

# 2022 CAMP NEW YORK Magazine Advertising Rates



**Advertisement space commitment deadline:** September 30, 2021

**Advertising materials deadline:** September 30, 2021. **Target Print Run:** 160,000 copies.

Send ad materials or completed ads to Suzanne Bixby, VP of Marketing & Public Relations, [suzanne@campnewyork.com](mailto:suzanne@campnewyork.com).

**ARTWORK:** Hi Res PDFs preferred for finished ads, converted to CMYK. Hi Res JPGs or PNGs acceptable. Other formats not accepted, including Word, Publisher, etc. CONY reserves the right to reject artwork deemed unacceptable or objectionable.

<p>1/2 page HORIZONTAL 7.5"w x 4.875"h</p>	<p>1/8 page 3.625"w x 2.3125"h</p> <p>1/8 page 3.625"w x 2.3125"h</p> <p>1/4 page 3.625 "w x 4.875"h</p>	<p>1/2 page VERTICAL 3.625"w x 10"h</p> <p>Full Page (shown here) 7.5"w x 10.0"h</p> <p>Full Page w/ bleed (not shown) 8.375"w x 11.125"h</p> <p>trim size: 8.125"w x 10.875"h</p>
<p>1/8 page 3.625"w x 2.3125"h</p> <p>1/4 page 3.625 "w x 4.875"h</p> <p>1/8 page 3.625"w x 2.3125"h</p>	<p>1/4 page 3.625 "w x 4.875"h</p>	

**AD SIZE (SELECT)**

- Eighth Page
- Quarter Page
- Half Page Horizontal
- Half Page Vertical
- Full Page
- Full Page w/Bleed

(trim 8.125"x10.875")

**DIMENSIONS**

3.625" x 2.3125"
3.625" x 4.875"
7.5" x 4.875"
3.625" x 10.0"
7.5" x 10.0"
8.375" x 11.125"
width x height

**AD RATE**

\$ 580.00
\$1,095.00
\$2,130.00
\$2,130.00
\$4,055.00
\$4,265.00

**CONY MEMBERS RATE!\***

\$ 495.00
\$ 935.00
\$1,795.00
\$1,795.00
\$3,485.00
\$3,695.00

*\*For CONY campground & vendor members in good standing.*

**Premium Ad Pages:** Inquire about availability and pricing for premium ad pages, including inside and outside covers.

**Payment Policy:** Payment for ad placement required upon contracting, unless advertiser has established a prior credit standing with CONY for deferral of full or partial payment. Then, final payment will be billed and required upon receipt of tear sheet and invoicing.

Run 2021 ad AS IS

I'm sending a new ad

Revise my 2021 ad (see notes below)

**Make checks payable to CONY and mail to 1 Grove Street, Suite 200, Pittsford, NY 14534. Credit card payments are accepted over the phone at 585.586.4360. Fax: 585-586-4368.**

\_\_\_\_\_  
BUSINESS NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_/\_\_\_\_\_  
PHONE / FAX

\_\_\_\_\_  
CREDIT CARD NUMBER

\_\_\_\_\_  
CCV NUMBER

\_\_\_\_\_  
PRINT NAME AS IT APPEARS ON CARD

\_\_\_\_\_  
CONTACT PERSON

\_\_\_\_\_  
CITY, STATE, ZIP

\_\_\_\_\_  
EMAIL ADDRESS

\_\_\_\_\_/\_\_\_\_\_  
EXP. DATE

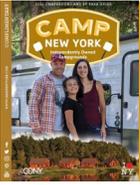
\_\_\_\_\_  
CC ZIP CODE

\_\_\_\_\_  
SIGNATURE

\$ \_\_\_\_\_  
PAYMENT TOTAL

- CHECK ENCLOSED
- CREDIT CARD
- INVOICE ME (see payment policy)

