Motorhomes Caravans & Destinations + NZ TODAY RV Lifestyle

The Best of Two Respected Publications. Now Together in One.

Advertising & Partnership Guide 2026/27





One Strong Voice for New Zealand's RV & Destination Industries

Welcome to a new era for RV media.

Motorhomes, Caravans & Destinations is proud to announce the coming together of two of New Zealand's most respected specialist publications: ***Motorhomes, Caravans & Destinations*** (MCD) and ***NZ Today/RV Lifestyle***.

This exciting evolution brings together decades of editorial experience, loyal readerships and trusted industry relationships into one premium publication, creating New Zealand's only independently owned specialist RV and travel magazine.

For advertisers, this means greater reach, broader audience engagement and a stronger platform to showcase your brand.

For readers, it delivers the best of both magazines in every issue - more destinations, more RV reviews, more touring inspiration, more expert advice and more stories celebrating the freedom of life on the road.

Published six times a year, ***Motorhomes, Caravans & Destinations*** connects with a passionate community of motorhome owners, caravanners, campers and travellers who are actively researching, purchasing and exploring New Zealand.

More than a magazine, we're a trusted voice for the industry; supporting manufacturers, dealers, tourism operators, holiday parks, service providers and lifestyle brands through quality journalism, inspiring storytelling and meaningful audience connections.

We invite you to be part of this exciting new chapter as together we continue to inspire New Zealand's RV community - one journey at a time.

Two trusted magazines. One outstanding reach.

Motorhomes Caravans & Destinations + NZ TODAY RV Lifestyle

Connect with New Zealand's RV Community

As New Zealand's only independently owned specialist RV and travel magazine, MCD delivers inspiring editorial, trusted journalism and meaningful connections with readers who are passionate about exploring New Zealand and investing in the RV lifestyle.

Whether you're promoting vehicles, destinations, tourism experiences, accessories or services, MCD places your brand alongside the stories that inspire our readers to discover, explore and buy.

Why partner with Motorhomes, Caravans & Destinations + NZ Today?

- ✓ New Zealand's only independently owned specialist RV and travel magazine
- ✓ Combined audience of two respected publications
- ✓ Six premium editions every year
- ✓ Print + Digital exposure included
- ✓ Trusted editorial environment
- ✓ Highly engaged audience actively researching RVs, accessories, accommodation, tourism and travel
- ✓ Integrated print, digital and content marketing opportunities

Why print still works

Trusted
Readers actively choose to spend time with every issue

Kept
Magazines stay on coffee tables and in motorhomes long after publication

Targeted
Reach people already passionate about RVs, travel and exploring New Zealand



Motorhomes Caravans & Destinations + NZ TODAY RV lifestyle

Pricing

ADVERTISING OPPORTUNITIES

Reach New Zealand's most engaged RV and travel audience.

Following the coming together of ***Motorhomes, Caravans & Destinations*** and ***NZ Today/ RV Lifestyle***, advertisers can now connect with one larger, more engaged audience through New Zealand's only independently owned specialist RV and travel magazine.

Every print advertisement also appears in our digital edition, extending your campaign beyond the printed page.

PRINT ADVERTISING			(NZD + GST)
Size	**Casual Rate**	**3 Issue Contract Rate**	**6 Issue Contract Rate**
Double Page Spread	$2,995	$2,695	$2,495
Full Page	$1,895	$1,695	$1,495
Half Page	$1,095	$895	$795
Quarter Page	$695	$595	$550
Banner	$595	$550	$450

Premium spots (Inside Front Cover, Outside Back Cover and Inside Back Cover are subject to an additional 15%)

BUSINESS DIRECTORY

A cost-effective way to keep your business visible in every issue. Perfect for manufacturers, dealerships, service providers, tourism operators, accommodation, lifestyle brands, accessories and specialist suppliers.

