

**Motorhomes**  
Caravans & Destinations

# MEDIA KIT 2024



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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](http://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 RV travel and camping 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. The *MCD* website is also home to an inspiring collection of Destination articles, showcasing major cities as well as lesser-known spots and packed with ideas to ensure lifelong memories while on the road.

*MCD* is proudly owned and published by Machinery Media — a dedicated family business and an independent New Zealand publisher, which also owns *Farm Trader*.

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 bi-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 123,000 audience touchpoints per month through print, digital, and social channels.



## PRINT (per issue)

- **READERSHIP** 84,000 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)

- Website visits: 21,000
- Time spent: 01:49 mins

## E-NEWSLETTER (3-month average)

### On-sale eDM

- Reach: 8700 subscribers
- Open rate: 49%  
*(industry average 30.5%)*
- Click rate: 11%

### Marketplace eDM

- Reach: 4000
- Open rate: 71%  
*(industry average 30.5%)*
- Click rate: 19%  
*(industry average 7.1%)*

## SOCIAL (3-month)

- Reach: 11,000
- Followers: 9500

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology.  
Print: Nielsen CMI Readership Survey (Q2 2023–Q1 2024)  
Website: April–June 2024, Similarweb  
Social: Facebook and Instagram March–May 2023 average  
E-newsletter: Mailchimp April–July 2024 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 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 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



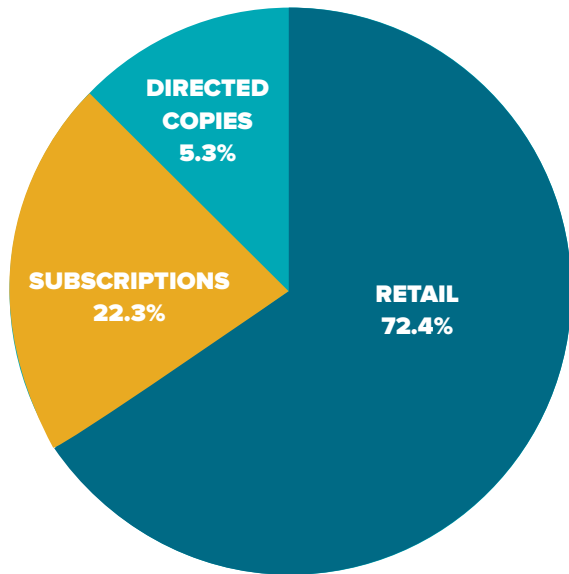
## MOTORHOMES, CARAVANS & DESTINATIONS READERSHIP – 84,000\*

5000  
Copies

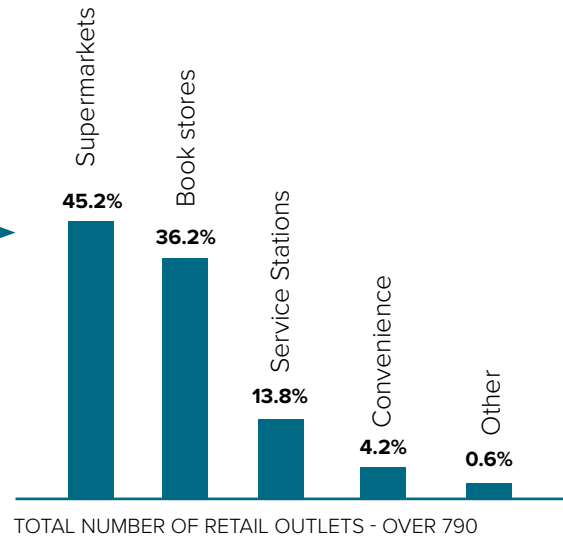
DISTRIBUTION  
bi-monthly

RETAIL  
PRICE  
\$10.95

### CHANNEL BREAKDOWN



### SALES BY RETAIL OUTLET



### SUPERMARKETS<sup>†</sup>

- 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:

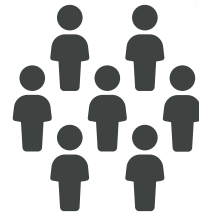
\*Nielsen CMI Readership Survey (Q2 2023–Q1 2024)

†Nielsen CMI Readership Survey (Q1 2020 – Q4 2020)

# DIGITAL & SOCIAL AUDIENCE

Motorhomes, Caravans & Destinations delivers an engaged audience of RV enthusiasts with 39,200 audience touchpoints per month through MCD digital and social channels

