



New Zealand Motor Caravan Association Inc.

Local Deals Media Kit

November 2021

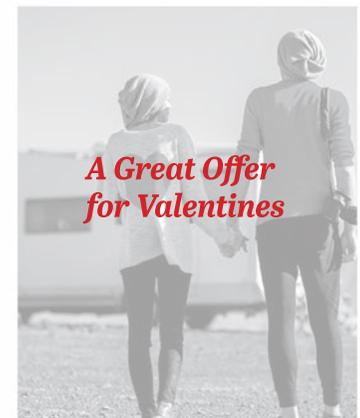


Supporting Local

NZMCA is a not-for-profit organisation that has been growing since 1956 by continuing to give members great value. 85% of them said they're keen on Local Deals so that's why we've created the Local Deals marketplace to connect more businesses with our members. We want this to be a WIN/WIN and to play our part to help local businesses bounce back and thrive.

As well as recommending good places to stay and motor caravan related tips to each other, they enjoy discovering new places to go, eat, shop and play. They also love deals and competitions. So, if you're willing to give our members an appealing deal, that they can't get elsewhere, then we'll promote you and your deal. It doesn't have to be a discount, it could be a competition, bonus or an experience money can't buy.

The low advertising cost is designed to cover our costs rather than make ad revenue. We know a lot of businesses are hurting and we want to keep the cost as low as possible to make it accessible for most small businesses.

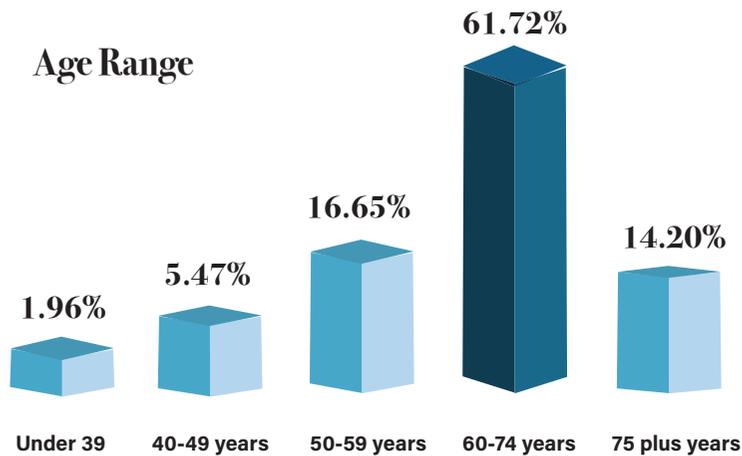


About NZMCA Members

This is the easiest and most cost-effective way to reach over 109,000 of New Zealand's most regular domestic tourists in over 59,000 households nationwide. NZMCA members love exploring our big backyard – especially off the beaten track. Over 62% of our members travel in their camper over five times a year and 29% travel more than 10 times!

