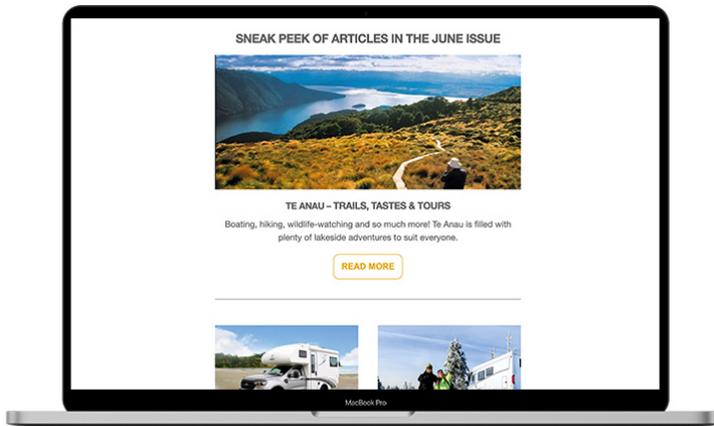
REACH: 4,715

OPEN RATE: 77%

CLICK RATE: 25.9%

THE MARKETPLACE E-NEWSLETTER

- Sent to a targeted segment of our audience
- Features the latest RV listings and selected reviews
- 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, blue pants, and a white hat, and is looking out over the water. In the background, there are green hills and a range of mountains with snow-capped peaks under a blue sky with scattered white clouds. The water is clear and blue, with some ripples. The foreground shows a rocky shoreline with small stones and pebbles.

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 MCD Advertising Sales Team on 022 392 1788 or email sales@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

INTRO OFFER

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

3 ISSUES
\$215 each

6 ISSUES +
1 FREE
\$195 each
(7 ISSUES TOTAL)

12 ISSUES +
2 FREE
\$175 each
(14 ISSUES TOTAL)

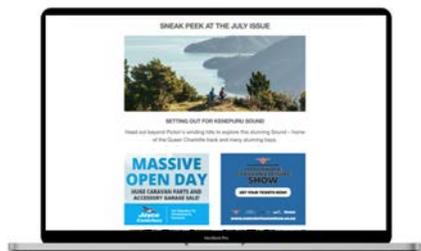
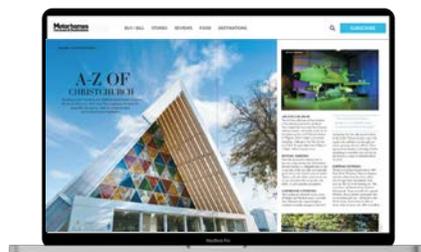
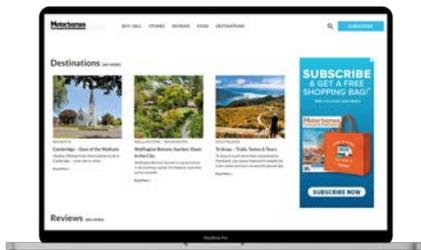
*Includes one round of client amends. Ads can be supplied if preferred.

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 MCD Advertising Sales Team on 022 392 1788 or email sales@nzmc.co.nz.



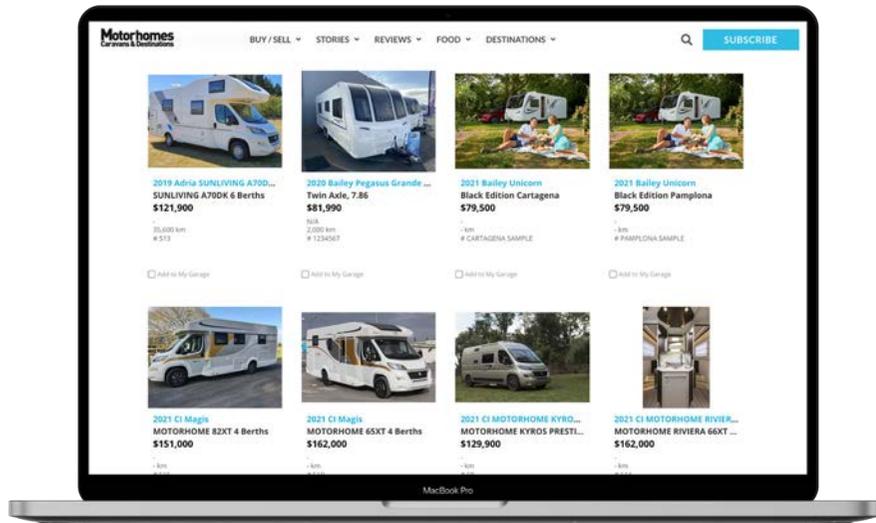
NZMCD.CO.NZ	COST PER CPM
Billboard (970 x 250px)	\$50
Leaderboard (728 x 90px)	\$35
MREC (300 x 250px)	\$35
Double MREC (300 x 600px)	\$45
Mobile banner (300 x 50px)	\$35
DIGITAL MAGAZINE	EDITORIAL & DEALER SECTIONS
Double Page Spread	<i>All print advertising will appear in the MCD digital edition as 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 ON-SALE**	PER MAIL OUT
Banner Ad (728 x 150px)	\$250
MREC (300 x 250px)	\$250
Video MREC (300 x 250px)	\$350
Feature Review (On-Sale)	\$400
E-NEWSLETTER MARKETPLACE**	PER MAIL OUT
MREC (300 x 250px)	\$150
Feature Review (Marketplace)	\$250

