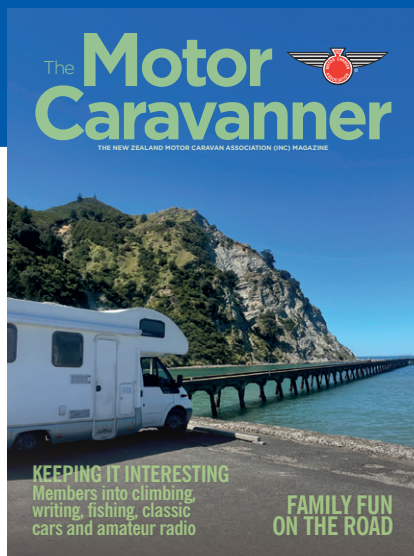


The Motor Caravanner NZMCA member stats ...

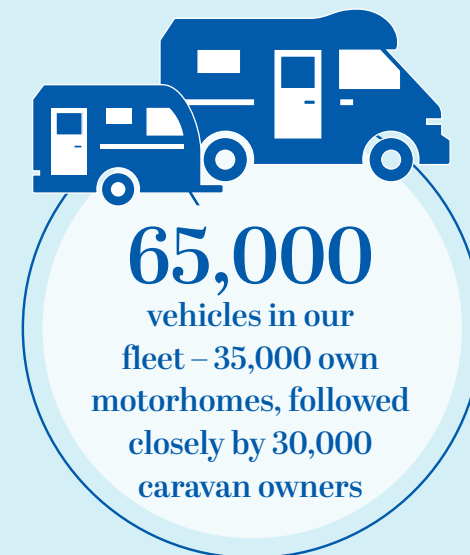
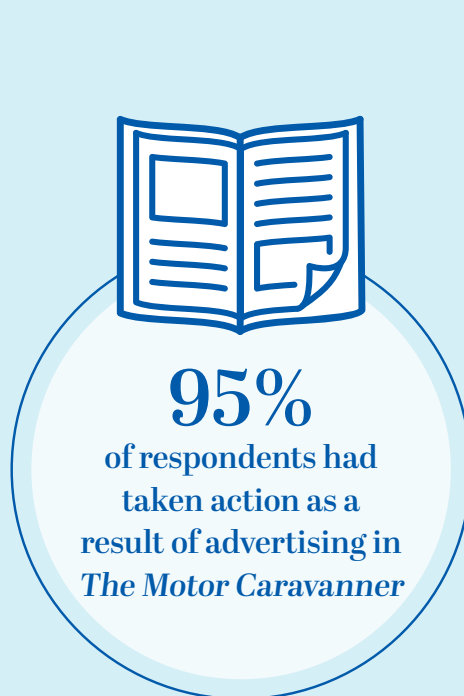
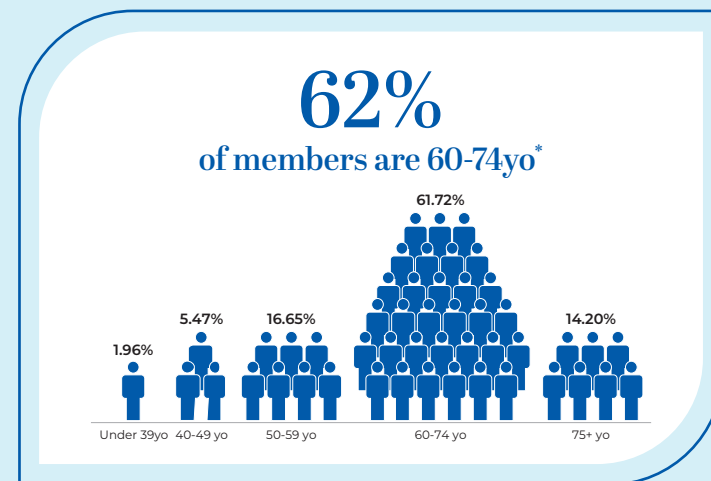
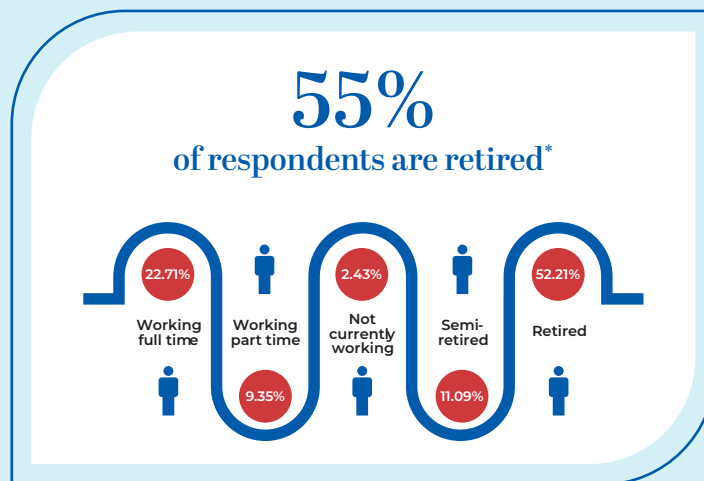


