

Motorhomes
Caravans & Destinations

MEDIA KIT 2023



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“ Like many Kiwis, some of my fondest memories are of the unexpected pockets of intrigue and delight while exploring corners of New Zealand. The road newly travelled can lead to exciting adventures and lifelong memories to cherish. That, and meeting local characters, while making new friends is at the very heart of what inspires people to seek the freedom of the road ahead.

At *MCD*, we're privileged to deliver content that captures the essence of this increasingly popular lifestyle to our highly-engaged audience. ”

Lisa Potter
Associate publisher & *MCD* editor



WELCOME

The much-loved and respected *Motorhomes, Caravans & Destinations* magazine, along with its website nzmc.co.nz and social platforms, has been part of showcasing New Zealand and the joy of experiencing it (whether by caravan, motorhome, or camping) for almost two decades.

It's a particular privilege to play a role in celebrating every corner of this glorious landscape, and we're committed to inspiring and educating around every aspect of motorhome travel and, of course, to showcasing the many businesses and brands involved in this space.

MCD also brings a long and familiar legacy of housing its popular Buy & Sell platform, where visitors can find dedicated vehicles and accessories to purchase. At the heart of the brand is a rich archive of independent tests and reviews on motorhomes and caravans, serving as a unique library of useful content for anyone looking to purchase their first (or second) recreational vehicle.

MCD is proudly owned and published by TWR Media — a dedicated family business and an independent New Zealand publisher with a stable of niche titles celebrating New Zealand businesses and industries (*Deals on Wheels*, *Farm Trader*, *Fishing & Outdoors*, *Trade-A-Boat NZ*, *CAM*, and *Ironmax*) as well as showcasing all that New Zealand offers to those motivated to explore it.

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, consistently deliver authentic and unique content around motorhoming, caravanning, and places to travel within these shores.

We test and review vehicles, 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 camp-friendly food and drinks ideas, along with featuring inspiring stories of Kiwis who are out travelling our beautiful country and living their dream.

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

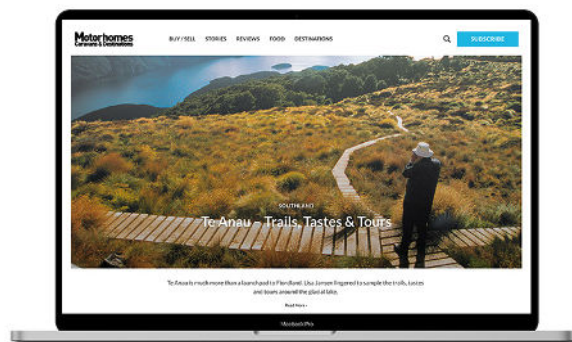
AUDIENCE

Motorhomes, Caravans & Destinations delivers a qualified audience of RV enthusiasts with over 132,700 audience touchpoints per month through print, digital, and social channels.



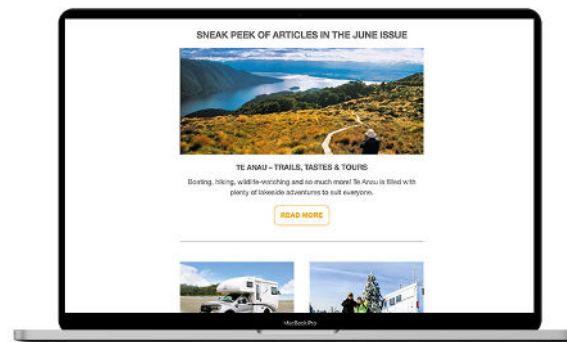
PRINT (per issue)

- **READERSHIP** 75,000 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 95.6 minutes per issue



WEBSITE (3-month average)

- Unique browsers 29,700
- Sessions 37,215
- Pageviews 76,182
- Avg. session time 01:36 mins



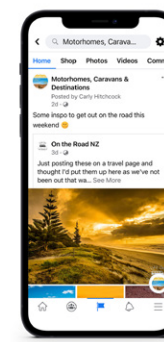
E-NEWSLETTER (3-month average)