Directory Ads	Casual Rate	3 Issue Contract Rate	6 Issue Contract Rate
Double Spot	$495	$475	$450
Single Spot	$295	$275	$250



DIGITAL ADVERTISING	(NZD + GST)
Size	**Rate**
Leaderboard - 728x90px*	$50-55
MREC - 300x250px*	$50-55
Half Page - 300x600px*	$70-75
EDM MREC - 300x250px	$275 per email
Billboard - 970x250px*	$100
Mobile Banner - 320x50px*	$50-55

*Cost per one thousand impressions
All prices are excluding GST

Rates are per issue and subject to change. Effective for bookings from 01/07/2026. All rates are in NZ dollars and exclude GST

Advertising: Print + Digital + Social = 3x the Exposure

Option 1

Magazine & Video Reviews:
The Package Deals

6-Issue Deal for $1,495 per Page (normally $1,895)

Keeping it cost-effective while delivering strong results. This rate includes video production, YouTube and Facebook promotions (value $1,500).

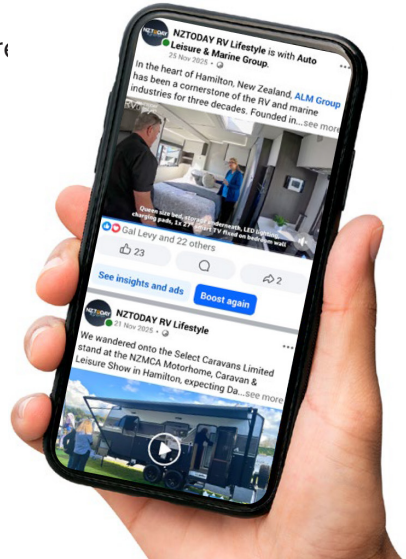
3-Issue Deal for $1,695 per Page (normally $1,895)

This rate includes video production, YouTube and Facebook promotions (value $1,500).

• **Magazine:** Our most effective partnerships run as an advertising package across a minimum of three issues – a genuine win-win. One of those issues would feature a min 3-full page review, giving you standout exposure.

• **Video:** In addition to the magazine review, you'll receive a 3-5 minute video featured on our YouTube channel. Additional lengths can be discussed.

• **Walkabout Section:** We will also featur
your new product or company news.
Send approx 120 words plus pic.



6 Issue Price (12 Months)

$8,970 (Ratecard value $10,475)

3 Issue Price (6 Months)

$5,085 (Ratecard value $6,585)

Option 2

Advertising & Advertorial





Double Page Spread for $2,500

Full Page Advertisement plus Full Page Advertorial (approx. 650 words plus pics).





Full Page for $1,495

Half Page Advertisement plus Half Page Advertorial (approx. 350 words plus pic).

Motorhomes Caravans & Destinations + NZ TODAY RV Lifestyle

Combined Vital Statistics

108K
Audience print reach (bi-monthly magazine)

21,700
Social media followers

35.6K
Monthly website visits

01:97
Time spent on the website



EDM (Electronic Direct Mail marketing)

Our regular EDM reaches thousands each issue, driving readers also to the digital issue of ***Motorhomes, Caravans & Destinations*** + ***NZ Today/ RV Lifestyle***. Readers primarily view the magazine on laptops, engaging with interactive features such as QR codes YouTube videos, clickable advertisements, and more.

Audience Performance: 22 Jan 2025 - 22 Jan 2026
Reach: 24,000
Open rate average: 52.89%
Click rate average: 11.08%

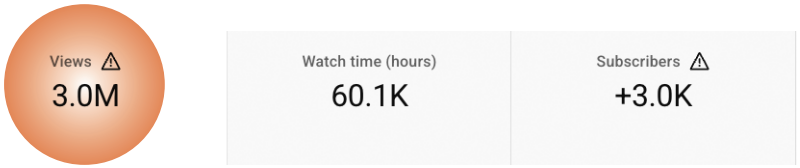
Source: Mailchimp

3M+ Views & Counting: Drive Your Brand into Overdrive

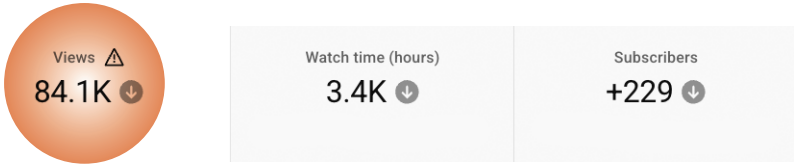
Actual screenshots data from YouTube analytics 1 Jan to 31 December 2025