* 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 nzmcd.co.nz website in the MCD Dealer Yard. Optional print listing upgrade with banner. To discuss your business advertising requirements contact the MCD Advertising Sales Team on 022 392 1788 or email sales@nzmcd.co.nz.



MCD DEALER YARD

Half Page banner ad

FIND MORE MCD DEALER YARD LISTINGS AT NZMCD.CO.NZ

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 nzmcd.co.nz

FEATURE REVIEW

MCD has developed a Feature Review Package that allows brands to leverage MCD review content

All reviews are published in print and the website

FEATURE REVIEW

An exciting opportunity to be promoted as the 'Feature Review'. This includes:

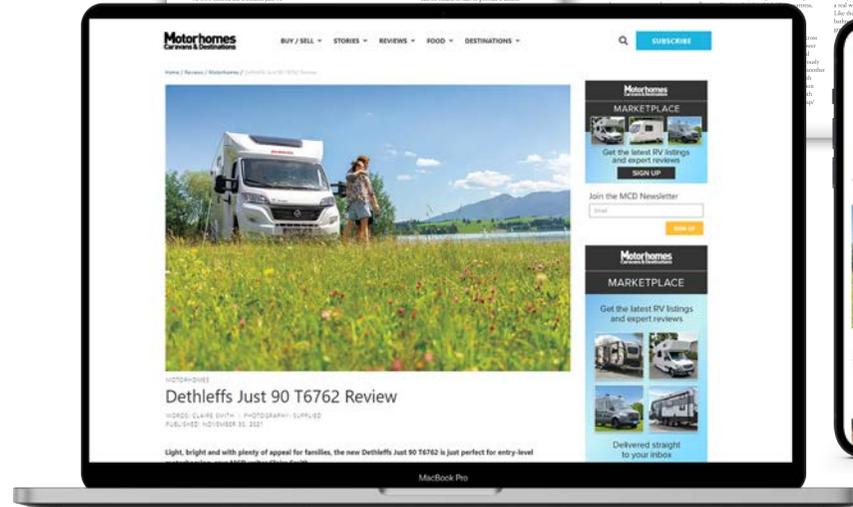
- A feature in the MCD e-newsletter (with supporting advertisement from the dealer)
- Boosted social media post

Cost per Feature Review: \$400 (excluding GST)

FEATURED REVIEWS DRIVE RESULTS

MCD reviews are one of the most valuable placements advertisers can be associated with:

- Reviews perform in the top range for both pageviews and read time for all editorial content on the MCD website
- A boosted social post for the vehicle listing associated with the review can **increase listing views by up to 14x**
- Supporting the feature review with additional e-newsletter advertising can **drive up to 34% higher brand engagement**



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.

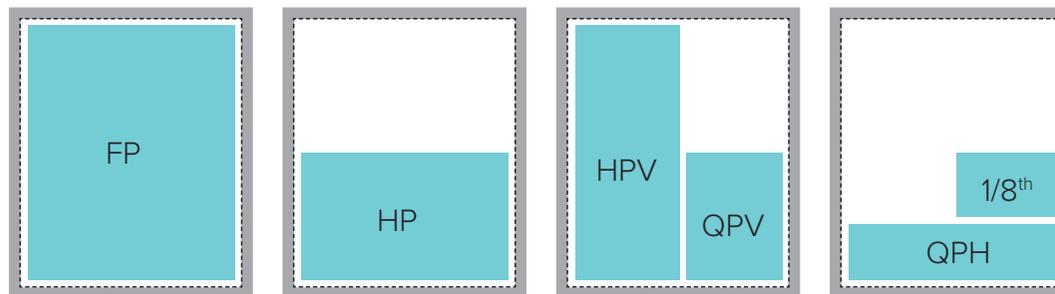


ADVERT SIZES (mm)	TYPE AREA	TRIM	BLEED
Double-page spread (DPS)*	w390 x h264	w420 x h297	w430 x h307
Full page (FP)	w180 x h264	w210 x h297	w220 x h307
Half-page horizontal (HPH)	w180 x h130	w210 x h136	w220 x h163
Half-page vertical (HPV)	w88 x h264	w102 x h297	w118 x h320
Quarter-page vertical (QPV)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

