



# Did you hear?

Caravan Club members are a prosperous and active group, with higher than average disposable incomes. They will purchase a wide range of products and services this year, contributing to a **£3 billion market**.



want to know more?



# Readership



Europe's premier touring club represents a market of **over 900,000** consumers. The Magazine's audited circulation and readership are greater than the combined total of all others in this market.

"The Caravan Club Magazine has provided us with excellent response for over four years. We look forward to continuing our superb working relationship with them."

Sharon Townsend  
Marketing Services Manager,  
Mitsubishi Motors

**BECAUSE LOYALTY TO THE CLUB IS HIGH, READERS SAY THE CLUB MAGAZINE INFLUENCES THEIR DECISION-MAKING.**

- The Magazine is personally addressed and mailed to over 374,000 homes every month
- Reliability and trust are paramount and for most the Magazine is their guide to lifestyle choice
- The Magazine is regarded as authoritative, informative, honest and trustworthy
- The Magazine is the most important single point of contact with the Club
- Most importantly, it is read and acted upon
- Many businesses say the Magazine is highly influential in their customers' purchasing decisions

# Demographics



Take a fresh look at this valuable readership of **over 374,000** households.

“Being associated with The Caravan Club, and in particular the Magazine, has always yielded excellent results for Bailey in terms of product awareness and retail sales. We look forward to working with them in the future.”

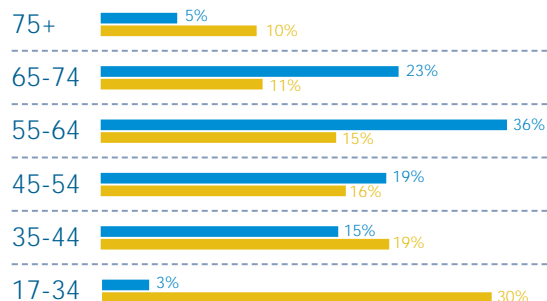
Simon Howard  
Marketing Director,  
Bailey Caravans

## WHO READS THE CARAVAN CLUB MAGAZINE?

- 65% are ABC1 (57% in managerial or professional roles)
- 29% have taken early retirement
- 78% use the internet

### RATIO OF AGE TO UK POPULATION

AGE



### SOCIO PROFILE





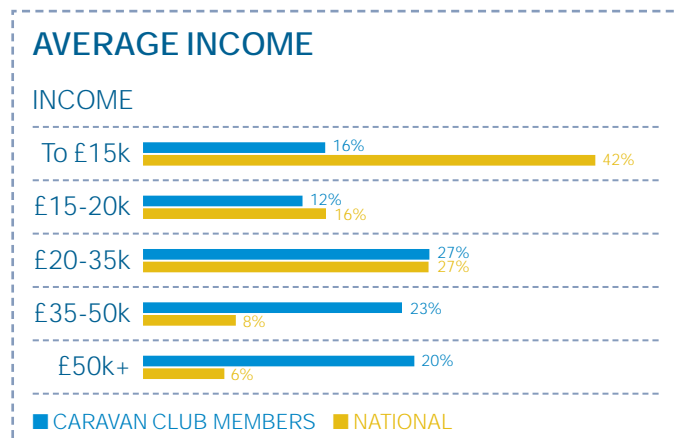
High disposable income means **strong spending power**. Typical readers are 45 to 64-year-old couples, 'empty-nesters' with high social grades and an active and affluent lifestyle.

“We have advertised in every issue of The Caravan Club Magazine for the last two years. We receive extremely effective responses and believe it carries excellent brand value.”

Chris Chatterton  
Head of Marketing,  
Travelscope

CARAVAN CLUB MEMBERS' INCOMES ARE HIGHER THAN THE NATIONAL AVERAGE. 20% EARN MORE THAN £50,000 A YEAR.