On Sale eDM

- Reach 9000
- Open rate 50.9%
(industry average 30.5%)
- Click rate 11.5%

Marketplace eDM

- Reach 4500
- Open rate 74.3%
(industry average 30.5%)
- Click rate 21.9%
(industry average 7.1%)



SOCIAL (3-month average)

- Reach: 19,000
- Followers: 9100

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology.
Print: Nielsen CMI Readership Survey (Q1 2022–Q4 2022)
Website: Google Analytics March–May 2023 average
Social: Facebook and Instagram March–May 2023 average
E-newsletter: Mailchimp March–May 2023 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*

- **75,000** 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 **95.6 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 two 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

Source: Nielsen CMI Readership Survey (Q1 2020 – Q4 2020),
Nielsen CMI Readership Survey (Q3 2020 – Q2 2021) and
Nielsen CMI Readership Survey (Q1 2022 – Q4 2022)

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 and relatives at home.

Consumption of alcohol

MCD readers like a tipple 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 NZ
(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, and 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



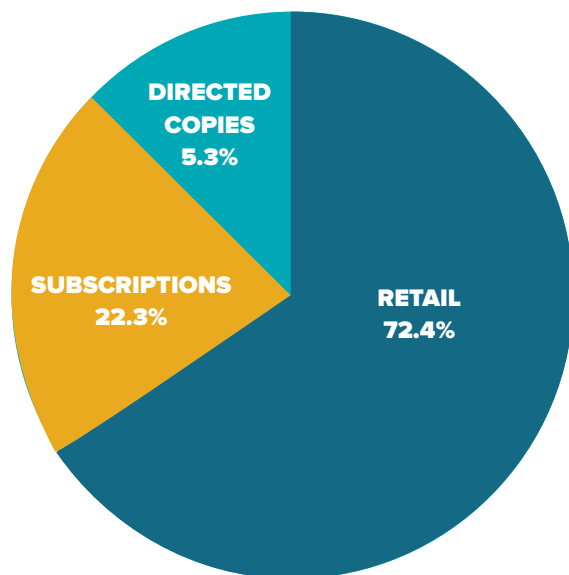
MOTORHOMES, CARAVANS & DESTINATIONS
READERSHIP — 75,000* AVERAGE ISSUE READERSHIP

5000
Copies

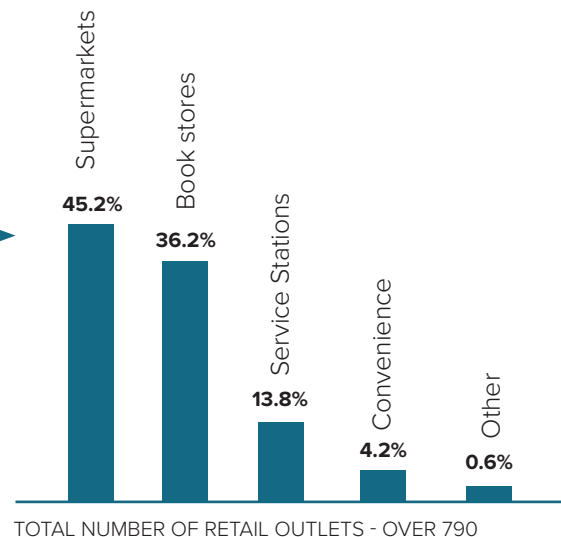
DISTRIBUTION
monthly

RETAIL
PRICE
\$10.95

CHANNEL BREAKDOWN



SALES BY RETAIL OUTLET



SUPERMARKETS⁺

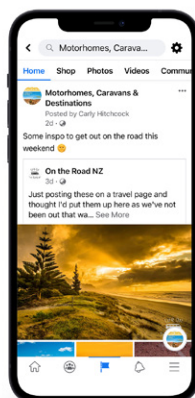
- All RV magazines fall into the Travel & Tourism category.
- Travel & Tourism competitive set — *Motorhomes, Caravans & Destinations (MCD)*, *RV Travel Lifestyle*, *Lonely Planet*, *National GEO Traveller* and *Vacations & Travel*.
- MCD is currently ranked #1 in the RV, travel & tourism category, holding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

