

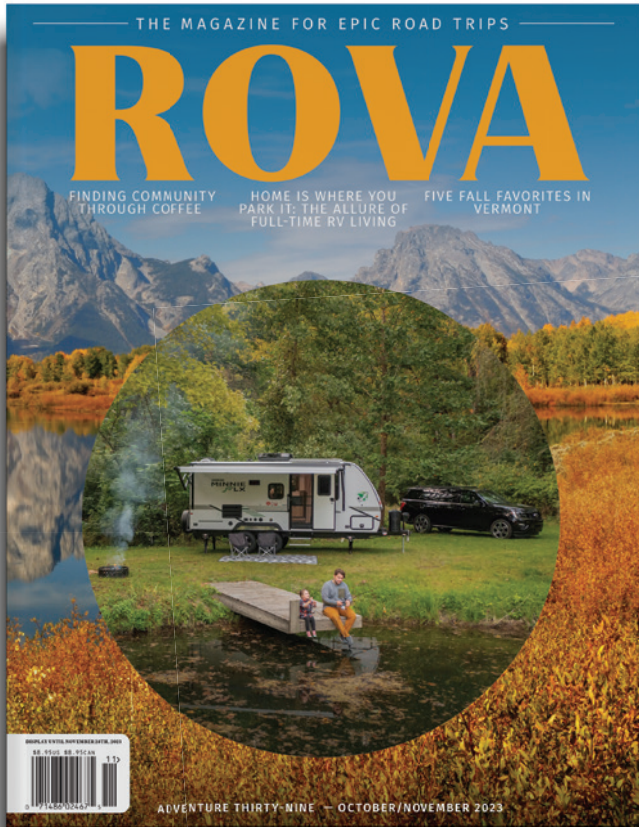
— THE MAGAZINE FOR EPIC ROAD TRIPS —

ROVA



MEDIA KIT | 2024

ROVA



ABOUT THE MAGAZINE

ROVA is the longest-running RV and road-tripping consumer magazine in the United States. Established in 2017 for a new generation of RVers, ROVA has spearheaded the celebration of a modern, changing RV lifestyle in magazine media. ROVA is now the magazine of choice for the adventurous, nomadic and youthful road-tripper.

As we enter 2024, ROVA celebrates more than 40 issues (and counting!), and countless partnerships with writers, photographers and our valued sponsors and advertisers.

A vibrant and youthful magazine centered around RVing, van life and driving journeys in the United States, ROVA has established a loyal following in North America and Canada, as well as a growing audience in Europe.

ROVA is about traveling the roads of North America—we publish authentic stories about life on the road, written by the people out there living it; spectacular images of people, places and curiosities; insiders' perspectives on the RV and road-trip lifestyle; insight into gear, vehicles and maintenance; and a real look at what this vast, incredible continent has to offer.

ROVA is about sharing North America as it is seen through the eyes of road-trippers, writers, photographers, filmmakers and adventurers. We're the ones who stick our hands out the van window to catch the summer breeze; the ones who pull off the road whenever the landscape commands it; the ones who find new experiences in even the most-visited places; and the ones who forge paths into unknown territories.

In ROVA, we explore how roads connect people, places and experiences. Each new set of wheels to hit the road traces a story on the landscape; let us take you there.

ROVA

WHY ROVA?

Road-tripping has always been a part of the ethos of North America—a rite of passage for those seeking to know what's out there.

While RV trips and road travel were once the domain of retired travelers with nothing but time and money, ROVA recognizes that this type of adventure has been reinvented by a younger generation that seeks a balance of work, travel, adventure and connection.

In the latest RV Owner Demographic Profile Study, led by Go RVing and conducted by Ipsos in 2021, it was found that **Millennials and Gen Zers are becoming RVers for life, with an impressive 84% of 18-to-34-year-olds planning to buy another RV in the next five years.** Of all RV owners, 51% are younger than 55 years old, and 22% are between 18 and 34.

These travelers are searching for the ultimate lifestyle, and they're learning that it can be found on the road. ROVA readers run businesses from their RVs; take months-long working vacations in their skoolies; turn their van lifestyle into a means of making money on the road; and constantly stay connected. This is an age when you can do anything, anywhere—and a lot of young adventurers and professionals are choosing to do it on the road.

