

**NOW WITH
COAST TO COAST
DISTRIBUTION**

RV SNOWBIRDS & Travelers

Canada's Active RV Guide



2016 Canadian Media Kit

RV SNOWBIRDS & Travelers

Independent Knowledgeable Canadian

Snowbirds & RV Travelers magazine was founded in 2003 and is Canada's most popular RV magazine. The in-depth content is uniquely Canadian; featuring RV destinations, attractions and events from Canada, the US and Mexico - all told from the Canadian perspective.

Growth has been driven by a Canadian grass roots following of active snowbird and RV enthusiasts making it the most popular RV magazine in Canada by issue, available at over 3000 locations coast to coast.

If you are looking at getting into the hands of active "Snowbirds" heading south, there is simply no better alternative.

SunCruiser Media

Founded in 1993, SunCruiser Media is firmly grounded in the niche recreational market. Our other holdings include **4WDrive**, **The Sport Fishing Guide**, **SunCruiser Boating** and related consumer trade show publications. Our passionate, enthusiastic audiences have interests that include recreational vehicles to explore our vast outdoor nation.

In addition to our media titles, Powerhouse Media Ltd. is a wholly owned subsidiary specializing in the production and buying of print and radio media.





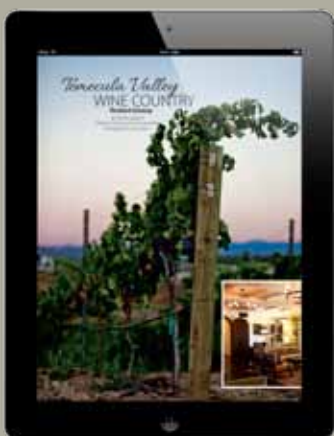
MAGAZINE

Circulation	28,690 copies
Newsstand	10,190
Subscribers	4,300
Events	8,000
Parks, Dealers, Visitor Centres	6,200
Total Audience	77,463*
Frequency	8 issues/year

*Based on reader survey pass along rate of 2.7 persons per issue

DIGITAL

Monthly Page Views	37,100
Unique Visitors	8,400
Opt-in email newsletter subscribers	4,700



Mobile

All issues available for multiple tablets

How does Snowbirds & RV Travelers generate its traffic? RSS feeds for the site on every channel, every page in the print & digital edition links back to the web site, regular updates to every channel on the website, Facebook, Twitter, YouTube and Linked In. As well as an RV browser toolbar available for download that feeds the top headlines from the website to our readers.



The Snowbird & RV audience is predominantly couples & families, aged 40 to 65, married with an average household income of \$80,000+. They are outdoor enthusiasts who in addition to RVing, engage in sightseeing, fishing and typically own a 4WD truck for towing, a second car & a boat.

Snowbirds & RV Travelers Magazine delivers the best in original, exciting articles and photographs throughout each issue. From the latest in RVing adventures to the newest innovations in RV accessories, we provide in-depth information that makes this the one publication RV enthusiasts read cover to cover.

- Industry News • RV Parks & Resorts • Tech Articles
- Product Reviews • Latest Gear • Travel Destinations
- RV Events • Lifestyle • Real Estate • Finance

RV SNOWBIRDS & Travelers

Trade Show Contests

This is a great way to promote your event, destination, product or service and you'll create an opt-in database of RV enthusiasts for a future direct marketing campaign. Advertisers can provide a prize for the trade show, which includes distribution of a promotional brochure, promotional video on display, and development of a lead list from the contest entries.

Custom Inserts and Wraps

Achieve maximum impact to generate new business through a special cover wrap targeted to trade shows, or an inserted catalogue or card targeted to the trade show or our complete distribution.

Custom Publishing

Give your brand the polished edge that drives new and existing customers to your door. Our creative staff can develop your promotional literature, catalogue or brochure for distribution in the magazine, at trade shows, and/or via direct mail.