- 94% own their own property, with 46% of these owning outright
- 20% own a motor caravan
- 71% have private medical insurance



## Lifestyle & spend



Caravan Club members desire, aspire to and generally have **a high-quality lifestyle**. This is reflected in research conducted into their general purchasing habits and requirements.

CARAVAN CLUB MEMBERS ARE PROSPEROUS AND ACTIVE CONSUMERS, AND HAVE MORE TO SPEND ON LIFESTYLE ENHANCEMENTS THAN THE AVERAGE UK POPULATION.

- 18% plan to replace their car this year
- 16% plan to replace their caravan or motor caravan this year

THE CARAVAN CLUB IS A LEADING OPERATOR IN UK TOURISM AND LEISURE, LARGER IN 'BED-NIGHT' TERMS THAN HOTEL CHAINS SUCH AS HILTON OR TRAVELODGE.

- The Club has over 18 million 'bed-nights' available each year
- Caravanning represents over 17% of the UK holiday activity
- Members spend over £265 million each year in the local UK economy while touring

## Motoring & touring



18% of Caravan Club members plan to change their car next year. This **spend is worth** over...

# £1,000,000,000

THE MAGAZINE IS RESPECTED FOR ITS HONESTY AND AUTHORITY.

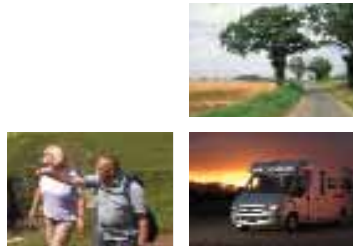
- The Magazine's regular car tests and The Caravan Club Towcar of the Year award are major influences on purchasing decisions

THIS YEAR MEMBERS WILL MAKE THE MAJORITY OF PURCHASES IN THIS £2BN MOTORING AND TOURING MARKET, INCLUDING:

- Over £1,000,000,000 on cars
- Over £332m on caravans and motor caravans
- Over £265m on touring
- Over £208m on accessories

Caravan Club members buy practically 80% of the new caravans and motor caravans sold. That **equates to a spend** of more than...

# £332,000,000



The Caravan Club Magazine has an audited circulation of **374,390\*** valuable households – a figure that has grown consistently for each of the past 14 years.

“The Caravan Club has, over many years, achieved first-class response rates which have never been topped through advertising in any other publication.”

Gemma Bould  
Marketing & Promotions  
Co-ordinator, Truma UK

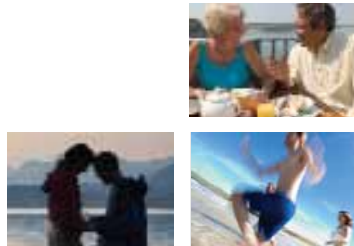
THE CARAVAN CLUB PRESENTS DESIGN AWARDS FOR CARAVANS AND MOTOR CARAVANS, AND MONITORS QUALITY AND RELIABILITY. RESEARCH SHOWS THAT CARAVAN CLUB MAGAZINE READERS ARE LOOKING FOR:

- High specification
- Residual value
- Aftersales service
- A reputation for reliability

THE MAGAZINE PLAYS A MAJOR ROLE IN MEMBERS' DECISION-MAKING.

\*ABC January to December 2008

# Conclusion



This **huge and growing market** is an area no business can afford to ignore.

RESEARCH SHOWS THAT THE MAGAZINE IS READ, KEPT AND RE-READ WHICH WILL RESULT IN A BETTER RESPONSE TO YOUR ADVERTISING. THE CARAVAN CLUB MAGAZINE HAS:

- Influence in its readers' purchasing decisions
- An integrity and authority second to none in the travel industry
- A readership that is active, affluent and discerning. People who travel widely throughout the UK and Europe, and who enjoy their lifestyle
- Unrivalled monthly circulation mailed to over 374,000 households
- A higher circulation than the combined total of all other magazines in the field
- The key to a £3 billion industry
- A flexible range of advertising, sponsorship and insert opportunities enabling you to reach this valuable audience



take a fresher look