



# Target your market



Advertise with the leading **caravan** publications and website...

**Caravan**

YOUR ULTIMATE CARAVAN DIRECTORY & BUYING GUIDE  
**Caravan  
BUYER**

CARAVAN MOTORHOME • CAMPING  
**mart**

**Out&AboutLive**

# Unbeatable value, packed with ideas and advice



Bought by Warners Group Publications in October 2010, **Caravan** sells 15, 725 copies per month (ABC Jan-Dec 2010), making it the second largest selling caravan magazine in the UK.

As the longest serving caravan title in the UK, Caravan uses its well established relationships within the industry to deliver one of the best loved magazines to its target audience of experienced, affluent and outdoor-loving caravan owners. Caravan continues to provide its readers with well-informed and authoritative editorial content. On a monthly basis you can expect detailed road tests of the very latest caravans on the market, and travel/touring features, which are mixed liberally with practical advice, campsite reports and caravanning product reviews.

Caravan frequently uses the expert knowledge of its readership to provide 'hands on' product testing and feature writing and is one of the reasons the magazine bonds so well with its audience. No other caravan magazine can offer as much reader interaction as Caravan.

We are committed to providing our readers great value for money, offering great subscription incentives and competitions. We will be looking to grow our current number of subscribers from 4679 during 2011, and are always looking for commercial partners to enhance our offering.

If your company wants to reach people who are experienced caravanners with a high level of disposable income and leisure time, then you need to advertise in the caravanning 'essential' that Caravan has become...

## Did you know....

- 70% of Caravan readers are aged 55 years or older with even more (74%) having no children living at home
- Caravan readers have a high level of disposable income as 59% own their home outright.
- 46% have a gross annual house hold income of more than £25K, with 22% in excess of £40K
- We have a loyal audience with 58% of our readers buying every issue
- Our readers make the most of their caravan with 70% taking a trip abroad in their caravan this year.
- 41% will stay longer than two weeks when they travel in Europe with their caravan.
- Caravan readers spend a lot of money on their vehicle with 54% spending more than £10K when they purchased their current caravan
- Our readers holiday with their spouse and 87% own a 2-4 berth caravan
- 30% will upgrade their towcar in the next 24 months

Source – Caravan Reader Survey, May 2010 (141 responses)



**15,725** copies sold per month  
(Standard Certificate 1st Jan - 31st Dec 2010)

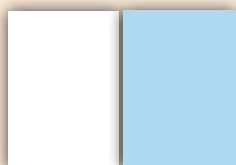
## Advert sizes and cost



### Double Page Spread

Trim: 297 x 420 mm  
Type: 275 x 396 mm  
Bleed: 303 x 426 mm

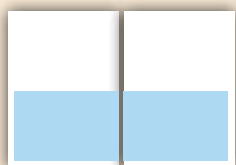
	1 Insert	6 Inserts	12 Inserts
4 Colour	£4460	£4010	£3565
2 Spot Colour	£3568	£3208	£2852
1 Spot Colour	£3211	£2887	£2567
Mono	£2600	£2340	£2080



### Full Page

Trim: 297 x 210 mm  
Type: 275 x 190 mm  
Bleed: 303 x 216 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£2025	£1820	£1620
2 Spot Colour	£1620	£1456	£1296
1 Spot Colour	£1458	£1310	£1166
Mono	£1190	£1070	£950



### Double Half Page Spread

Trim: 150 x 420 mm  
Type: 135 x 400 mm  
Bleed: 153 x 426 mm

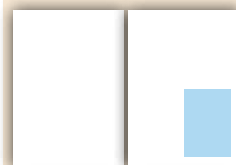
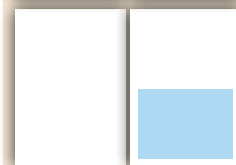
	1 Insert	6 Inserts	12 Inserts
4 Colour	£2166	£1947	£1733
2 Spot Colour	£1732	£1557	£1386
1 Spot Colour	£1559	£1401	£1247
Mono	£1273	£1145	£1016



### Half Page (vertical or horizontal)

Verticle: 278 x 92 mm  
Horizontal: 136 x 190 mm

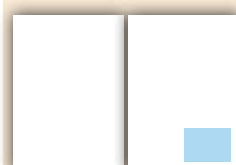
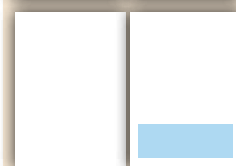
	1 Insert	6 Inserts	12 Inserts
4 Colour	£1065	£955	£850
2 Spot Colour	£852	£764	£680
1 Spot Colour	£767	£688	£612
Mono	£630	£565	£505