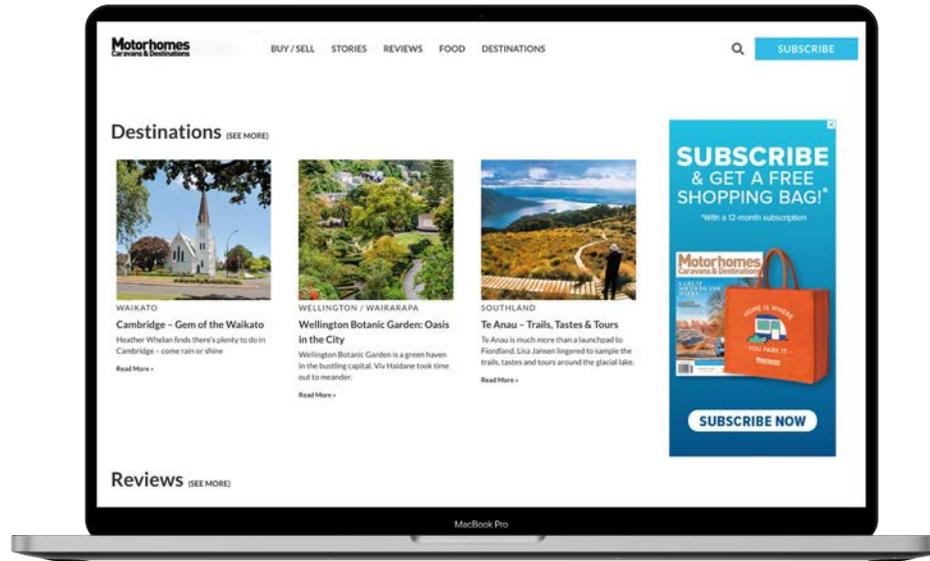
DIMENSIONS – DIGITAL DISPLAY

Advertise on our desktop and mobile site to reach our audience of 68,000+ 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



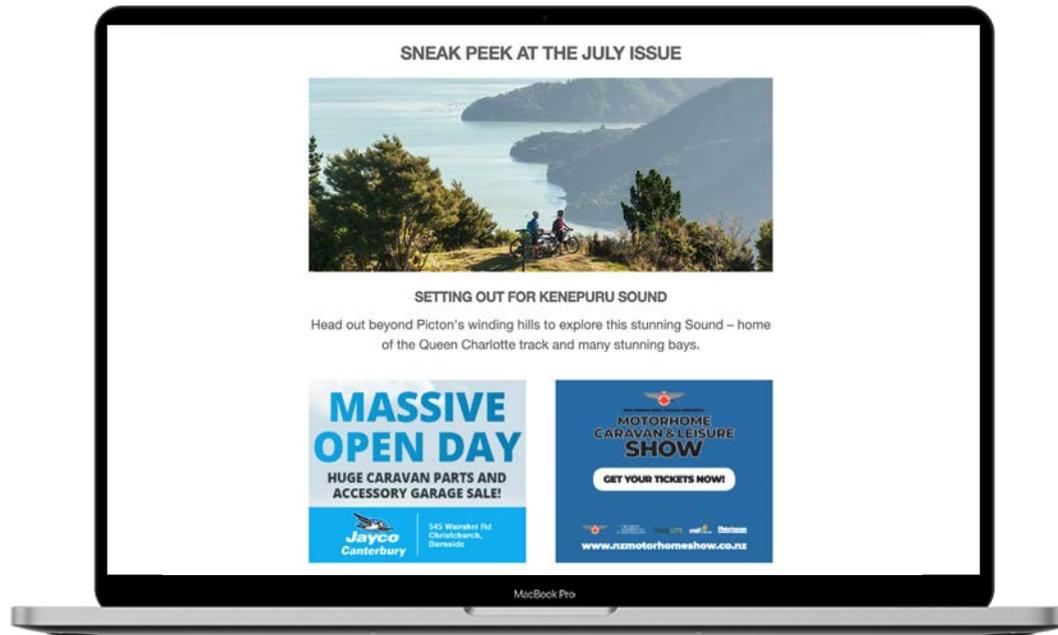
MREC (MEDIUM RECTANGLE)

300 x 250px

MOBILE 300 x 50px

DIMENSIONS – EDM

Advertise in our digital newsletter to reach our engaged audience of 9,000+ 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 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.