**SOCIAL**  
3-MONTH AVERAGE  
Reach 11,000  
Followers 9500



**MCD DIGITAL & SOCIAL AUDIENCE**



**WEBSITE**  
3-MONTH AVERAGE  
Website visits: 21,000  
Time spent: 1:49 mins



**E-NEWSLETTER**  
3-MONTH AVERAGE  
Reach 8700  
Open rate 49%  
(industry average 30.5%)  
Click rate 11%  
(industry average 7.1%)

Source: Audience touchpoints have been calculated using the Magazine Publishers Association (NZ) Magazine 360 methodology.  
Print: Nielsen CMI Readership Survey (Q2 2023–Q1 2024)  
Website: April–June 2024, Similarweb  
Social: Facebook and Instagram April–July 2024  
E-newsletter: Mailchimp April–July 2024

# 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

**TOTAL WEBSITE VISITS:** 64,500

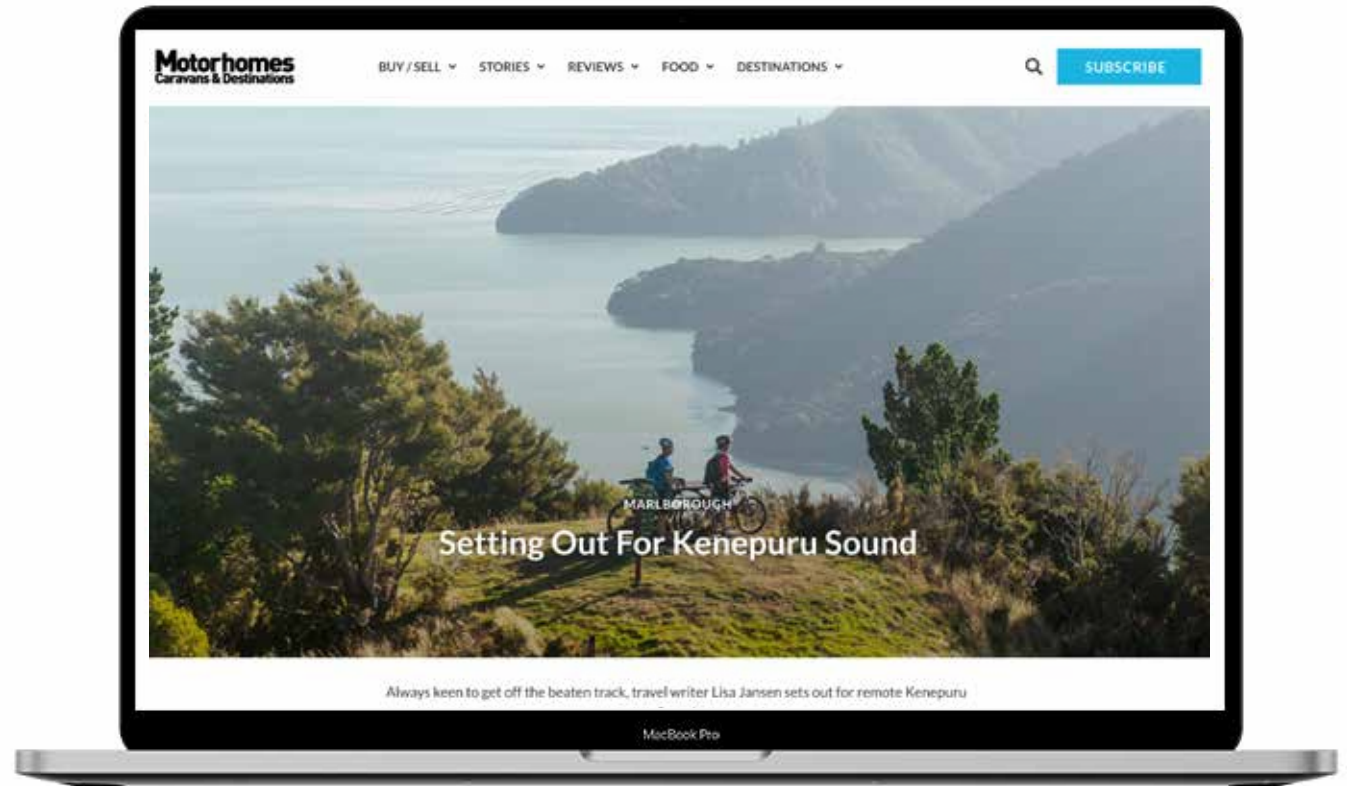
**MONTHLY VISITS:** 21,500

**PAGES/VISIT:** 2.02

**TIME SPENT:** 1:49 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 e-newsletters reach thousands of print subscribers and other followers