### Quarter Page (vertical or horizontal)

Verticle: 136 x 92 mm  
Horizontal: 68 x 190 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£560	£505	£445
2 Spot Colour	£448	£404	£356
1 Spot Colour	£403	£363	£320
Mono	£340	£305	£270



### Eighth Page

65 x 93 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£300	£270	£240
2 Spot Colour	£240	£216	£192
1 Spot Colour	£216	£194	£172
Mono	£185	£165	£145

### Classified Semi-Display

(minimum 3 cms deep)

Single Column per cm

	1 Insert	6 Inserts	12 Inserts
Mono	£25.00	£22.50	£20.00
Spot Colour	£18.00	£16.00	£14.00

Above prices  
are exclusive  
of vat

## Circulation breakdown

11,039 Newstand and other copy sales

4679 subscribers

On – sale every four weeks

- Reprints available on request
- Special positions +10%
- Agency commission 10% (PPA registered)
- Loose inserts £50 per thousand
- £70 per thousand for regional distribution
- Advertorials by arrangement
- Further discount may be available for additional bookings across the portfolio

For advertising enquiries contact Ian Schroeder  
Direct Line 01778-392407 or Mobile 07825-426107 email: [ians@warnersgroup.co.uk](mailto:ians@warnersgroup.co.uk)  
Production Manager – Denise Watson  
Direct Line 01778-391106 email [denisew@warnersgroup.co.uk](mailto:denisew@warnersgroup.co.uk)

# Your next adventure starts here...



**Caravan Buyer** is our brand new magazine entirely for people who are serious about buying caravans, awnings and accessories. Launched in January 2012, it sits alongside Caravan magazine in our portfolio of titles and concentrates firmly on the product buying side of caravanning. It is the only magazine entirely aimed at caravanners at the point of making a purchase.

Every issue of Caravan Buyer is packed with reviews of new caravans: there are more review pages than are produced by any other magazine in this market. Every major UK manufacturer is mentioned somewhere in our caravan reviews every month.

Our aim is to help readers to make a successful and well-informed decision every time they buy. We aim to take newcomers through the caravan buying process so that they have a good experience and remain in contact with the caravan industry for years to come. A key caravan for couples and a key caravan for families are highlighted each month in our lead five page tests. There are further three page tests, and a regular feature in which we review the best caravans with a particular type of layout. Caravan Buyer also presents monthly guides on the benefits of a particular caravan range, including summaries of all the layouts available and a guide to current used prices.

There is at least one awning test per month, and accessories and towcars are also thoroughly reviewed. The emphasis of the magazine is on good value and so dealer specials are also important to this readership.

## Did you know....

- Warners Group is the leading publisher of review and equipment-based magazines for the outdoor market. Caravan Buyer can trace its lineage back to Caravan Life, Which Caravan and Go Caravan; all magazines with attractive and highly respected review content. Its sister titles include Which Motorhome, MMM and Camping magazine.
- Caravan Buyer readers are those seriously interested in buying a new caravan or accessory. It is the only magazine tailored specifically to their needs.
- Every issue contains updates on the latest caravan bargains from dealers, and diary dates including the major shows and dealer open days.
- Every issue also contains a guide to a caravan range from one of the major manufacturers. Please speak to our ad team about forthcoming ranges featured.



## Advert sizes and cost



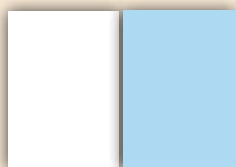
### Double Page Spread

Trim: 297 x 420 mm

Type: 275 x 396 mm

Bleed: 303 x 426 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£1600	£1560	£1400
2 Spot Colour	£1376	£1341	£1207
1 Spot Colour	£1183	£1153	£1037
Mono	£1017	£991	£941



### Full Page

Trim: 297 x 210 mm

Type: 275 x 190 mm

Bleed: 303 x 216 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£850	£820	£800
2 Spot Colour	£735	£715	£700
1 Spot Colour	£650	£625	£600
Mono	£600	£585	£560



### Double Half Page Spread

Trim: 150 x 420 mm

Type: 135 x 400 mm

Bleed: 153 x 426 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£1200	£1170	£1053
2 Spot Colour	£1032	£1007	£936
1 Spot Colour	£887	£866	£805
Mono	£762	£744	£691

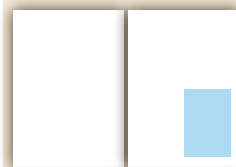
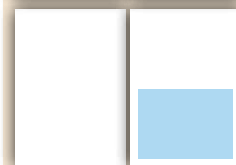


### Half Page (vertical or horizontal)

Verticle: 275 x 93 mm

Horizontal: 135 x 190 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£500	£480	£460
2 Spot Colour	£375	£350	£315
1 Spot Colour	£350	£330	£300
Mono	£320	£300	£290