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.



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 \$215 each	6 ISSUES + 1 FREE \$195 each (7 ISSUES TOTAL)	12 ISSUES + 2 FREE \$175 each (14 ISSUES TOTAL)
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Check deadlines for the next issue.

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

DIRECTORY



Visit Hurumui New Zealand
Feels more relaxed



TAKACAT
Takacat, the ultimate portable boat.



DID YOU KNOW YOU CAN CONVERT YOUR BIKE TO AN E-BIKE?



SHORECAMPER
Earn extra when you rent out your motorhome to a community of travellers.



450 KM OF SPECTACULAR



GREEN FRIENDLY
MAKING YOUR BED EASIER TO MAKE



SATELLITE PRO
Enjoy entertainment on the move with our latest smart satellites.



The Wandering Dillinger Cafe
Your friendly local cafe in Masterton, just an hour out of Auckland. Stop and enjoy our boutique selection of food and drinks through the wild rural garden.



H2GO FILTER & PURIFY WATER ON THE GO



GARDX
PROTECT YOUR METAL COATED, GELCOAT & FIBREGLASS SURFACES



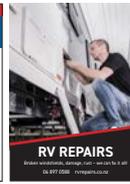
SUNSAVER
How Do You Keep Clean?



ADVERTISE IN THE MCD DIRECTORY
CASUAL, 3 ISSUE, 6 ISSUE & 12 ISSUE OFFERS AVAILABLE.



TRAVEL BAGS FOR ANY ADVENTURE



RV REPAIRS



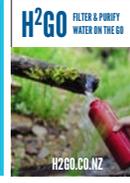
RUGGED EARTH HIKING TOURS



LOWER HUTT PLUMBING AND GASFITTING



Wild Kiwi DRINKWARE FOR ANY ADVENTURE



OUTDOOR GEAR FOR ALL CONDITIONS

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

AD SPECS

ADVERT SIZES		
1/9 page	w60 x h80mm	<ul style="list-style-type: none"> 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

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.

- ✓ 23,000+ total views per month for listings on nzmcdd.co.nz
- ✓ Social promotion drives up to 4.5x higher listing views
- ✓ EDM promotion drives up to 7x higher listing views

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.



5

DIGITAL SUPPORT

Each week, selected dealer vehicles are promoted on the *MCD* Facebook page, driving traffic to the listing. Selected vehicles are also featured in the monthly Marketplace e-newsletter.



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).

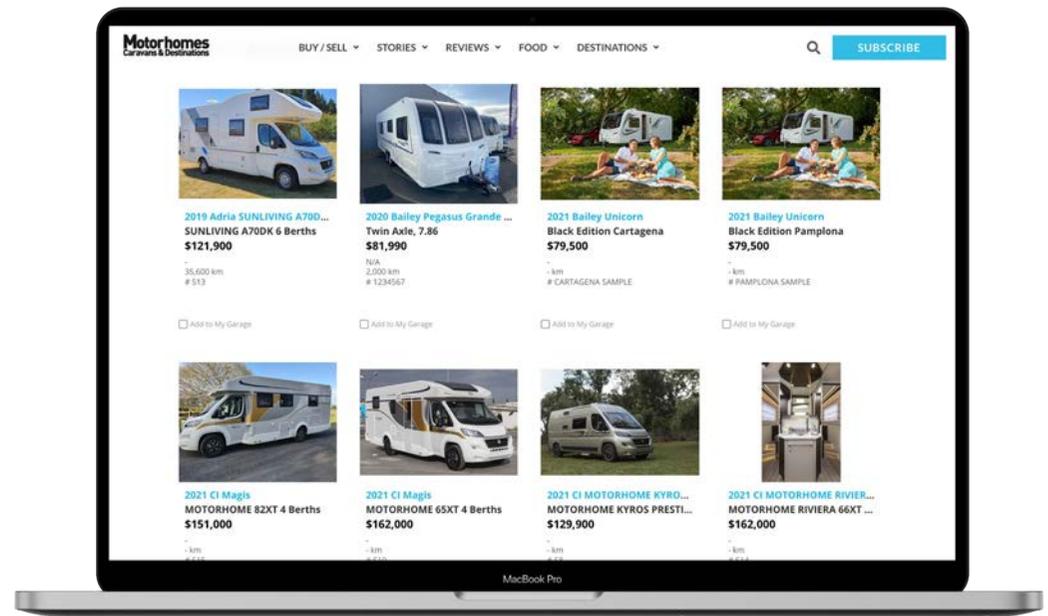


MCD DEALER YARD PRICING

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.

MCD DEALER YARD

FIND MORE MCD DEALER YARD LISTINGS AT NZMCD.CO.NZ

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