Taking a van, RV, skoolie or rooftop camper out into the great beyond brings us closer to nature and out-of-the-ordinary experiences, and the younger generations have decided that packing up and heading out to experience everything on offer seems like a pretty great way to spend some—or all—of their time.

ROVA is the first and most trusted magazine by and for the new guard of road-trippers: young, professional, adventurous folks who choose to venture outside of their comfort zones.



READERSHIP

ROVA is read by a variety of road-trippers and outdoor adventurers. The outdoors culture has become a lifestyle unto itself, and ROVA readers aspire to be a part of this culture—to live a life that is outdoorsy, authentic and adventurous, and to be seen doing so.

ROVA readers are curious about the land that is connected by the roads across this continent. They are digital nomads, dedicated travelers, innovators and explorers. They embrace change, push boundaries, crave new experiences and love their country. They are self-sufficient, affluent, flexible and adventurous, and they love the wide-open road.

Millennials, Gen X and Gen Z are discovering the benefits of RVing and road travel; they spend money on experiences and the products that enhance them, and take more frequent trips while staying connected with home and work. Wellness, connection, social responsibility and flexibility are what these readers want from life, and they're discovering that all of these things are found at the heart of road travel and outdoor adventures.

ROVA is dedicated to understanding and connecting the new generation of road travelers. It connects people with the outdoors, and with others who are a part of this rapidly growing community.

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DEMOGRAPHICS

ROVA readers are youthful, active and curious, and seek out adventurous, authentic and unique experiences.



Statistics:

- **Readership:** 100,000
- **Circulation:** 50,000 (Print And Digital)
- **Average Age:** 29-51
- **Household Income:** \$100k+
- **41% Female Identifying / 57% Male Identifying**

Types of RV owned/planned to buy by ROVA readers:

- **Travel trailer:** 28%
- **Van:** 17%
- **Class A motorhome:** 8%
- **Class B motorhome:** 10%
- **Class C motorhome:** 11%
- **Fifth wheel:** 5%
- **Other (e.g. rooftop tent, teardrop, toy hauler, truck camper, SUV):** 21%

The average ROVA reader tech use:

- **Mobile phone:** 99%
- **Laptop:** 73%
- **Tablet:** 67%
- **Internet:** 99%
- **Instagram:** 84%
- **TikTok:** 50%

ROVA readers' other interests

- **National/state parks and nature travel:** 94%
- **Craft beer/alcohol:** 78%
- **Local produce/dining:** 73%
- **Cycling (road or mountain):** 64%
- **Water sports (boating, kayaking, swimming):** 63%
- **Rock climbing:** 40%

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PRAISE FOR ROVA

ROVA surveyed its readers in September 2022, and this is what they had to say about their favorite road-trip and RV magazine:

I'm so happy that ROVA exists. Such a great resource and a concentration of inspiration all in one neatly wrapped package.

Has surpassed the former *Trailer Life* as my go-to.

I really enjoy the magazine. Getting educated in preparation for retirement and hopefully lots of road tripping with my wife. We just ordered a 2023 Airstream Interstate 24GT. ROVA motivated me to purchase our 2020 Airstream Globetrotter 25.

I enjoy the snippets of other readers/RVers. I REALLY love the fact that your publication is so inclusive.

Fantastic publication. Ratio of content to advertising is spot on. Content is relevant and interesting. Very good production values.

I love ROVA! It's a breath of fresh air to have longer, narrative-driven articles and not just lists and skim-worthy content.

I find ROVA to be a unique source of insight into the vanlife, minimalist road trip experience. ROVA's style and articles have an almost "underground" nature that I enjoy very much.

The only magazine we want to read from cover to cover.

I first saw ROVA in a recording studio break room not too long after I got my RV. I subscribed right away and have been enjoying it ever since!

Totally enjoyable. LGBTQI articles appreciated.

Always interesting, fun and informative, colorful, and well-written and professionally presented.

I love the magazine! I especially enjoy the compact articles and the beautiful photographs. ROVA is a super road-trip read!

I really love the images in the magazine. The photography and layout is great and motivates me to keep traveling.

