

# The Motor Caravanner

THE NEW ZEALAND MOTOR CARAVAN ASSOCIATION (INC) MAGAZINE



2020/2021 Media Kit



A hoar frost and sunrise over Loch Cameron.  
Photo by SHELLIE EVANS #46960

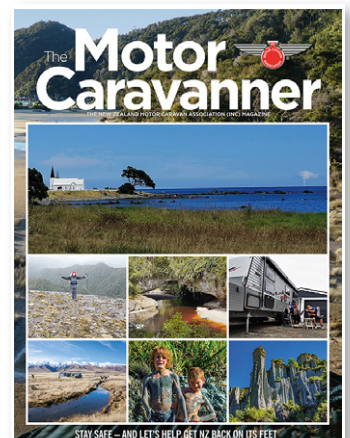
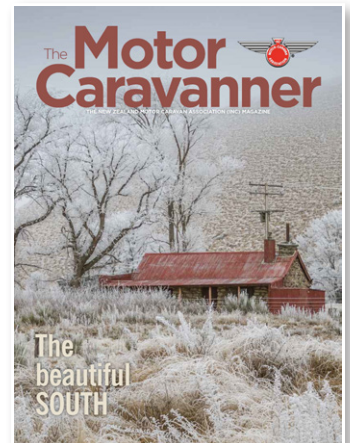
Motor caravanning is one of New Zealand's fastest growing recreational activities. If your business targets motorhome owners, caravanners, people interested in the outdoors, or the 50-plus demographic there is no more cost effective way to reach them than through the pages of *The Motor Caravanner* magazine.

The growth of motor caravanning mirrors the emergence of Baby Boomers aged 45 to 71 years, the retirement commission estimates the networth of those 45+ to be \$329 billion. This means they have the disposable income to turn their quest for lifestyle into a reality. *The Motor Caravanner* magazine is the ideal vehicle to promote your products and services to this growing and affluent demographic. As passionate motorhome and caravan owners, NZMCA members are keen to read about new products and services that will enhance their lives as well as the enjoyment of their chosen leisure activity.

## Advertising Rates

Advert Sizes <i>See overleaf for specs</i>	Casual	3 issues	6 issues
<i>The following rates are per ad, per issue</i>			
Double Page spread	\$3,700	\$3,500	\$3,300
Full Page	\$2,095	\$1,995	\$1,895
Half Page (vertical or horizontal)	\$1,250	\$1,190	\$1,095
Quarter Page	\$745	\$695	\$655
Directory (1/9th page)	\$380	\$350	\$320
Inserts	POA		

Prices exclude GST. All rates are for full colour, per ad, per issue. The rates above are for PRINT READY supplied advertisements. Rates and publication dates are subject to change. Positions subject to availability. A loading fee will apply to premium positions.



## Statistics

- *The Motor Caravanner* has the largest circulation of any motorhome or caravan magazine in New Zealand, 50,000-plus copies are distributed via addressed mail to over 95,000 New Zealand Motor Caravan Association members, 6 times annually.
- A4 full colour 176 page magazine distributed to the New Zealand Motor Caravan Association members.
- 94% of readers use *The Motor Caravanner* as a source of information when purchasing a motorhome or motorhome related product.

- Readers are well educated, financially secure New Zealanders who enjoy an outdoors lifestyle. Their health and well being are important to them and they maintain an active and healthy lifestyle.
- They have enough extra income or savings to direct towards their prime interest – motor caravanning.
- There will be 1.2 million people aged 65 plus by 2036 – 22 percent of the population.

Source: Chris Schultz of Senioragency NZ - MOSAIC Profile, NZMCA Readers Survey and Member Survey 2014, NZ Statistics 2018.

Circulation of 50,000+ copies distributed to 95,000 members, 6 issues annually

94.6% of respondents had taken action as a result of advertising in *The Motor Caravanner*

## Advertising Deadlines

Month/Year	Oct/Nov 20	Dec 20/Jan 21	Feb/Mar 21	Apr/May 21	Jun/Jul 21	Aug/Sep 21
Issue Number	347	348	349	350	351	352
Booking Deadline	4 Sep	4 Nov	18 Dec 20	5 Mar	30 Apr	2 Jul
Material Deadline	9 Sep	9 Nov	13 Jan	10 Mar	5 May	7 Jul
Publication Date	30 Sep	25 Nov	27 Jan	31 Mar	26 May	28 Jul

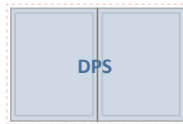
## Advert Sizes

**DPS (double page spread): Make allowance of 20mm gutter (no text) in middle of spread.** Please supply as single pages, labeled Left / Right, offset crop marks 5mm.

**INCL BLEED (5mm):**  
420mm wide x 285mm high

**TRIM (spread actual size):**  
410mm wide x 275mm high

**TYPE AREA (each page):**  
181mm wide x 253mm high



**Full page:** Offset crop marks 5mm

**INCL BLEED (5mm):**  
215mm wide x 285mm high

**TRIM (page size):**  
205mm wide x 275mm high

**TYPE AREA:**  
181mm wide x 253mm high



**Half page horizontal NO bleed or crop marks**  
181mm wide x 126mm high



**Half page vertical NO bleed or crop marks**  
85mm wide x 253mm high



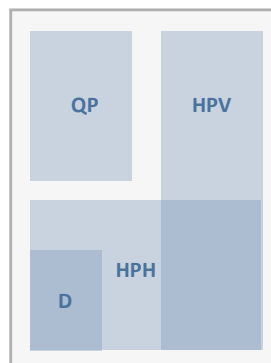
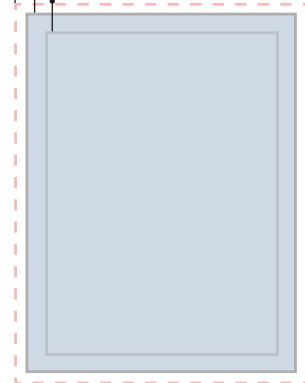
**Quarter page vertical NO bleed or crop marks**  
85mm wide x 126mm high



**Directory: (1/9th page) NO bleed or crop marks**  
58mm wide x 82mm high



**BLEED (Full page & Double page spreads ONLY)**  
**TRIM (Full page & Double page spreads ONLY)**  
**TYPE AREA (text within type area ONLY)**



## Specifications & Services

### ARTWORK REQUIREMENTS

We only accept high resolution PDFs ('Press Quality'). Please use the following specifications:

- CMYK (any spot/RGB will be converted)
- Maximum 300% ink coverage
- Images/graphics embedded, 220dpi minimum
- Fonts embedded or converted to paths.

### SUPPLYING FILES:

- Email attachment (smaller than 12mb)
- Dropbox, We Transfer or Hightail

### DESIGN SERVICES

If a new advertisement or re-design is required, Spot On Publications Ltd can provide design services, please contact us to discuss.

### INSERTS

Please contact us for pricing and specifications. Conditions apply.

Files that do not meet Artwork PDF file requirements may attract a charge of \$110 an hour (min. charge 1 hour).

## Contact Details

For further information on advertising; email Rachel or Brent or phone 09 418 5205

**Rachel Lee**  
Account Manager  
rachel@spoton.net.nz

**Brent Gillies**  
General Manager  
brent@spoton.net.nz