Editorial

Tell your story or connect your brand through a creative editorial piece that captures our readers attention and whet's their appetite for your destination, product or service. Your editorial can be accompanied by a photo slideshow or video on the website and in the digital editions. Each month the top features and news are highlighted in our newsletter to readers.

Contest

Promote your latest offering and create a list from opt-in entries for use in your next campaign.



RV ^{SNOWBIRDS &} Travelers

With over 8400 unique visitors per month and 37,100 pageviews, Snowbirds & RV Travelers offers several unique opportunities for you to motivate your best new, and existing customers.

Email Newsletter Banners

Once a month our eager readers get the most current updates from news and features added to the web site. Your ads target a highly engaged group of RV enthusiasts.

Custom Digital Publications

Send us the files for your brochure or catalogue (or have us create them) and we'll create a digital flipbook edition that you can easily share. We can also help you create compelling content to enhance your publication and turn it into an iPad and Android accessible app.

Digital Media Pricing

Website

Leaderboard	\$420 per month	728 x 90
Box	\$300 per month	300 x 250
Tile	\$175 per month	125 x 125

Choose all of Snowbirds & RV Travelers or drill down to a particular channel - Columns, RV Travel, Resources, News, Tech and/or RV Buy & Sell.

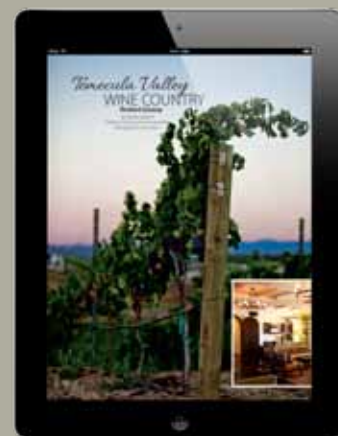
eNewsletter - monthly

Leaderboard	\$420/insertion	728 x 90
Content	\$300/insertion	728 x 90

Campground Park Signage - \$179 Annual

Video

Send us your video links and we'll include them in your digital editorial on suncruisermedia.com as well as your ads and editorial in the digital versions of the magazines for iPad and Android mobile devices.



RV ^{SNOWBIRDS &} Travelers

Sizes	1X	4X	8X
Gatefold (Sample shown)	8760	7440	6120
Centre Spread	6144	5844	5556
Inside Cover	3300	3144	2994
Back Page	3588	3408	3234
Full Page	2868	2724	2592
1/2 page	1914	1812	1716
1/4 page	1140	1086	1032
1/6 page	804	762	714
Great Stays	588	546	510

Ads appear in print & digital editions. 1/2 page and larger includes video link in digital editions. All ads are in full colour.



ISSUE	VOL.ISSUE	BOOKING	MATERIAL	PUBLISH DATE
Dec/Jan	SRT 126	Sept 25	Oct 9	Dec 1
Feb/Mar	SRT 131	Nov 27	Dec 11	Feb 12
Apr/May	SRT 132	Jan 1	Jan 15	Mar 11
Jun/Jul	SRT 133	Feb 5	Feb 19	Apr 25
Aug/Sep	SRT 134	Apr 22	May 6	July 1
Oct	SRT 135	May 27	Jun 10	July 29
Nov	SRT 136	July 29	Aug 12	Oct 7
Dec	SRT 137	Aug 19	Sep 2	Oct 28
Jan	SRT 138	Sept 16	Sep 30	Nov 25
Feb/Mar	SRT 141	Oct 27	Nov 10	Jan 6

Print

Full Page (including covers) 8.25 X 10.75 with .25 bleed (all sides)

Please keep live matter within 8 x 10.25

1/2 Page horizontal 7.375 X 5.0625

1/2 Page vertical 3.625 X 10.25

1/4 Page vertical 3.625 X 5.0625

1/4 Page horizontal 7.375 X 2.375

1/6 Page horizontal 4.875 X 2.375

1/6 Page vertical 2.375 X 5.0625

Online

Web site banners

Leaderboard: 728 x 90 px: 72 dpi JPG, GIF (static or animated), SWF (30 frames per second using images of 72dpi, all URLs to be embedded in file).

