

The Motor Caravanner

THE NEW ZEALAND MOTOR CARAVAN ASSOCIATION (INC) MAGAZINE



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.

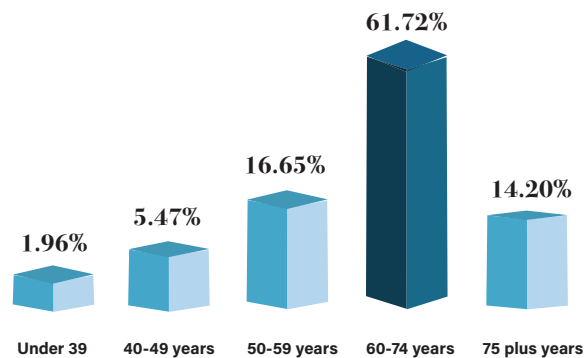
As passionate motorhome and caravan owners, NZMCA members are keen to read about new products and services that will enhance their lives as well as the enjoyment of their chosen leisure activity.

Statistics

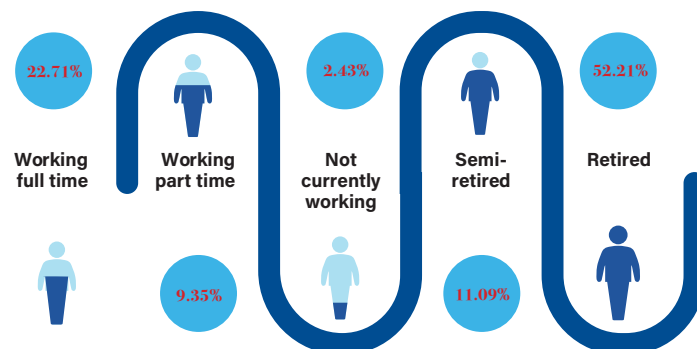
- *The Motor Caravanner* has the largest circulation of any motorhome or caravan magazine in New Zealand, 62,000-plus copies are distributed via addressed mail to over 114,000 New Zealand Motor Caravan Association members, 6 times annually.
- They have enough extra income or savings to direct towards their prime interest – motor caravanning.
- There will be 1.2 million people aged 65 plus by 2036 – 22 percent of the population.

Source: Chris Schultz of Senioragency NZ – MOSAIC Profile, NZMCA Membership Database 2021, Member Survey 2021 and NZ Statistics 2018.

Age range



Only half of members are retired



Circulation of 62,000+ copies distributed to 114,000 members, 6 issues annually

94.6% of respondents had taken action as a result of advertising in *The Motor Caravanner*

Advertising rates

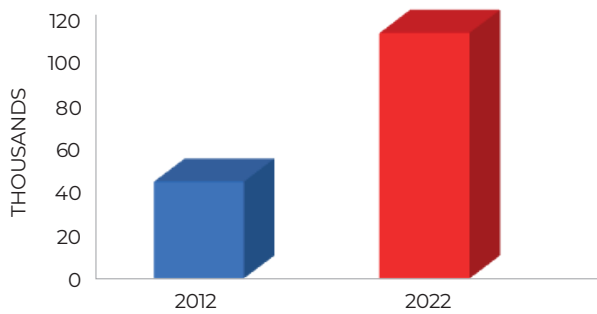
Advert Sizes	Casual	3 issues	6 issues
See overleaf for sizing and specs <small>PRICING IS FOR PER AD, PER ISSUE</small>			
Double Page spread	\$3,700 <small>PER ISSUE</small>	\$3,500 <small>PER ISSUE</small>	\$3,300 <small>PER ISSUE</small>
Full Page	\$2,095 <small>PER ISSUE</small>	\$1,995 <small>PER ISSUE</small>	\$1,895 <small>PER ISSUE</small>
Half Page (vertical or horizontal)	\$1,250 <small>PER ISSUE</small>	\$1,190 <small>PER ISSUE</small>	\$1,095 <small>PER ISSUE</small>
Quarter Page	\$745 <small>PER ISSUE</small>	\$695 <small>PER ISSUE</small>	\$655 <small>PER ISSUE</small>
Directory (1/9th page)	\$380 <small>PER ISSUE</small>	\$350 <small>PER ISSUE</small>	\$320 <small>PER ISSUE</small>
Inserts	POA		

PRICES EXCLUDE GST. ALL PRICING IS FOR FULL COLOUR, PER AD, PER ISSUE.

