

PUT YOURSELF IN THE DRIVER'S SEAT.

CARAVAN^{AUSTRALIAN}**RV**

A FORCE IN THE TOURING AND RV MARKET — NOW BI-MONTHLY



NRMA

MOTING + SERVICES

helping people



A Force in the Touring and RV Market — Now Bi-monthly

Launched in 2007, NRMA's Australian Caravan+RV magazine has become a respected and trusted guide to the caravanning, travel and touring lifestyle. Content has been driven by NRMA Member feedback combined with independent research and aims at keeping readers up to date with the road tests on the latest vans and RVs, new gadgets, touring ideas and maintenance tips.

AUSTRALIAN CARAVAN+RV IS THE COMPLETE GUIDE FOR ENTHUSIASTS & NOVICES.

Why advertise in Australian Caravan+RV magazine?

TRUSTWORTHY, RESPONSIVE & EXPERIENCED

- 603,000 NRMA Members' last holiday was a road trip. Around 50,000 involved a caravan or campervan. Australian Caravan+RV magazine taps into this market and brings new buyers to the caravanning and RV market who trust the NRMA and purchase products because of the NRMA brand.
- A NRMA Member survey conducted amongst potential Australian Caravan+RV subscribers revealed that:-
 - 45% are considering purchasing a caravan or motorhome within the next two years.
 - 57% are considering renting a caravan or motorhome in the next two years.
 - 78% don't already own a caravan or motorhome.
- The caravan, motorhome and camping industry is the fastest growing domestic tourism sector in Australia and has been for the last 10 years. The industry is worth \$6.5 billion nationally and currently provides for 620,000 holidays per annum*.

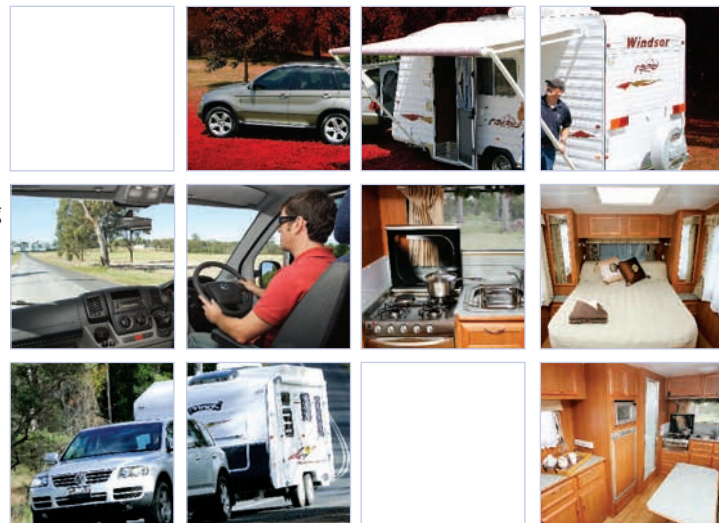
* Figures based on Caravan & Camping Industry Association Profile Report 2008

NOW A BI-MONTHLY MAGAZINE

Australian Caravan+RV magazine has been promoted extensively to motoring association members nationally including NRMA and is further supported by regular promotions in newsagents and events. Due to it's success we have now relaunched the magazine as a bi-monthly.

Regular features include:-

- New caravan and motorhome reviews
- Tips on buying a used caravan/RV
- Safety related issues
- Events
- Travel routes and destinations
- Tourist park reviews
- Reader stories
- Recipes, puzzles...and more.



CUSTOM PUBLISHER for

The NSW Caravan Camping 4WD & Holiday SuperShow Official Show guide for 2008 and 2009. Celebrating 41 years of Australia's biggest and most successful holiday show.

- 50,000 guides printed on behalf of the CCIA NSW and handed out on entry. Over 78,000 visitors at the 2009 event with more than 400 National Exhibitors.

The NRMA Motoring & Services 4WD Caravan, Camping & Marine Show 2009 Lismore. This show is the largest outdoor leisure show in regional New South Wales, now in it's 12th year.

- 15,000 guides printed on behalf of the Lismore 4WD Caravan, Camping & Marine Show organisers.

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