⁺Source:
 Nielsen CMI Readership Survey (Q1 2022–Q4 2022)

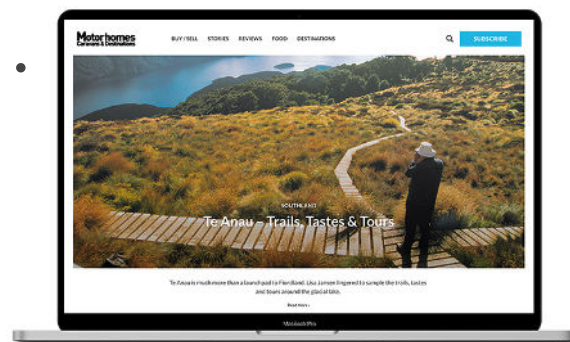
DIGITAL & SOCIAL AUDIENCE

Motorhomes, Caravans & Destinations delivers an engaged audience of RV enthusiasts with over 57,700 audience touchpoints per month through *MCD* digital and social channels

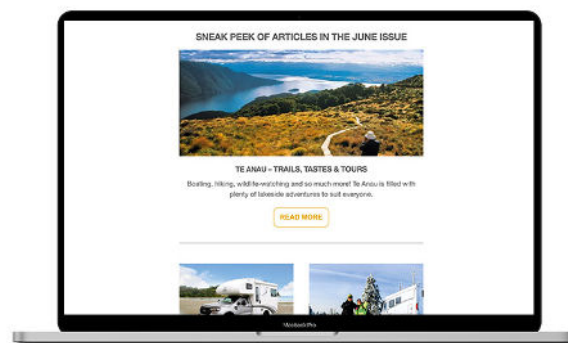
SOCIAL
3-MONTH AVERAGE
Reach 19,000
Followers 9100



MCD DIGITAL & SOCIAL AUDIENCE
Over 57,700 monthly



WEBSITE
3-MONTH AVERAGE
Unique Browsers 29,700
Sessions 37,215
Pageviews 76,182
Avg. session time 1:36 mins



E-NEWSLETTER
3-MONTH AVERAGE
Reach 9000
Open rate 50.9%
(industry average 30.5%)
Click rate 11.5%
(industry average 7.1%)

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology.
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E-newsletter: Mailchimp March–May 2023 average