Box: 350 x 200 px: 72 dpi JPG, GIF (static or animated).

Tile: 125 x 125, px: 72 dpi JPG, GIF (static or animated).

Newsletter banners

Format: JPG, GIF (static). Size (pixels): 728 x 90
72 dpi

Online file sizes not to exceed 100kb

Supplying Material

The following are guidelines for material supplied to Suncruiser Publishing Inc. An extra charge may apply if files do not meet these requirements. We will not be held responsible for material that does not meet these requirements.

Please send high resolution PDF files in the sizes indicated. Please match file dimensions to your ad dimension (no crop marks, colour bars, bleed marks etc). All images must be embedded, CMYK (no RGB, Lab or ICC). Photos should be 220 dpi. Please embed all fonts. Please do not apply any security to the PDF.

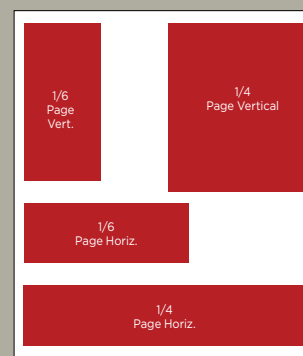
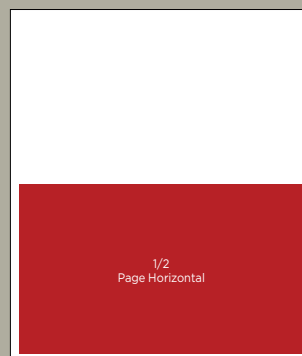
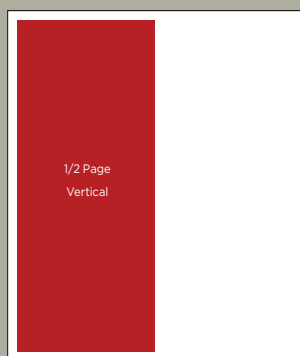
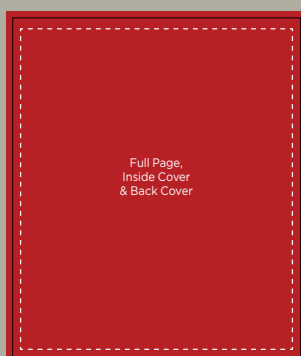
Digital Material may be sent in one of the following ways:

EMAIL

File should be compressed into a 'Stuffit' (Mac) or 'Zip' (PC) file. Include name of ad and publication 'Snowbirds & RV Travelers Magazine'. Email files to Cassandra Redding at graphics@suncruisermedia.com

DROPBOX

This an easy, free way to get your larger ads to us. If you don't have it yet, please use this link to install it - <http://db.tt/M9bba2CW> . It will automatically let us know when you have it installed and we'll take care of creating a folder for you to drop your ad files in.



RV ^{SNOWBIRDS &} Travelers

Sales Manager

Jason Tansem

Direct: (250) 451-9676

Tollfree: (866) 609-2383 ext 200

jason@suncruisermedia.com

Sales

Lisa Di Marco

Direct: (778) 355-2061

Tollfree: (866) 609-2383 ext 208

lisa@suncruisermedia.com

Kate Parfitt

Direct: (250) 537-1006

Tollfree: (866) 609-2383 ext 205

kate@suncruisermedia.com

Art Director

Cassandra Redding

Direct: (250) 451-9070

Tollfree: (866) 609-2383 ext 203

graphics@suncruisermedia.com

Editor

Perry Mack

Direct: (250) 718-0177

Tollfree: (866) 609-2383 ext 201

editor@suncruisermedia.com

Office:

Tollfree: (866) 609-2383 x 201

Fax: (888) 541-8782

