The Motor Caravanner

THE NEW ZEALAND MOTOR CARAVAN ASSOCIATION (INC) MAGAZINE

# 2026-2027 MEDIA KIT

## 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.

## CONTACT DETAILS

***For advertising in The Motor Caravanner email or phone for further information.***


**Rachel Lee**
Advertising & Partner Manager
**rachel@nzmca.org.nz**
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M: 021 809 751

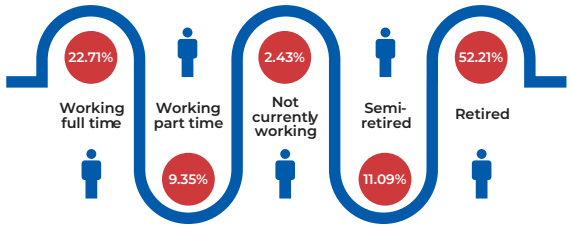
**Karen Gillies**
Classified & Business Directory Advertising
**karen@nzmca.org.nz**
P: 09 298 5466; 201


NEW ZEALAND MOTOR CARAVAN ASSOCIATION INC

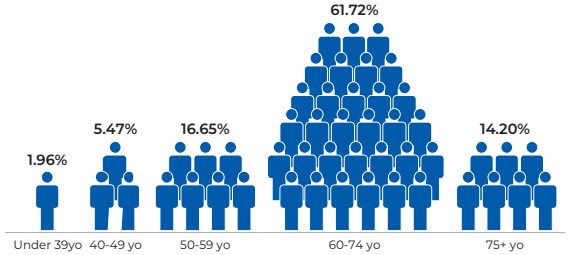
**www.nzmca.org.nz**

# *The Motor Caravanner* NZMCA member stats ...

## 55%
of respondents are retired




## 62%
of members are 60-74yo




## 95%
of respondents had taken action as a result of advertising in *The Motor Caravanner*

## 125,000
(98%) growth of individual members over past 10 years

## 65,000
vehicles in our fleet – 35,000 own motorhomes, followed closely by 30,000 caravan owners

# Publication Deadlines & Dates

| | DEC/JAN 27 | FEB/MAR 27 | APR/MAY 27 | JUN/JUL 27 | AUG/SEP 27 | OCT/NOV 27 |
|---|---|---|---|---|---|---|
| ISSUE NUMBER | **384** | **385** | **386** | **387** | **388** | **389** |
| BOOKING DEADLINE | 30 Oct | 21 Dec | 05 Mar | 30 Apr | 02 Jul | 03 Sep |
| MATERIAL DEADLINE | 4 Nov | 11 Jan | 10 Mar | 05 May | 07 Jul | 08 Sep |
| PUBLICATION DATE | 25 Nov | 28 Jan | 31 Mar | 26 May | 28 Jul | 29 Sep |

# Advert Booking Size & Rate

| | CASUAL RATE $ per issue | 3 ISSUE RATE $ per issue | 6 ISSUE RATE $ per issue |
|---|---|---|---|
| DOUBLE PAGE SPREAD (DPS) | $3,700 | $3,500 | $3,300 |
| FULL PAGE (FP) | $2,095 | $1,995 | $1,895 |
| HALF PAGE (HP) | $1,250 | $1,190 | $1,095 |
| QUARTER PAGE (QP) | $745 | $695 | $655 |
| BUSINESS DIRECTORY (BD) | $380 | $350 | $320 |
| INSERTS | POA | NA | NA |

*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.*

CIRCULATION:
**67,000**

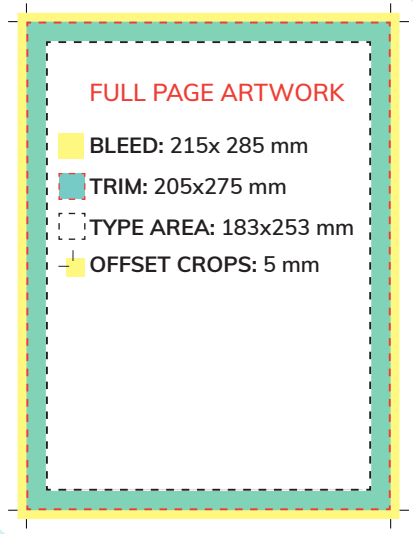
READERSHIP:
**125,000**

PUBLISHED:
**6 x pa**

# Advert Artwork Size

| W x H (MM) | BLEED W x H 5mm bleed | TRIM W x H ad size | TYPE W x H type area |
|---|---|---|---|
| DOUBLE PAGE SPREAD (DPS) | Supply as two separate pages using the FP dimensions* | | |
| FULL PAGE (FP)** | 215 x 285 | 205 x 275 | 183 x 253 |
| HALF PAGE (HP) | NA | 181 x 126 | 171 x 116 |
| QUARTER PAGE (QP) | NA | 85 x 258 | 79 x 252 |
| BUSINESS DIRECTORY (BD) | NA | 85 x 126 | 79 x 120 |
| INSERTS | NA | 58 x 82 | 54 x 78 |

**DOUBLE PAGE SPREADS (DPS) – allow a 20mm gutter with no text in the middle. Supply as two separate pages, labelled LH and RH.*
*** FULL PAGE ADS (FP) – offset crop marks 5mm from 205x275*




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# Specifications

## ARTWORK

Please supply high-resolution PDFs ('Press Quality'). Pre-flight and check final file to meet the following specifications:

- CMYK (SPOT/RGB will be converted).
- Use COATED FOGRA39 (the printer's colour profile).
- Maximum **320%** ink coverage.
- Images embedded, **220dpi** minimum.
- Fonts embedded or converted to paths.
- Files no larger than 20MB.

**All files are pre-flighted in-house; if they do not meet our artwork requirements they may be returned to be corrected.**

*Disclaimer: Due to the limitations of CANVA* and other online design software – files may not meet the technical requirements for professional offset printing. As a result, we cannot guarantee the final print quality.*

**Supplied CANVA files must be CANVA PRO.*

## SUPPLYING FILES

- Email as an attachment (under 10MB)
- Dropbox, We Transfer, Hightail over 10MB

## DESIGN SERVICES

If a new advertisement or redesign is required, NZMCA Publications can provide design services. Please contact to discuss.

## INSERTS

Please contact us for pricing and specifications. Conditions apply.

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