**Notes/Designer Contact:** \_\_\_\_\_



## 2022 CAMP NEW YORK Magazine Why Advertise with CONY?



2020 and the on-going pandemic was a challenging year for all of us, personally and professionally. That can almost go without saying. Campground Owners of New York (CONY), successfully leveraged its lobbying efforts to ensure that campgrounds and RV parks in New York were designated as “essential” operations, so that they could continue to provide safe and socially distant respite and recreation opportunities to hundreds of thousands of people traveling for work or personal reasons. Throughout 2020 and into 2021, CONY continued to advertise camping in NY, fulfill direct requests for camping magazines, and distribute magazines to info centers and other distribution points in NY and surrounding states. We also communicated important information to our parks about best practices and mandates for COVID-19 safe spaces, and continued communicating with NY legislators and agencies that make decisions impacting our niche in the tourism sector.

### ***Our work continues.***

CONY is maintaining a robust program of advertising, fulfillment, and distribution on behalf of its campgrounds, affiliated vendors, and industry partners that support our camping magazine and our trade association. In turn, your display advertisement in the CONY magazine supports our efforts to position NY camping and tourism in the top-of-mind awareness of prospective travelers.

And by all accounts in the media, as well as through our own findings, camping and RVing is on a remarkable upward trend.

### ***What are we finding, and how should this impact your decision to place display advertising in the 2022 CAMP NEW YORK magazine?***

Results from the special Fall 2020 update to KOA’s “North American Camping Report: The Growth of Camping Amid COVID-19”<sup>\*</sup> convince us that appealing to the camping public could be lucrative to your businesses and the destinations nearby:

- **Tapping into first-timers and youthful travelers:** One-fourth of North American campers took their first camping trip during the 2021 pandemic. of those first-timers, 19% were Millennials, 17% were Gen X, and 15% were Gen Z travelers.
- **Family travelers were strong in the first-timers category:** 82% of first-time campers surveyed have children in the household.
- **Camping is considered the safest form of travel:** in 2021, 29% of general travelers, 45% of campers and 15% of non-campers planned to replace cancelled or postponed travel with a camping trip.
- **RVing is getting popular, and RVs are selling like, well, hotcakes:** 51% of all campers say they are now more likely to purchase an RV. Gen X campers are most inclined to purchase an RV (62%), and interest in camping is highest among millennial campers (36%). If they’re buying RVs, we figure they’ll be camping more than once!
- **Outdoor Space = Social Distancing Space:** Since the pandemic began, 46% of leisure travelers have spent more time outdoors, including 57% of campers. Plus, 68% of campers and 60% of general leisure travelers are willing to “spread out” and visit less popular locations to avoid overcrowding. Camping can be found in some pretty remote locations in NY, for sure, which can bode well for remotely located destinations and attractions.
- **Camping can blend “work from anywhere” trends with family recreation...and longer stays:** 60% of campers say their ability to work from home during the pandemic allows them to camp more often (and work simultaneously). Gen X (45%) and Millennials (40%) are most likely to do this. 43% of campers and 14% of prospective campers say that they will “definitely” be able to extend the camping season if learning remains remote.

The upward and exploding trends in reservations and inquiries that we’re seeing at CONY campgrounds and RV parks dovetail with these survey findings. In 2020, CONY parks experienced about a 25%-40% uptick in business over the 2019 season, and that looks to be the case for 2021, too. We’re convinced that promoting camping to travelers both in-state and across the country in 2022 and beyond is vital not only to park operators, but to the recovery of NY’s travel and tourism industry.

***We invite you to support us in that endeavor, by placing a display ad in the 2022 CAMP NEW YORK magazine.*** See rates and fill out the insertion form on the other side, and submit to CONY. For more information, contact (585) 586-4360, or [info@campnewyork.com](mailto:info@campnewyork.com).

<sup>\*</sup>*Read the full KOA report here: <http://koa.uberflip.com/i/1293697-koa-nacr-specialreport-fall-2020/0?>*