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: 29,700

NEW USERS: 27,054

SESSIONS: 37,215

NO. OF SESSIONS PER USER: 1.25

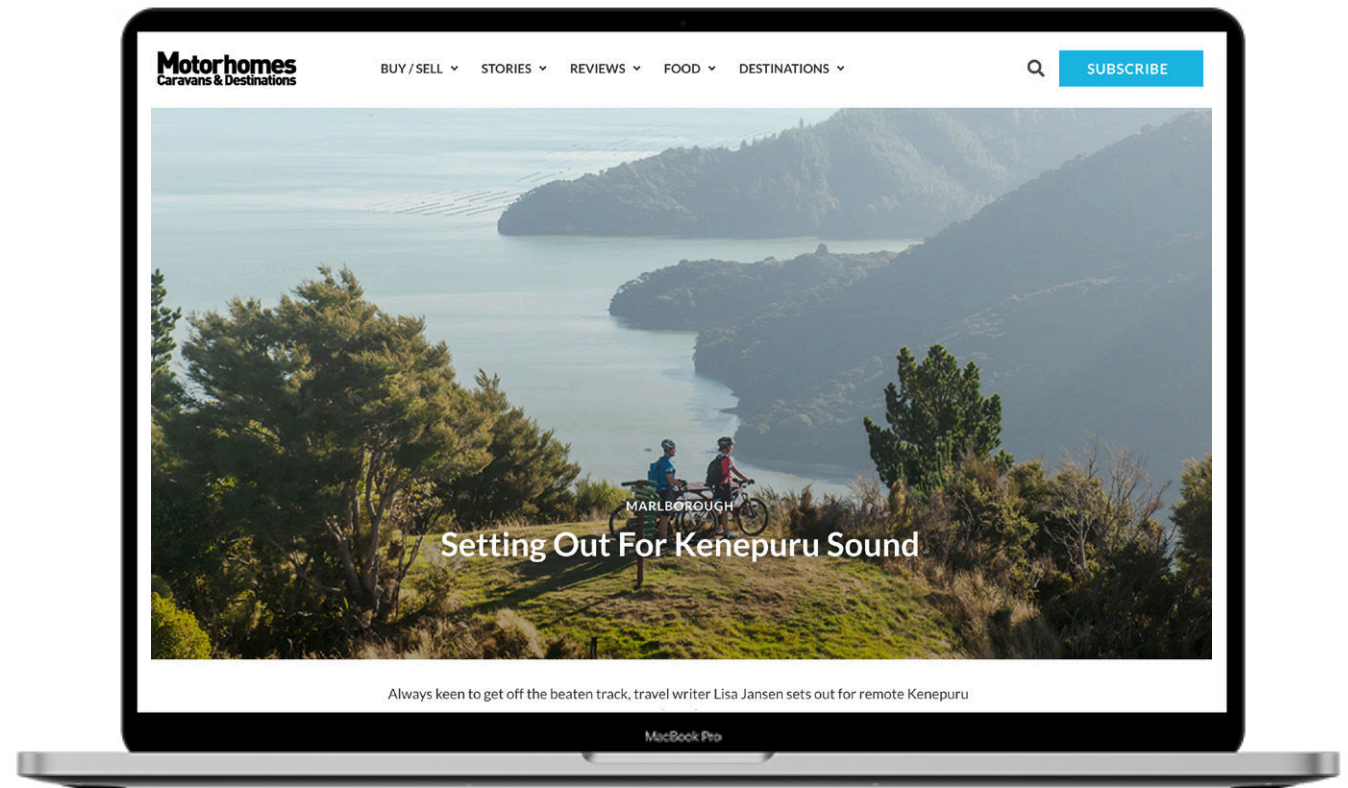
PAGE VIEWS: 76,182

PAGES/SESSION: 2.05

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: 9000

OPEN RATE: 50.9% (industry average 30.5%)

CLICK RATE: 11.5% (industry average 7.1%)

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 editions, etc.
- Additional advertising space available

THE MARKETPLACE E-NEWSLETTER STATS

SENT: once per month

REACH: 4500

OPEN RATE 74.3% (industry average 30.5%)

CLICK RATE 21.9% (industry average 7.1%)

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 calm lake. The person is wearing a light blue shirt, blue jeans, and a white hat, viewed from behind. The lake's surface is a deep blue with gentle ripples. In the distance, a range of rugged mountains with snow-capped peaks stretches across the horizon under a clear blue sky with a few wispy clouds. The foreground shows a rocky shoreline with small stones and some seaweed.

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 **0800 115 910** or email helpdesk@nzmcd.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)	\$3295	\$2225	\$2005	\$1875				
Full Page (FP)	\$1875	\$1450	\$1200	\$1100	\$1030	\$745	\$685	\$605
Half Page (HP)	\$985	\$725	\$660	\$605	\$655	\$510	\$445	\$375
Quarter Page (QP)	\$655	\$500	\$450	\$400	\$545	\$425	\$375	\$345



DIRECTORY	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)	12 ISSUES (cost per issue)
Directory ad 60x80mm	\$265	\$240	\$225	\$205

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)