## THE ON-SALE E-NEWSLETTER STATS

**SENT:** once a month

**REACH:** 8700

**OPEN RATE:** 49% (industry average 30.5%)

**CLICK RATE:** 11% (industry average 7.1%)

## THE E-NEWSLETTER

- Sent to our whole audience on the bi-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:** 4000

**OPEN RATE:** 71% (industry average 30.5%)

**CLICK RATE:** 19% (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 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 hills and a range of mountains with snow-capped peaks under a blue sky with scattered white clouds. The overall mood is peaceful and serene.

# RATE CARDS

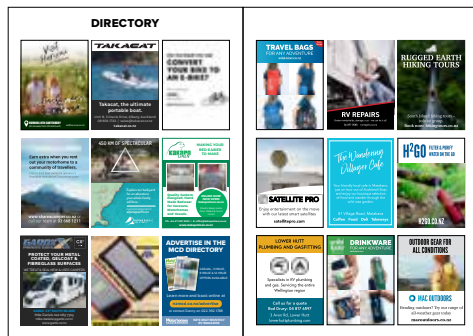


# PRINT RATE CARD

*Motorhomes, Caravans & Destinations* is the perfect magazine to reach a highly engaged audience. To discuss your business advertising requirements, contact *MCD* editor, Lisa Potter, at [editor@nzmc.co.nz](mailto:editor@nzmc.co.nz) or email [advertisings@nzmc.co.nz](mailto:advertisings@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)	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)
Double Page Spread (DPS)	\$3000	\$2500	\$2200	\$2000	\$1800	\$1600
Full Page (FP)	\$1800	\$1500	\$1200	\$1000	\$850	\$700
Half Page (HP)	\$900	\$800	\$700	\$600	\$550	\$500
Quarter Page (QP)	\$700	\$600	\$500	\$500	\$450	\$400

\* Premium spots (ISFC, ISBC, OSBC) are subject to an additional 15%



DIRECTORY	1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)
Directory ad 60x80mm	\$250	\$225	\$200

Rates are per issue and subject to change. Effective from 01/07/2024.  
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* editor, Lisa Potter, at [editor@nzmcd.co.nz](mailto:editor@nzmcd.co.nz) or email [advertisings@nzmcd.co.nz](mailto:advertisings@nzmcd.co.nz).



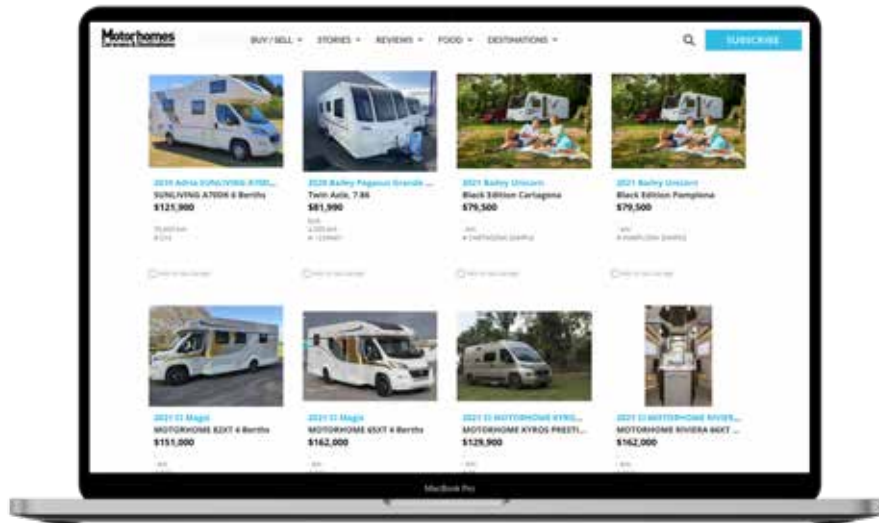
NZMCD.CO.NZ	COST PER CPM
Billboard (970 x 250px)	\$100
Leaderboard (728 x 90px)	\$50
MREC (300 x 250px)	\$50
Double MREC (300 x 600px)	\$50
Mobile banner (300 x 50px)	\$50
DIGITAL MAGAZINE	EDITORIAL & DEALER SECTIONS
Double Page Spread	<i>All print advertising will appear in the MCD digital edition as 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

\* 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 01/07/2024.

