



Meet the people who live for the road.

RV life. Van life. New horizons. A publication for RV owners, van travelers, campground visitors and people planning their next vehicle, destination or gear purchase.

This is a prelaunch media kit. No traffic, subscriber count, advertiser result or exclusive inventory is claimed. Placements are proposals subject to availability, creative approval and payment confirmation.

Rates & opportunities

PLACEMENT	RATE	SCOPE
Premium homepage	\$300 / month	Below main navigation
Directory placement	\$200 / month	Choose Campgrounds OR Shows & Events
Sponsored spotlight	\$150 / 30 days	One designated campground, event or business
Complete three-placement package	\$550 / month	Homepage + one directory + one spotlight
Three-month complete package	\$1,500 / 3 months	Same complete package, three months
Mid-page advertising	\$150 / month	Between substantial editorial sections
Section advertising	\$175 / month	Contextual section inventory, shared
Sponsored article	\$250 / article	Clearly labeled sponsored editorial
Newsletter lead position	\$125 / issue	Inquiry only; delivery pending
Newsletter secondary position	\$75 / issue	Inquiry only; delivery pending
Social promotion	\$75 / post	Inquiry only; channel pending
Starter event campaign	\$299 / event	Mid-page + spotlight + secondary newsletter; inquiry only
Premium event campaign	\$399 / event	Homepage + spotlight + lead newsletter; inquiry only
Founding / custom partnership	Publisher quote	Scope documented in the proposal

Make your campaign part of the journey.

Packages & discounts

Complete package - \$550/month: premium homepage, one designated directory placement, and one sponsored spotlight. Select Campgrounds or Shows & Events; both directories are not included for the price of one. The three-month complete package is \$1,500.

Eligible individual monthly placements: 15% off for three months or 25% off for six months. These discounts do not apply to already-discounted packages, 30-day spotlights, or one-time purchases.

Event campaigns: \$299 starter combines mid-page, spotlight and secondary newsletter; \$399 premium combines homepage, spotlight and lead newsletter. Newsletter, social and dependent packages remain inquiry-only until delivery channels are configured and tested.

Creative specifications

Banners: **1200 x 300 pixels.** Existing 1200 x 200 artwork is supported proportionally. Spotlights: **900 x 600 pixels.** JPG, PNG or WebP; target below 500 KB, maximum 2 MB. Provide a destination URL, accurate accessibility text and optional separately designed mobile creative.

Inventory & reporting

Shared placements support a maximum of ten campaigns with six-second rotation. Visitors can pause or navigate; rotation pauses on hover, keyboard focus, inactive tabs and reduced-motion preferences. No section exclusivity is implied.

A display impression means at least half of the creative was visible for one continuous second. Clicks count requests to the tracked destination. Counts are unaudited activity, not unique readers or audited audience measurements.

From inquiry to activation

1. Submit business, placement, directory choice, dates and scope.
2. Publisher checks availability and reviews creative.
3. Payment and creative are confirmed.
4. An approved campaign runs during its recorded date window.

Use the magazine advertising inquiry form at rvandbeyond.com/advertise/ after production launch. During protected staging, signed-in editors can use the server form. Inquiries are routed to info@rvandbeyond.com. No payment is collected by the form.

Advertising and sponsored content are labeled. Advertising or a product submission does not purchase a favorable review.