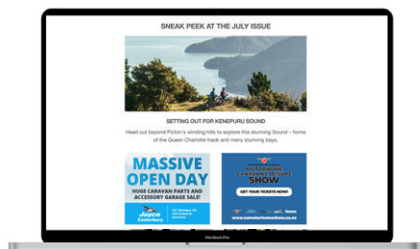
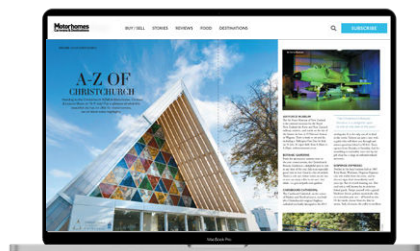
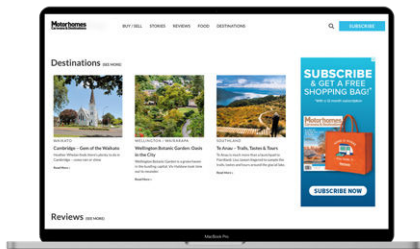
*Includes one round of client amends. Ads can be supplied if preferred.

Rates are per issue and subject to change. Effective from 01/04/2023.
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 the MCD Advertising Sales team on **0800 115 910** or email helpdesk@nzmcd.co.nz.



* 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 01/04/2023.

NZMCD.CO.NZ	COST PER CPM
Billboard (970 x 250px)	\$100
Leaderboard (728 x 90px)	\$50
MREC (300 x 250px)	\$50
Double MREC (300 x 600px)	\$50
Mobile banner (300 x 50px)	\$50
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)	\$275
MREC (300 x 250px)	\$275
Video MREC (300 x 250px)	\$350
Feature Review (On-Sale)	\$450
E-NEWSLETTER MARKETPLACE**	PER MAIL OUT
MREC (300 x 250px)	\$150
Feature Review (Marketplace)	\$250

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 the MCD Advertising Sales team on **0800 115 910** or email **helpdesk@nzmc.co.nz**.



PRINT LISTING UPGRADE	COST PER ISSUE
Cost per listing	\$93.50
Half page (4 listings) + supporting banner	\$375
Full page (8 listings) + supporting banner	\$750

All print listings must also be listed on nzacd.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 PACKAGE

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

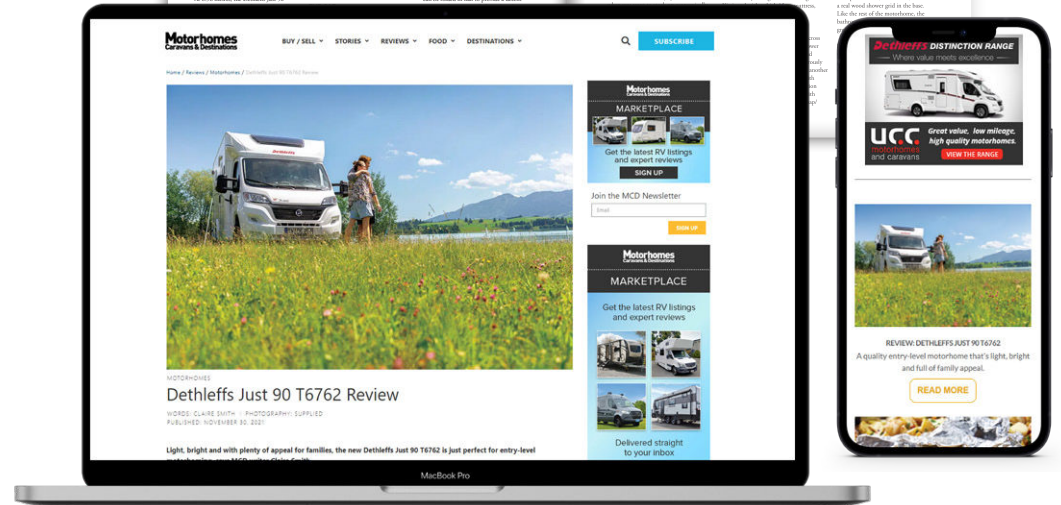
- A feature in the MCD e-newsletter (with supporting advertisement from the dealer)
- Boosted social media post

Cost per Feature Review: \$450 (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 calm lake. The person is wearing a light blue shirt, blue jeans, and a white bucket hat, viewed from behind. The lake's surface is a deep blue with gentle ripples. In the distance, a range of rugged mountains with snow-capped peaks stretches across the horizon under a clear blue sky with a few wispy clouds. The foreground shows a rocky shoreline with small stones and some seaweed.