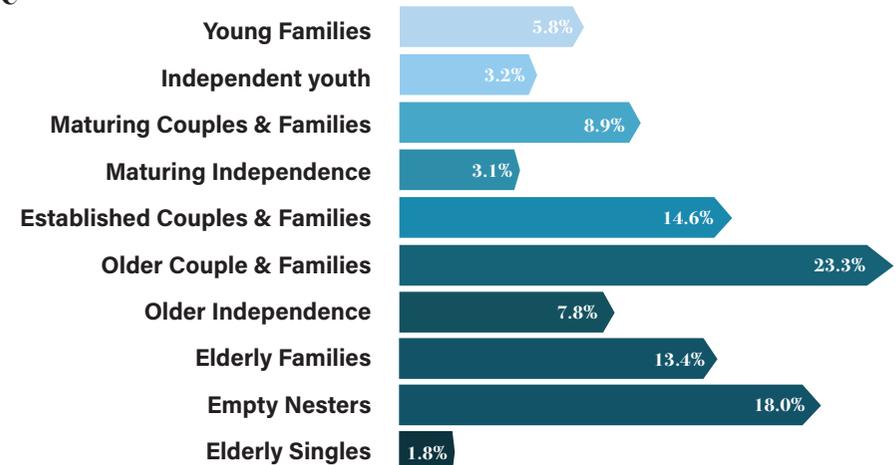


Age Range

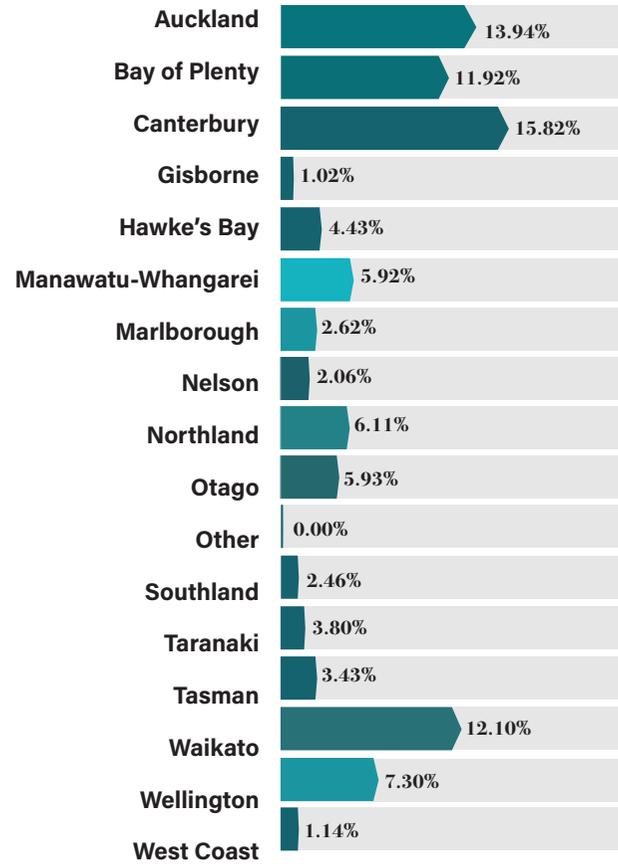


There has been a huge growth in new members over the last couple of years and they're joining younger (higher proportion under 50 years old).

Life Stage



Where do they live?



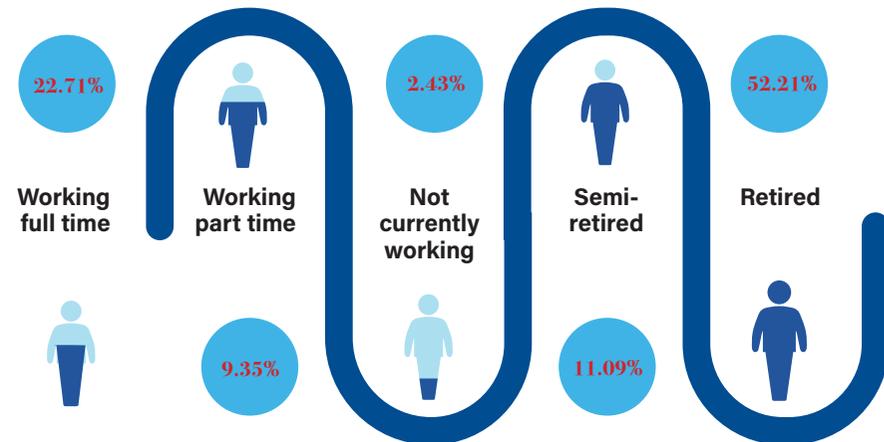
Motorhomes or caravans?



Pre-COVID, more members owned motorhomes than caravans. Since COVID, caravans have closed the gap and it's now nearly 50:50.



Only half of them are retired



Digital Channels and Reach

NZMCA members can be hard to reach cost-effectively online. For only \$199 incl. GST you can reach our members for up to one month in the NZMCA app and website. Over 80% of our members use our app and it's their preferred travel app. There's no contract or subscription. You can advertise for as long as you like and will save 10% if you advertise the same deal for three months or more. If you advertise in our member-only Motor Caravanner magazine, you'll save 50% on your Local Deal ad (for more information about this, please get in touch with Spot On Publication's Account Manager, Rachel Lee, rachel@spoton.net.nz).



- Users, **472,175**
- Sessions **1,052,713**
- Page views **3,758,099**

Over **80%** of the membership use it

@nzmcainc

- Followers: **16,694**
- Impressions: **2,336,773**

High **8.1%** engagement rate - exceeds **0.08%** medium across all industries and **0.13%** for not-for-profits.

12-month average,
Google Analytics

Rates

OUR RATES (inclusive of GST)	Standard rate	*Exclusive Motor Caravanner print advertiser rate: Save 50%
Monthly fee Run one ad for up to one month from the ad start date which can be any time.	\$199	\$99.50
3+ months – save 10% Run one ad for three or more consecutive months. No ad artwork changes. The ad start date can be at any time.	\$179 per month	\$89.50 per month

*This is for current print advertisers of The Motor Caravanner magazine. For more information, please get in touch with Spot On Publication's Account Manager, Rachel Lee, rachel@spoton.net.nz

Specifications

Image specs for logo and deal images

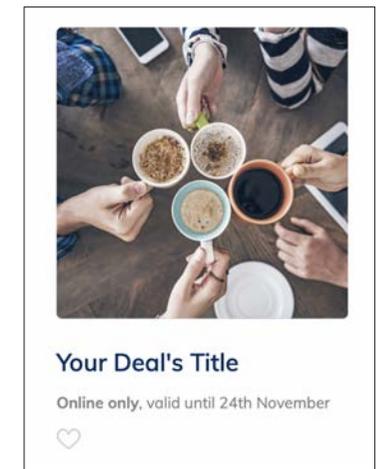
- Not more than 10mb
- A minimum of 72 DPI, 300 is best
- Should be a square image



Sample image



How this image is cropped



How the final image appears on the Local Deals homepage

DEAL

Where will members see my deal?

NZMCA members recently rated their app as the most important benefit giving them easy access to all the places to stay, facilities, events, and walking and cycle trails. Your Local Deal ad will be promoted on the main map screen so they see it when they're at home or away.

Each Local Deal will have its own marker and be included in the list view. Members will be able to click-through to see more detail in the members-only section of our website. Your Local Deal teaser will be visible to non-members on who visit our website, giving you more reach. They need to log in as a member to see the Local Deal details and redeem it.

