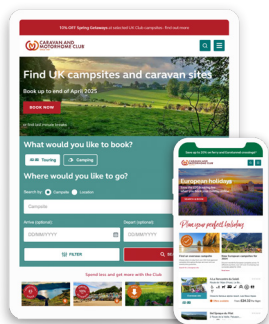# Touring Europe

Media pack

Your guide to touring and campsites throughout Europe, visited and reviewed by Caravan and Motorhome Club members

CARAVAN AND MOTORHOME CLUB
SINCE 1907

Club facts

350,000+
magazines delivered monthly

Widely recognised throughout the travel industry, the Caravan and Motorhome Club magazine is the most trusted source of content and information about the touring lifestyle.

94%
of readers

go on to use the Club website for further information.

25%
of members
own a motorhome

15%
of Club members

have been on eight or more trips in the last 12 months, four times more likely than the national average.

90%
of Club members

say they trust the Caravan and Motorhome Club and its services.

Advertising rates

Touring Europe in a caravan, motorhome or tent

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

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

Campsites

Opening dates and price guide
Directions and GPS co-ordinates for most sites
Facilities and services on and near each site

Maps and charts

Site location maps showing all year and seasonal sites
Maps and advice on mountain passes and tunnels
Distance charts

Item	Rate per insertion
Double page	£6,015/6,915€
Full page	£3,420/3,935€
Half page	£2,160/2,485€
Quarter page	£1,105/1,270€
Back cover fold out	POA
Inside front cover/inside back cover	£4,515/5,190€

Production requirements
For print

Layout		Width x Depth (mm)
Double page spread (supplied as single pages)	overall trim size (trim) (bleed)	275 x 210 148 x 210 158 x 220
Full page	(trim) (bleed)	148 x 210 158 x 220
Half page	(trim)	126 x 93
Quarter page	(trim)	126 x 45
Back cover fold out	(trim) (bleed)	133 x 210 142 x 220
Inside front/back cover	(trim) (bleed)	148 x 210 158 x 220

Technical specifications

File: PDF preferred; JPG, PNG, TIFF, EPS also accepted. PDF files must be supplied as single pages, including spreads.

Colour: CMYK process only, without ICC profiles (no RGB, Spot Colours, LAB colour or solid Pantone colours should be used). Please ensure adverts have a white background (not transparent).

Bleed: 3mm offset recommended for bleed. Pages must be created to include bleed when required. Crop marks must be included to show trim area.

Images: High resolution images - minimum 300 dpi at 100% recommended. Avoid logos from websites as the resolution will be too low for printing.

Fonts: All fonts must be embedded and PostScript Type 1. We cannot guarantee that OpenType or MultipleMaster fonts will print correctly.

Files should be run through a flightchecking application before transmission to ensure file and colour integrity.

Content of digital files must be verified before transmission, and all relevant graphics and fonts must be included, the file content remains the responsibility of the sender.

PDF pre-flight: The flightchecking application must ensure the following:

> PDF version 1.3 or higher
> Image resolution = 300dpi (min) @ 100%
> All fonts embedded
> Colour = CMYK
> File names should include Advertiser, Publication and Issue date

File transfer: Files may be transmitted via email - recommended file size 5MB max.