2025-2026 MEDIA KIT

ABOUT NZMCA MEMBERS

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.

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.



CIRCULATION:
66,000

READERSHIP:
121,000

PUBLISHED:
6 x pa

CONTACT DETAILS

For advertising in The Motor Caravanner email or phone for further information.

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M: 021 809 751

Karen Gillies
Classified & Business Directory Advertising
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NEW ZEALAND MOTOR CARAVAN ASSOCIATION INC

www.nzmca.org.nz

Deadlines, Rates, Size & Specification

Deadlines

	DEC/JAN 26	FEB/MAR 26	APR/MAY 26	JUN/JUL 26	AUG/SEP 26	OCT/NOV 26
ISSUE NUMBER	378	379	380	381	382	383
BOOKING DEADLINE	31 Oct	22 Dec	27 Feb	01 May	03 July	04 Sep
MATERIAL DEADLINE	05 Nov	09 Jan	04 Mar	06 May	08 July	09 Sep
PUBLICATION DATE	26 Nov	28 Jan	25 Mar	27 May	29 July	30 Sep

Rates

ADVERT SIZES	CASUAL RATE \$ per issue	3 ISSUE RATE \$ per issue	6 ISSUE RATE \$ per issue
Double Page Spread (DPS)	\$3,700	\$3,500	\$3,300
Full Page (FP)	\$2,095	\$1,995	\$1,895
Half Page (HP)	\$1,250	\$1,190	\$1,095
Quarter Page (QP)	\$745	\$695	\$655
Business Directory – 1/9th page (BD)	\$380	\$350	\$320
Inserts	POA	NA	NA

PRICES EXCLUDE GST. All pricing is 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.

Size (mm)

ADVERT	BLEED W x H offset crops 5mm	TRIM W x H ad final size	TYPE W x H min. area from trim / final size
Double Page Spread (DPS)	Supply as two separate pages using the FP dimensions below		
Full Page (FP)	215 x 285	205 x 275	183 x 253
Half Page Horizontal (HPH)	NA	181 x 126	171 x 116
Half Page Vertical (HPV)	NA	85 x 258	79 x 252
Quarter Page (QP)	NA	85 x 126	79 x 120
Business Directory – 1/9th page (BD)	NA	58 x 82	54 x 78

DOUBLE PAGE SPREADS (DPS) need to allow a 20mm gutter with no text in the middle. Supply as two separate pages, labelled LH and RH.

Specifications

ARTWORK REQUIREMENTS

Please supply high resolution PDFs ('Press Quality'). Final files need to be checked that they meet our specifications:

- CMYK (any SPOT/RGB will be converted)
- Maximum **320% ink coverage**.
- Images embedded, 220dpi minimum.
- Fonts embedded or converted to paths.
- Supplied ad no larger than 20MB.

All ads are pre-flighted inhouse, if any do not meet these artwork requirements they will be returned to the supplier to be corrected.

SUPPLYING FILES

- Email as an attachment (under 12MB)
- Dropbox, We Transfer, Hightail over 12MB

DESIGN SERVICES

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

INSERTS

Please contact us for pricing and specifications. Conditions apply.