# MCD DEALER YARD PRINT & DIGITAL RATE CARD

Harness MCD's digital Dealer marketplace and list your vehicles on [nzmc.co.nz](http://nzmc.co.nz) website in the MCD Dealer Yard. Optional print listing upgrade with banner. To discuss your business advertising requirements contact MCD editor, Lisa Potter, at [editor@nzmc.co.nz](mailto:editor@nzmc.co.nz) or email [advertisings@nzmc.co.nz](mailto:advertisings@nzmc.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	\$60	\$110	\$150	\$190	\$220	\$250	\$270	\$290

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 [nzmc.co.nz](http://nzmc.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 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 hills and a range of mountains with snow-capped peaks under a blue sky with scattered white 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.

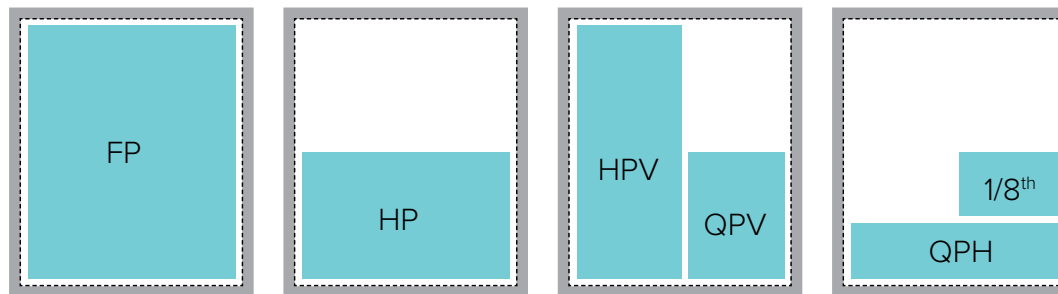


ADVERT SIZES (mm)	TYPE AREA	TRIM	BLEED
Double-page spread (DPS)*	w390 x h264	w420 x h297	w430 x h307
Full page (FP)	w180 x h264	w210 x h297	w220 x h307
Half-page horizontal (HPH)	w180 x h130	w210 x h145	w220 x h155
Half-page vertical (HPV)	w88 x h264	w102 x h297	w112 x h307
Quarter-page vertical (QPV)	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

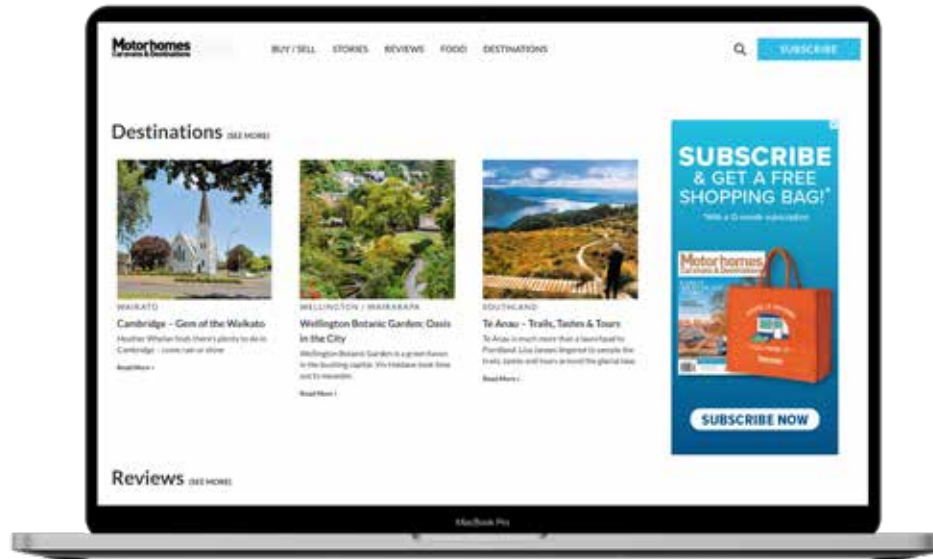
# DIMENSIONS – DIGITAL DISPLAY

Advertise on our desktop and mobile site to reach our audience. Multiple options available.