SPECIFICATIONS

PRINT SPECIFICATIONS & DIMENSIONS

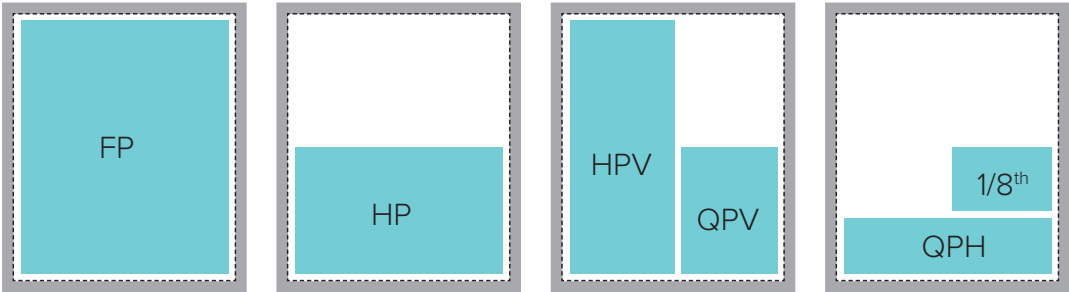
All files must be supplied CMYK. For sizes that cannot have bleed, please use the TYPE AREA for the ad size.



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 h145	w220 x h155
Half-page vertical (HPV)	w88 x h264	w102 x h297	w112 x h307
Quarter-page vertical (QPV)	w88 x h130	*Please allow a 30mm gutter in centre of spread	
Quarter-page horizontal (QPH)	w180 x h63		

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

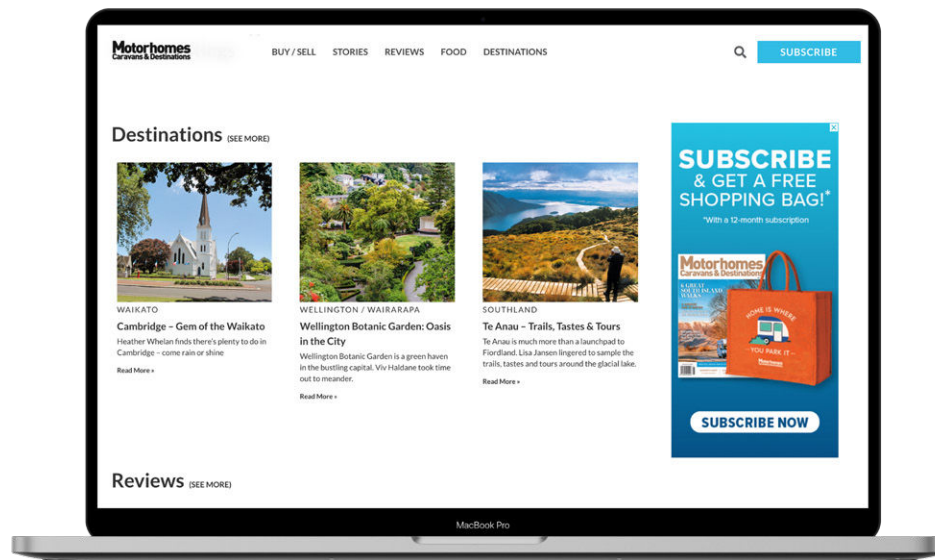
DIMENSIONS – DIGITAL DISPLAY

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

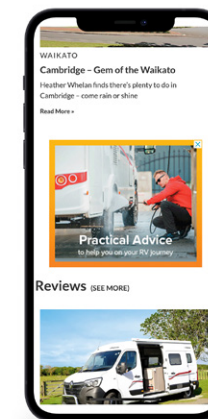
MREC (MEDIUM RECTANGLE)