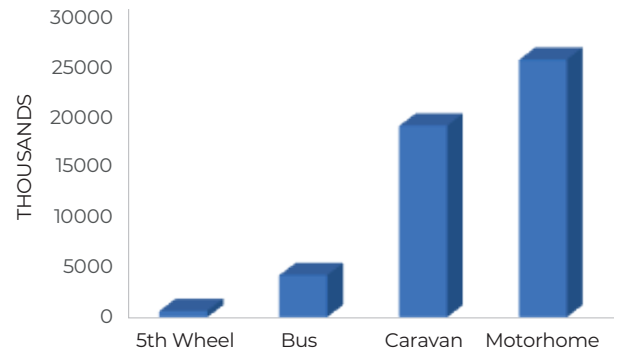
The rates above are for PRINT READY supplied advertisements. Rates and publication dates are subject to change. Positions subject to availability. A loading fee will apply to premium positions.

Individual members

114,000 (153% increase over past 10 years)



Members vehicle types



Advertising deadlines

Month/Year	Apr/May 23	Jun/Jul 23	Aug/Sep 23	Oct/Nov 23	Dec 23 /Jan 24	Feb/Mar 24
Issue Number	362	363	364	365	366	367
Booking Deadline	3 Mar	5 May	30 Jun	1 Sept	3 Nov	21 Dec
Material Deadline	8 Mar	10 May	5 Jul	6 Sept	8 Nov	12 Jan
Publication Date	29 Mar	31 May	26 Jul	27 Sept	29 Nov	31 Jan

Advert sizes

DPS (double page spread): Make allowance of 20mm gutter (no text) in middle of spread. Please supply as single pages, labeled Left / Right, offset crop marks 5mm.

INCL BLEED (5mm):

420mm wide x 285mm high

TRIM (spread actual size):

410mm wide x 275mm high

TYPE AREA (each page):

181mm wide x 253mm high



Full page: Offset crop marks 5mm

INCL BLEED (5mm):

215mm wide x 285mm high

TRIM (page size):

205mm wide x 275mm high

TYPE AREA:

181mm wide x 253mm high



Half page horizontal NO bleed or crop marks

181mm wide x 126mm high



Half page vertical NO bleed or crop marks

85mm wide x 253mm high



Quarter page vertical NO bleed or crop marks

85mm wide x 126mm high



Directory: (1/9th page) NO bleed or crop marks

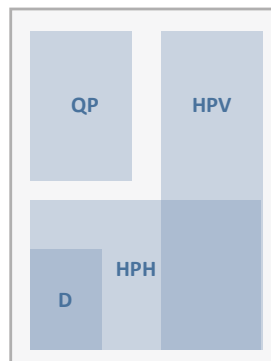
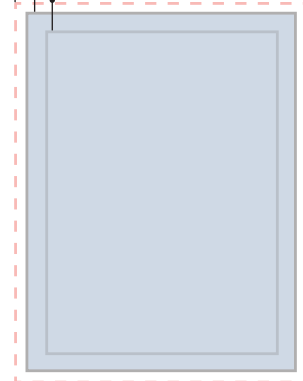
58mm wide x 82mm high



BLEED (Full page & Double page spreads ONLY)

TRIM (Full page & Double page spreads ONLY)

TYPE AREA (text within type area ONLY)



Specifications & services

ARTWORK REQUIREMENTS

We only accept high resolution PDFs ('Press Quality'). Please use the following specifications:

- CMYK (any spot/RGB will be converted)
- Maximum 300% ink coverage
- Images/graphics embedded, 220dpi minimum
- Fonts embedded or converted to paths.

SUPPLYING FILES:

- Email attachment (smaller than 12mb)
- Dropbox, We Transfer or Hightail

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.

Files that do not meet Artwork PDF file requirements may attract a charge of \$110 an hour (min. charge 1 hour).

Contact details

Email or phone for further information on commercial advertising.

www.nzmca.org.nz

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