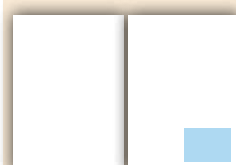
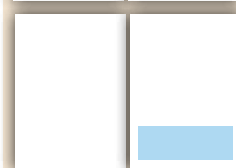


### Quarter Page (vertical or horizontal)

Verticle: 135 x 93 mm

Horizontal: 65 x 190 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£350	£330	£300
2 Spot Colour	£300	£280	£265
1 Spot Colour	£270	£250	£200
Mono	£250	£225	£200



### Eighth Page

65 x 93 mm

	1 Insert	6 Inserts	12 Inserts
4 Colour	£290	£270	£240
2 Spot Colour	£255	£230	£200
1 Spot Colour	£235	£200	£180
Mono	£200	£180	£165

### Classified Semi-Display

(minimum 3 cms deep)

Single Column per cm

	1 Insert	6 Inserts	12 Inserts
Mono	£16.00	£15.00	£13.00
Spot Colour	£17.00	£16.00	£14.00

**Stocked by all major retailers  
and newsagents**

**On – sale the second  
Thursday of every month**

- Reprints available on request
- Special positions +10%
- Agency commission 10% (PPA registered)
- Loose inserts £50 per thousand
- £70 per thousand for regional distribution
- Advertorials by arrangement
- Further discount may be available for additional bookings across the portfolio

Above prices  
are exclusive  
of vat

**For advertising enquiries contact Ian Schroeder**  
**Direct Line 01778-392407 or Mobile 07825-426107 email: [ians@warnersgroup.co.uk](mailto:ians@warnersgroup.co.uk)**  
**Production Manager – Denise Watson**  
**Direct Line 01778-391106 email [denisew@warnersgroup.co.uk](mailto:denisew@warnersgroup.co.uk)**

# Essential buying advice for motorhomes, caravans and camping... **Brand new look!**



Welcome to Caravan, Motorhome & Camping Mart, a publication that is dedicated to buying and selling, caravans, motorhomes, camping equipment and all related services and accessories. We pride ourselves on giving our readers a choice of both private and trade advertisers, which means we can boast a huge range of products with mass market appeal. As an advertiser, this would mean that you are reaching a group of readers, all with the intention of making a purchase.

What makes our magazine unique is that we also include superb editorial coverage thanks to our Editor Peter Sharpe, using a mixture of fine photography and concise and informative writing.

Each month we focus on the most up to date topics, including tests of the newest and most exciting products to hit the market. We have such diversity with our writing, that it is never a dull read!

We review all items of relevance to our readers, visiting small local dealers to the large multi-site retail outlets. Caravan Motorhome & Camping Mart is purchased by people who are in the market to buy now, thus ensuring your products will be showcased to potential buyers rather than browsers. With backing from an aggressive marketing strategy, and a strong retailer network, it is a great platform for competitions, promotions and reader offers. Around 100 pages a month combined with a cover price of just £2.50, Caravan Motorhome & Camping Mart represents fantastic value for consumers and ensures that magazine sales are high. We are stocked through WH Smiths, several major supermarkets and every good newsagent



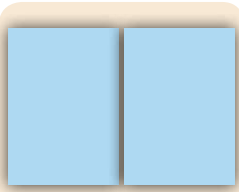
## Did you know....

- 78% of motorhome owners state that layout or size is the most important factor when choosing which motorhome to buy.
- 87% of motorhome owners bought their motorhome from a dealer, and 69% would recommend that dealer to a friend.
- 28% will buy a motorhome within the next two years
- 78% will fund their next purchase with cash
- 72% pay between £250 and £500 for their annual motorhome insurance

Source MMM Reader Survey 2008 (1208 participants)



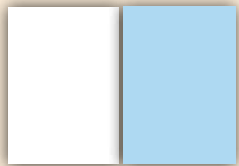
## Advert sizes and cost



### Double Page Spread

Trim: 297 x 420 mm  
Type: 275 x 396 mm  
Bleed: 303 x 426 mm

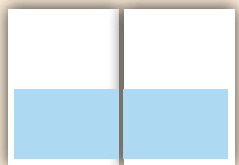
	1 Insert	6 Inserts	12 Inserts
Full colour	£900	£810	£720
Two Spot	£850	£765	£680
One spot	£800	£720	£640
Mono	£700	£630	£560



### Full Page

Trim: 297 x 210 mm  
Type: 275 x 190 mm  
Bleed: 303 x 216 mm

	1 Insert	6 Inserts	12 Inserts
Full colour	£500	£450	£400
Two Spot	£475	£427	£380
One spot	£450	£405	£360
Mono	£400	£360	£320