300 x 250px

LEADERBOARD

728 x 90px

MOBILE



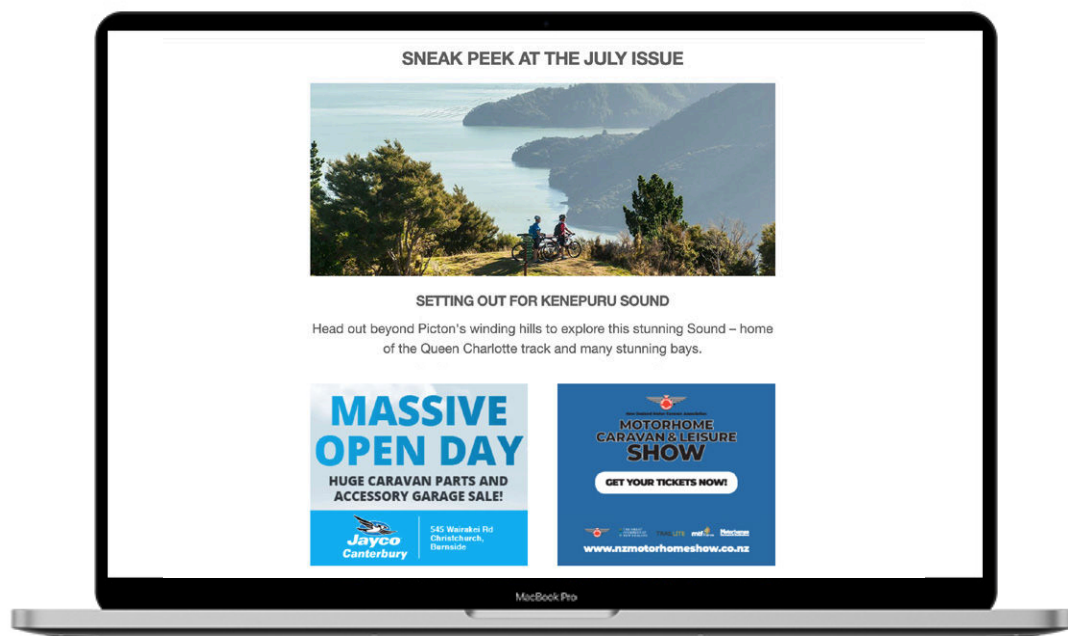
MREC (MEDIUM RECTANGLE)

300 x 250px

MOBILE 300 x 50px

DIMENSIONS – EDM

Advertise in our digital newsletter to reach our engaged audience of 9000+ 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 2023 ADVERTISING DEADLINES



PRINT				DIGITAL	
Month	Issue	Advertising Material deadline (Wed)	Cancellation deadline (Mon)	On-sale date (Thu)	Material Deadline (Fri)
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 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

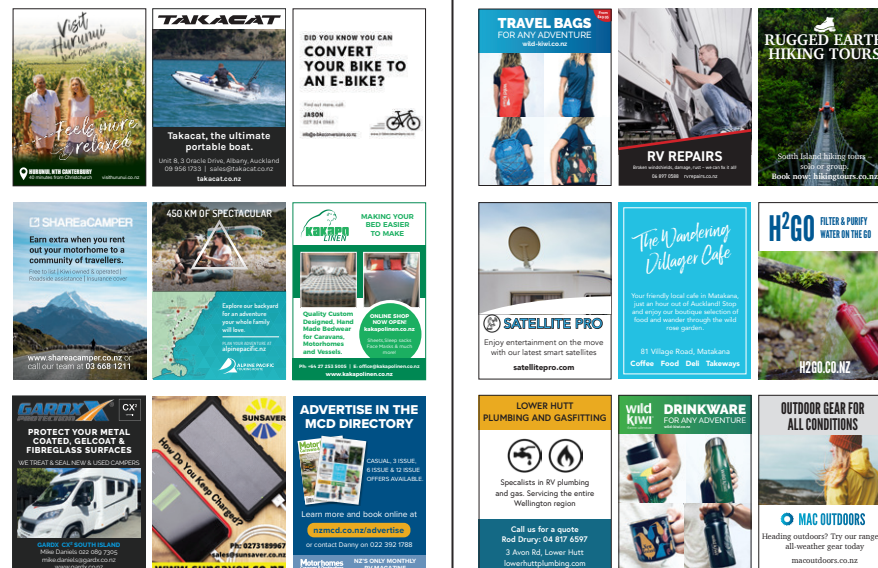
CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
\$265 per insertion	\$240 per insertion	\$220 per insertion	\$200 per insertion

All pricing is in NZD and excludes GST.

