



# MEDIA INFORMATION 2012

## super CARAVANING & camping

COVER PRICE	3,90 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	220 x 285 mm
PRINTING METHOD	Offset (colour)

**CIRCULATION**  
8,000 copies every month

**READERSHIP**  
32,000



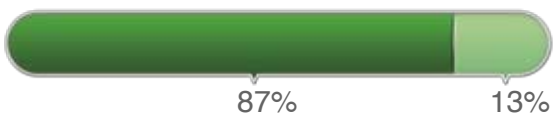
*"The most popular magazine for caravan and motor home enthusiasts"*

### SOCIAL CLASS



■ Upper ■ Upper-Middle ■ Middle-Middle ■ Others

### READER PROFILE



■ Men ■ Women

Source: Publisher's own data

### OUR READERS

Our reader's are typically active and affluent ABC1 consumers who read the magazine because they are considering purchasing a new or used vehicle or accessories and want impartial and trusted advice to help them with their buying decisions.

### EDITORIAL CONTENT

All the latest news on caravans, motor homes, and camping along with the most respected vehicle tests available, destination reviews and route guides. Each month includes a practical DIY section and the ultimate price guide for new, used and second hand vehicles.



## ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions	£
Inside page	(220 x 285)	1,730
Double page spread	(440 x 285)	3,110
Outside back cover	(220 x 285)	2,590
Inside front cover	(220 x 285)	2,225
Inside back cover	(220 x 285)	1,880
1/2 Page	(220 x 140) (110 x 285)	1,035
1/3 Page	(220 x 85) (72 x 285)	740
1/4 Page	(220 x 64)	605
Banner	(190 x 50)	465

CLASSIFIED ADVERTISEMENTS	Dimensions	£
Full Page	(220 x 285)	1,030
1/2 Page	(195 x 125)	550
1/3 Page	(195 x 80)	375
1/4 Page	(195 x 60) (95 x 125)	285



## MAIN CONTACTS

For further information or to discuss your advertising requirements please contact our International Advertising Representatives:

Major Media Sales Ltd,  
Tel 0044 1453 756388 or via email,  
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Artwork should be sent to,  
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**GUARANTEED PREMIUM POSITIONS**  
+20% surcharge

**AD BOOKING DEADLINE:** e.g. 10th of previous month to publication

**CANCELLATIONS:** minimum of at least 30 days advance notice, in writing, prior to publication date.