### Double Half Page Spread

Trim: 150 x 420 mm  
Type: 135 x 400 mm  
Bleed: 153 x 426 mm

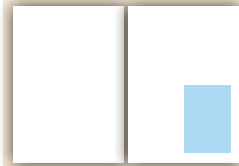
	1 Insert	6 Inserts	12 Inserts
Full colour	£450	£405	£360
Two Spot	£425	£382	£340
One spot	£400	£360	£320
Mono	£350	£315	£280



### Half Page (vertical or horizontal)

Verticle: 275 x 93 mm  
Horizontal: 135 x 190 mm

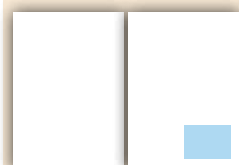
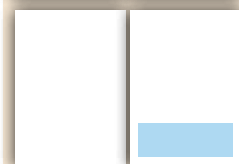
	1 Insert	6 Inserts	12 Inserts
Full colour	£400	£360	£320
Two Spot	£375	£337	£300
One spot	£350	£315	£280
Mono	£300	£270	£240



### Quarter Page (vertical or horizontal)

Verticle: 135 x 93 mm  
Horizontal: 65 x 190 mm

	1 Insert	6 Inserts	12 Inserts
Full colour	£300	£270	£240
Two Spot	£275	£247	£220
One spot	£250	£225	£200
Mono	£200	£180	£160



### Eighth Page

65 x 93 mm

	1 Insert	6 Inserts	12 Inserts
Full colour	£200	£180	£160
Two Spot	£187	£169	£150
One spot	£175	£158	£140
Mono	£150	£135	£120

### Classified Semi-Display (minimum 3 cms deep)

Single Column per cm

	1 Insert	6 Inserts	12 Inserts
Mono	£12	£10.50	£9.50
Spot colour	£13	£11.50	£10

Above prices  
are exclusive  
of vat

Stocked by all major retailers  
and newsagents

On sale 3rd Friday  
of every month

- Reprints available on request
- Special positions +10%
- Agency commission 10%
- Loose inserts £25 per thousand,
- £50 per thousand for regional distribution

For advertising enquiries contact Ian Schroeder  
Direct Line 01778-392407 or Mobile 07825-426107 email: [ians@warnersgroup.co.uk](mailto:ians@warnersgroup.co.uk)  
Production Manager – Denise Watson  
Direct Line 01778-391106 email [denisew@warnersgroup.co.uk](mailto:denisew@warnersgroup.co.uk)

# Out&AboutLive

www.outandaboutlive.co.uk

UNIQUE VISITS

135,000 unique visitors during the peak months\*

## Britain's number one outdoor leisure website...



**www.outandaboutlive.co.uk** is one of the UK's biggest websites targeted at people who are passionate about the great outdoors – whether they be a motorhomer, caravanner, camper, walker, bird watcher or holiday home owner.

The lively website takes the best elements from a host of Warners Group Publications market leading titles and delivers an interactive platform for our brands. With a mixture of relevant news and reviews on the latest products, gadgets and accessories, exhibition information and chatting to like-minded people in our busy forums section, it is easy to see why **www.outandaboutlive.co.uk** attracts over 135,000 unique visitors a month (\*source Google Analytics Aug 11).

There are a wide variety of creatives available and an in-house design team always on hand should you require any assistance or technical help, it couldn't be easier!

### A few things you may not know about our users....

- Over 13,000 subscribe to our monthly caravan e-newsletter (Jan 2012)
- They generate on average over 600,000 page views per month
- They can buy show tickets, magazines and subscriptions via [www.outandaboutlive.co.uk](http://www.outandaboutlive.co.uk)
- Over 18,000 subscribe to our monthly motorhome e-newsletter (Jan 2012)

**Advertise here!**  
with a FULL BANNER...  
A prime position to promote your business

Full Banner Advert  
728x90



Why not use a skyscraper advert?



Skyscraper Advert  
160x600

### Advertisement Rates

- Banner** £25 per 1000 page impressions
- Skyscraper** £30 per 1000 page impressions
- Button** £15 per 1000 page impressions
- Expandable formats** +10%
- Diary dates** £150
- Editorial profiles** £150
- E-newsletter content** POA
- Dealer upload** POA

### Advertisement sizes

- Banner** 728 x 90 pixels 40KB max.
- Skyscraper** 160 x 600 pixels 40KB max.
- Button** 160 x 160 pixels 20KB max.

### File Formats

JPEG - GIF - SWF

Reach your customers online with the market leading website

For advertising enquiries contact **Ian Schroeder**  
Direct Line 01778-392407 or Mobile 07825-426107 email: [ians@warnersgroup.co.uk](mailto:ians@warnersgroup.co.uk)  
Production Controller – **Katie Phillips**  
Direct Line 01778-391104 email [katiep@warnersgroup.co.uk](mailto:katiep@warnersgroup.co.uk)