Love your magazine and recommend it to everyone we meet!

I read ROVA thoroughly when it comes and I look forward to each issue. You produce a very attractive and interesting magazine.

I love your magazine and have every issue. Keep up the great work!

I love having it in print instead of online. It's more intimate.

I thoroughly enjoy magazine. I've been a subscriber since the first issue. Keep up the great work!

Thank you for continuing this magazine! I have been enjoying it for a few years now and I always try to tell friends about it!

You must keep up your excellent job of putting out a magazine. Best I've read.



ROVA

WHERE CAN YOU FIND ROVA?

RETAIL

ROVA is distributed in both the United States and Canada, in selected bookstores, news outlets and specialty retail stores. ROVA has distribution at **Barnes & Noble, Wal-Mart, Kroger, Hudson** newsstands (transit hubs and airports), **Books-A-Million, Chapter, Meijer, Hy-Vee, Dierbergs** and many more independent and nationwide retailers.

SUBSCRIPTION

The magazine has a rapidly growing list of paid print and digital subscribers who receive each copy on their doorsteps or access each issue online—or both!

EVENTS

ROVA is regularly distributed at Outdoor Retailer, as well as various other RV and outdoor industry shows and conventions.

DIGITAL

The publication is also available online in an interactive digital format, and regular email newsletters are sent to an established and growing email contact database.



PARTNERSHIPS

KAMPGROUNDS OF AMERICA (KOA)

In 2020, ROVA established a partnership with Kampgrounds of America (KOA), which offers all 460,000 members of the Value Kard Rewards program free access to ROVA's online edition, and discounted subscriptions to the print version. ROVA is the only magazine that partners with KOA.

HARVEST HOSTS

In 2021, ROVA established a partnership with Harvest Hosts, which offers all hosts and the 140,000 Harvest Hosts members discounted subscriptions to the print and digital versions. ROVA is the only magazine that partners with Harvest Hosts.

With an initial circulation of 50,000 copies, and an estimated total readership of 100,000, ROVA reaches a large audience of youthful, switched-on readers who are inspired by travel writing with integrity, striking photography, and nuanced information about North America that is not found in any other RV or vacation magazine.



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E-NEWSLETTER

ROVA produces a biweekly newsletter full of stories, tips and outdoorsy updates, which lands in the inboxes of 3,500 subscribed readers. **The newsletter's average open rate is 49.3%**, which is **more than double** the travel and transportation industry average of 20.4% (source: MailChimp).



ONLINE PRESENCE

ROVA has built a strong and loyal following on various social media platforms, including **Instagram** and **Facebook**. ROVA established the Instagram hashtag **#rovagram**, which has been adopted by many in the RV community, who share their travel photos and videos with ROVA's audience.

ROVA's website is full of unique content not found in the print edition of the magazine; we regularly run profiles of interesting and influential members of the RV community, and these influencers share our work on their various platforms, creating a duplication effect and spreading the word about ROVA far throughout the network of RV travelers online.



ROVA

UNITED STATES RV, VAN LIFE AND CAMPING STATISTICS

The following data comes from the 2021 Go RVing RV Owner Demographic Profile Study by Ipsos, as well as KOA, Outdoorsy and the RVIA.

- » Millennials and Gen Zers are becoming RVers for life, with an impressive **84% of 18-to-34-year-olds** planning to buy another RV in the next 5 years.
- » Of all RV owners, **51% are younger than 55 years old**, and 22% are between 18 and 34.
- » A typical RV owner is 48 years old, married, and has an above-average household income.
- » Nearly **90% of RV owners** take three or more vacations per year.
- » Approximately **9.6 million** American households plan to buy an RV within the next five years.
- » While the RV industry has been experiencing 40 years of long-term growth, the **impact of Covid-19** on RV camping has substantially expanded the number of people interested in RV travel.
- » Data from Ipsos from June 2020 showed that **46 million Americans** planned on taking an RV trip in the next 12 months.
- » The outdoor recreation economy generates **\$788 billion in consumer spending** annually.
- » Estimates predict that the RV market will **grow by \$15 billion** between 2020 and 2026.
- » Since the onset of COVID-19, **18 million first-time RV travelers** have hit the road in the United States.
- » The #rvlife hashtag on Instagram has **2.25 million posts**, while the #vanlife hashtag has **11.13 million posts**.
- » More than **one million Americans** live full-time in their RVs.
- » Of all RV and van-life travelers, **65% take pets on the road with them**.