## DESKTOP

### DOUBLE MREC

300 x 600px



### BILLBOARD

970 x 250px

### MREC (MEDIUM RECTANGLE)

300 x 250px

### LEADERBOARD

728 x 90px

## MOBILE



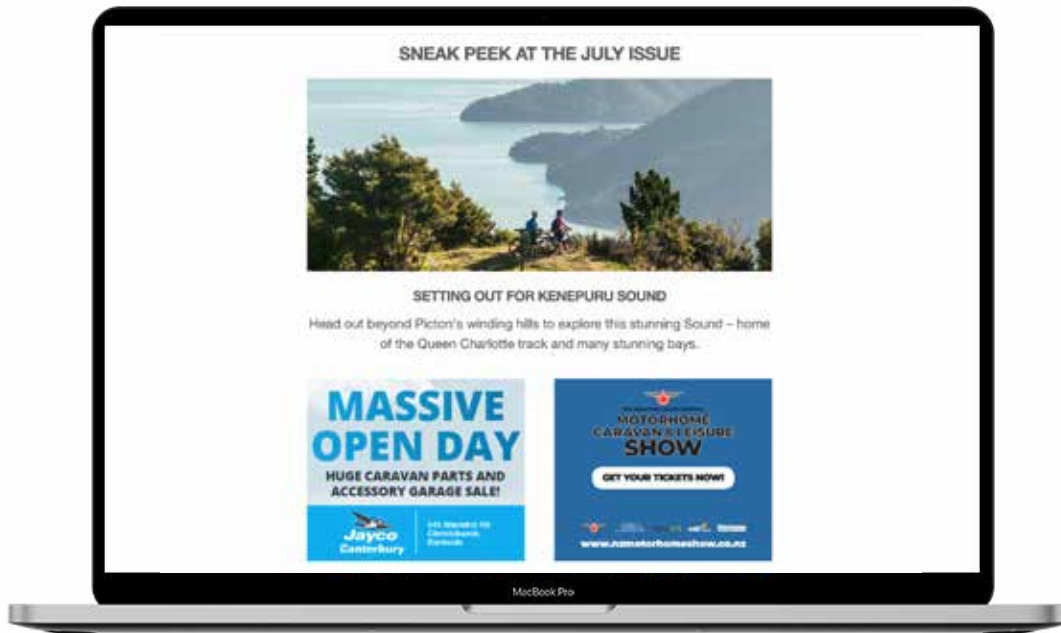
### MREC (MEDIUM RECTANGLE)

300 x 250px

### MOBILE 300 x 50px

# DIMENSIONS – EDM

Advertise in our digital newsletter to reach our engaged audience of 8700 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 2024–2025 ADVERTISING DEADLINES



Month	Issue	Advertising Booking Deadline	On-sale Date
<b>2024</b>			
<b>September</b>	245	5 August	2 Septemebr
<b>November</b>	246	15 October	1 November
<b>2025</b>			
<b>January</b>	247	10 December	6 January
<b>March</b>	248	18 February	10 March
<b>May</b>	249	15 April	5 May
<b>July</b>	250	17 June	4 July

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

1 ISSUE	3 ISSUES (cost per issue)	6 ISSUES (cost per issue)
\$250	\$225	\$200

All pricing is in NZD and excludes GST.

## AD SPECS

ADVERT SIZES		
1/9 page	w60 x h80mm	<ul style="list-style-type: none"> <li>Ad should include a clear call to action – phone number, website, or other contact details.</li> <li>Due to the 1/9th ad size, copy should be clear, concise and easy to read.</li> <li>All files must be supplied CMYK and at 300 dpi.</li> </ul>

### 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.

Contact: Lisa Potter at [editor@nzmc.co.nz](mailto:editor@nzmc.co.nz) or email [advertisings@nzmc.co.nz](mailto:advertisings@nzmc.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 [nzmcd.co.nz](http://nzmcd.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\*

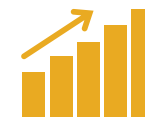
*\* One-off set-up fee for this feature applies. Fee depends on the data format being sent to *MCD*. Costs from your vehicle management system not included.*



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 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

