

Advertising Opportunities

digital and print advertising for the UK market from
Alan Rogers and The Caravan and Motorhome Club



Alan Rogers

Print Opportunities



Guidebook Advertising

Why not advertise in the next edition of the Alan Rogers selected sites in Europe guidebook:

- Available in paperback via Amazon and on the Alan Rogers website in both paperback or as a digital e-guide
- Sold at various exhibitions including the NEC Caravan, Camping & Motorhome Show
- Distributed to selected caravan and motorhome manufacturers and rental agents

Advertising Options

- Campsite Profiles
- Full and Half Page Adverts

Advertising in our next edition is available from **£600/€660**

Destinations Magazine

Destinations is our dedicated travel magazine aimed at campers, caravanners and motorhomers. Packed with holiday ideas, advice and travel tips, it aims to inspire readers with fantastic locations and great campsites across Europe.

- 10,000 copies distributed at the NEC in February and October and via selected caravan dealers and hire companies.
- Online - view the full magazine online via our website. Selected articles are also featured on our website and social media channels, meaning you can benefit from additional attention online.

Advertising Options

- 1/3 page advertorial from **£500 / 550€**
- Quarter page advertisement from **£500 / 550€**
- Half page advertisement from **£750 / 825€**
- Full page advertisement from **£1,000 / 1,100€**

For further information, visit alanrogers.com/advertising

Alan Rogers Digital Opportunities



Enhanced Listings

There are multiple benefits to paying for an enhanced listing. By being an enhanced lister, you will receive:

- Improved exposure/position on the website
- Link to your official website
- Promotion of your YouTube video
- Featured site (on our navigation, newsletters & social channels)
- Two accommodation types shown

Enhanced Listings are available throughout the year on a pro-rata basis from just **£300 / 330€**

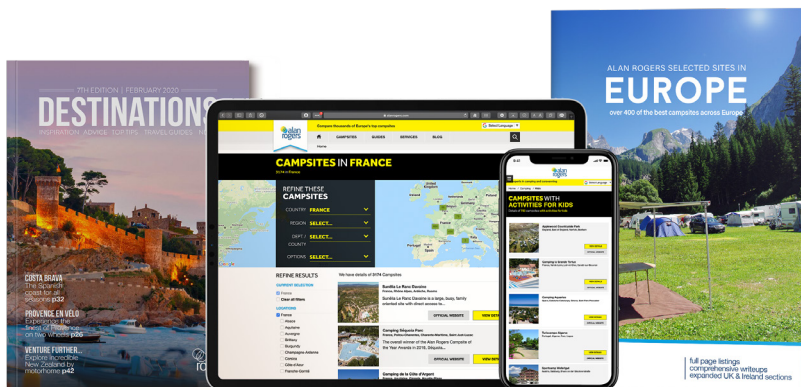
Email Marketing

Email marketing allows you to target customers directly with a sharp and simple message and steer them towards your listing on our website.

- Email 13,000 highly targeted customers
- Over 35% open rate & 4% click through rate (CTR)

Advertising Options

- Solus email from **£500 / 550€**
- Email sponsor from **£350 / 385€**
- Theme inclusion from **£200 / 220€**



Caravan and Motorhome Club Print Opportunities



Guidebook Advertising

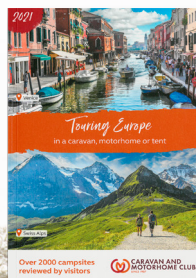
An informative guide listing over 5,000 European campsites that have been visited and reviewed by Caravan and Motorhome Club members.

What's more, it features country specific information and travelling tips making this an essential resource for planning a touring holiday in Europe!

Advertising Options

- Quarter page advertisement from **£1,050 / 1,155€**
- Half page advertisement from **£2,050 / 2,255€**
- Full page advertisement from **£3,250 / 3,575€**
- Double page advertisement from **£5,715 / 6,287€**

Cover pricing available on request



Contact Details

Rob Fearn

trafficking@alanrogers.com

+44 (0)1580 214 051

alanrogers.com/advertising