Lifetime Channel Overview (Dec 2018–17 Jan 2026)

- **3M+** views reaching RV enthusiasts worldwide
- **84K** views in the last year steady engagement growth
- High new viewer rate: **83%** Discovery potential
- Strong retention on key review and profile videos



365-Day Channel Performance (18 Jan 2025–17 Jan 2026)



Audience Demographics by Age/Gender (Lifetime & 365 Days)

Female: **16.6%** Male: **83.4%**

Age Groups: 0-44 years **36.4%** 45 to 64 years **48.8%** 65+ **14.8%**

Subscriber Geographic

NZ **24.5%** Australia **30.4%** Rest of World **45.5%**





Average view duration
2:28
Average percentage viewed
45.7%



Average view duration
0:53
Average percentage viewed
54.5%

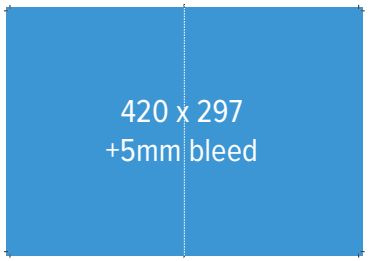
Advertising Specs

File Types Accepted

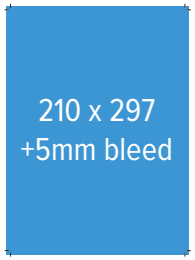
- Adobe PDF
- Fonts embedded or outlined, image size 300ppi minimum
- Images can be CYMK or RGB.
- Convert any spot/pantone colours to CMYK.

NOTES: Keep all text and critical imagery 14mm from the inside edge. This magazine is perfect bound, and text too close to the gutter will disappear. Ensure advertisement is the correct size (including any bleed) and that all images are at least 300ppi and fonts are embedded when creating the PDF file.

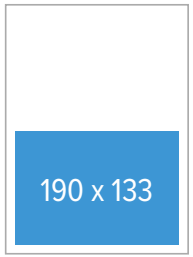
Advert Sizes (in mms)



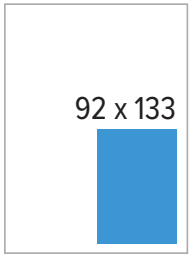
DPS (Double Page Spread)



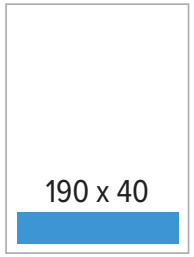
Full Page



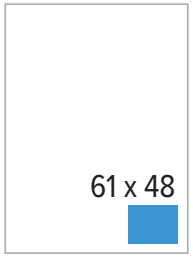
Half Page



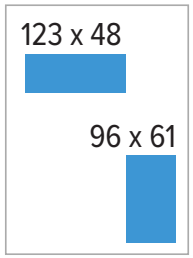
Quarter



Banner



Single Spot
(Business Directory)



Double Spot
(Business Directory)

Terms & Conditions

All material must be supplied as per the recommended specifications and by the production deadlines advised within this booking confirmation. It is the advertiser's responsibility to ensure that all text, images and details are correct. The publisher takes no responsibility for printing incorrect or out-of-date information if supplied by an advertiser. The publisher takes no responsibility for the quality of the final printing where advertiser supplied material is questionable or of poor quality. All advertising rates are Non Agency Commission bearing. Purchase order to be supplied with all confirmed advertising booking, email scan accepted.

ADVERTISING DEADLINE DATES

	Ad Deadline	On Sale
Vol 259 Jan -Feb 2027	Mon 30 Nov	Tue 5 Jan
Vol 260 Mar-Apr 2027	Mon 15 Feb	Fri 5 Mar
Vol 261 May-Jun 2027	Mon 12 Apr	Mon 3 May
Vol 262 Jul-Aug 2027	Mon 14 Jun	Mon 5 Jul
Vol 263 Sep-Oct 2027	Mon 16 Aug	Mon 6 Sep
Vol 264 Nov-Dec 2027	Mon 11 Oct	Mon 1 Nov
Vol 265 Jan-Feb 2028	Mon 29 Nov	Mon 3 Jan

Publishers of Specialist Publications









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Two trusted RV titles.
One great magazine.