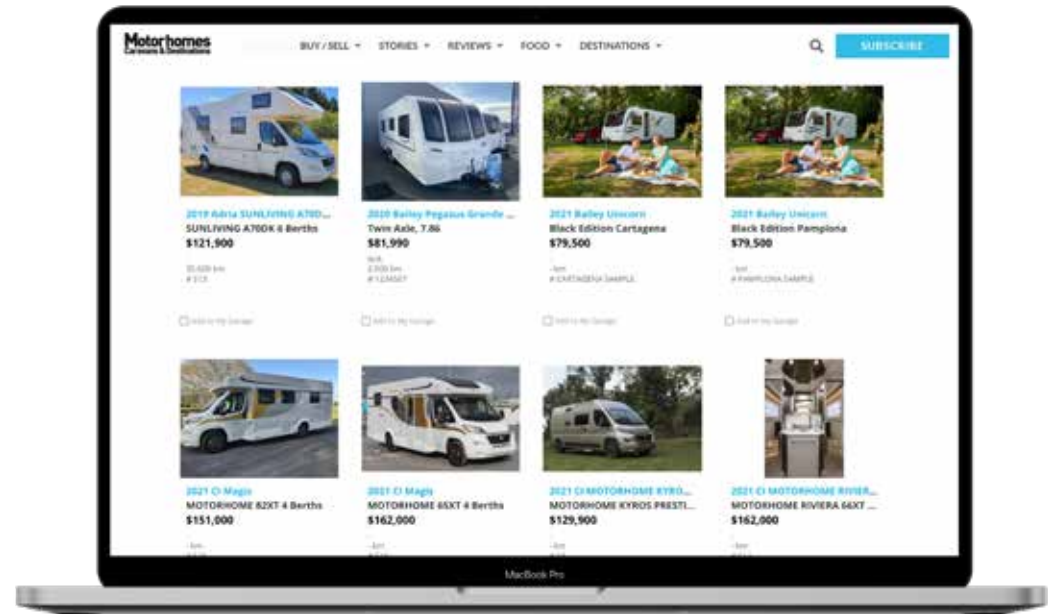
Upgrade your listing package to feature in our bi-monthly *MCD* Dealer Yard section of the print magazine. \$85 per listing, per issue (ex. GST).



# 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.nzmcd.co.nz](http://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



**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 957077



**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: TA107974  
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 mirrors/windows and much more!

03 7416666



**2017 FIAT DUCATO  
PEGASO 740**  
Price: \$152,990  
Ref code: TA1075803  
Used

Currently being prepared for sale. This 4 berth Fiat Ducato Pegasus 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 boat locker, spacious kitchen

03 7443851



**2016 BENIMAR  
MILEO 201**  
Dealer: Jayco Auckland  
Price: \$124,995  
Website code: TA1074884  
Used

This little beauty at just under 6m long, is compact yet features a permanent double bed. Height adjustable garage underneath the bed, comfortable lounge, good cooking space & great sized bathroom with separate shower and toilet.



**2021 DETHLEFFS ESPRIT  
A CLASS 1750-2EBL  
SINGLE BEDS**  
Dealer: Jayco Auckland  
Price: \$223,000  
Website code: TA1076606  
New

The latest model available in November 2021. You can choose from an island bed or 2x single beds. Key features include; self-containment, gas compliance and certification, NZ electrical compliance, CCF, and more...



**2021 SUNLIGHT T69L**  
Dealer: Jayco Auckland  
Price: \$149,000  
Website code: TA1067210  
New

The latest 2021 Sunlight T69L, model is hard! Features include: internal height of 210cm, base engine 2.3L, 4 berths (island bed and pull down bed), fridge/freezer compartment (167.29), water tank including boiler, waste water tank (92L), battery/charger and 3 LPG bottles.



**2003 KEA FORD  
TRANSIT DREAMTIME**  
Dealer: Jayco Auckland  
Price: \$72,000  
Website code: TA1045156  
Used

This has been recently traded after 13 years of loving use from the previous owner. It has a heap of great features: Solar, tow bar, bike racks, heater, air conditioning, roof rack, rear wheel drive, turbo, 12v range hood, 140w solar, 2x LPG bottles.

FIND MORE MCD DEALER YARD LISTINGS AT [Nzmcd.co.nz](http://Nzmcd.co.nz)



**2010 JAYCO FD-23-4**  
Dealer: Jayco Auckland  
Price: \$110,000  
Website code: TA998696  
Used

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

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

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 [ADVERTISING@NZMCD.CO.NZ](mailto:ADVERTISING@NZMCD.CO.NZ)

| PHONE 0800 115 910