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.

DIRECTORY



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
helpdesk@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.

- ✓ 50,000+ total impressions per month for listings on nzmzcd.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 set-up 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).

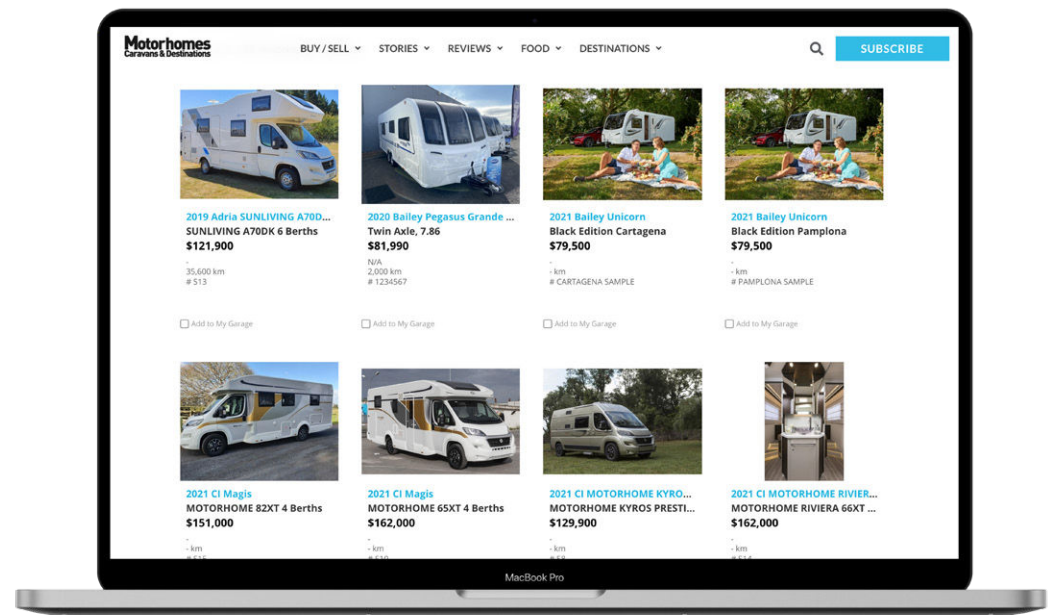


MCD DEALER YARD PRICING

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	\$60
P2	6–10	\$110
P3	11–15	\$150
P4	16–20	\$190
P5	21–25	\$220
P6	26–30	\$250
P7	31–35	\$270
P8	36–40+ (Unlimited)	\$290

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.nzgcd.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

**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 9517077

**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 bike rack, large boot locker, spacious kitchen

03 7416666

**2017 FIAT DUCATO
ROLLERTEAM
PEGASO 740**
Price: \$152,990
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.

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2010 JAYCO PD23-4
Dealer: Jayco Auckland
Price: \$110,000
Website code: TA998696
Used

Jayco, built tough to last with aluminium 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, linex, door flyscreens, alarm, stereo system, sunroof and much more...

Half Page banner ad

Full Page banner ad

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

PRICING

Per Listing	\$95
Half Page + supporting banner	\$375
Full Page + supporting banner	\$725

All pricing is in NZD and excludes GST.

BANNER SIZES

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



Motorhomes

Caravans & Destinations

CONTACT THE MCD ADVERTISING SALES TEAM

| EMAIL HELPDESK@NZMCD.CO.NZ

| PHONE 0800 115 910