ON THE ROAD WITH THE YOUNGER DEMOGRAPHIC

- » The highest level of interest in prospective new RVers and campers is among those aged between **18 and 34 years** of age. This age group makes up 22% of the market.
- » Millennial RV rental bookings spiked **70%** from 2019 to 2020.
- » **30%** of millennials and Gen Zers are likely to buy an RV in the next year.
- » **38%** of RV owners in the United States are millennials (aged 27–42).
- » Generation X and millennials have **more money to spend on travel**, and often spend more than other tourists.



ROVA

EDITORIAL CALENDAR 2024

| Issue | Editorial features |
|--|--|
| Adventure 41: February/March | <ul style="list-style-type: none"> - B is for Balance: Class B Motorhomes - Louisiana: Myths and Mysteries - Bunking Near the Bunkers: Golfing from an RV |
| Adventure 42: April/May | <ul style="list-style-type: none"> - Behind You! Trailers and Fifth Wheels - Hooked! What You Need as a Traveling Angler - If You Love Nature, Protect It: Sustainability when RVing - A Van and a Board: Surfing America's coasts - Wings Over America: Birdwatching in the US |
| Adventure 43: June/July | <ul style="list-style-type: none"> - Go Anywhere: Adventure Rigs - Epic Summer Road Trips - Outdoor Adventure (hiking, kayaking, canoeing, paddleboarding) - Stop and Sip: Great Wineries of the US - Kicking Up Dirt: Mountain Biking Tips and Destinations |
| Adventure 44: August/September | <ul style="list-style-type: none"> - Going Off-Grid: Boondocking Rigs - Pint-Sized Travel: ROVA's Annual Brewery Round-up - Drop in and Drop a Line: US Fishing Destinations - Food, Glorious Food: Standout Cuisines Across the US |
| Adventure 45: October/November | <ul style="list-style-type: none"> - Permanent Home on Wheels: Full-Time Rigs - Power Up: Connectivity and Power on the Road - Gas No More: Electric Vehicles - Two-Wheeler Road Trips: Road Biking |
| Adventure 46: December/January | <ul style="list-style-type: none"> - What's New? 2025 Model Year Units - This Land is Our Land: State and National Parks - Grabbing Hold: Rock Climbing |

In every issue of ROVA, we feature seven destinations, one from each of the following:

- **Pacific:** Alaska, Hawaii, Washington, Oregon, California
- **Rocky Mountains:** Montana, Idaho, Wyoming, Nevada, Utah, Colorado
- **Southwest:** Arizona, New Mexico, Texas, Oklahoma
- **Midwest:** North Dakota, South Dakota, Minnesota, Wisconsin, Michigan, Nebraska, Iowa, Illinois, Indiana, Ohio, Kansas, Missouri
- **Southeast:** West Virginia, Delaware, Maryland, Kentucky, Virginia, Arkansas, Tennessee, North Carolina, South Carolina, Louisiana, Mississippi, Alabama, Georgia, Florida
- **Northeast:** Pennsylvania, New Jersey, New York, Rhode Island, Connecticut, Massachusetts, Vermont, New Hampshire, Maine
- **Canada:** Across the country.

ROVA KEY DATES 2024

| Issue | Space close | Creative deadline | On sale |
|-----------------------------------|-------------|-------------------|----------|
| Adventure 41: February/March | 12/9/2023 | 12/16/2023 | 1/23/24 |
| Adventure 42: April/May | 02/3/2024 | 02/10/2024 | 3/26/24 |
| Adventure 43: June/July | 04/7/2024 | 04/14/2024 | 5/21/24 |
| Adventure 44: August/September | 06/9/2024 | 06/16/2024 | 7/23/24 |
| Adventure 45: October/November | 08/11/2024 | 08/18/2024 | 9/17/24 |
| Adventure 46: December/January | 10/6/2024 | 10/13/2024 | 11/12/24 |