

**72 per cent of *Caravan World* readers will go caravanning with their spouse/partner**

Source: Caravan World 2009 Reader Survey

## CORPORATE RATES AND DEADLINES



### RATES

AD TYPE	GLOSS COLOUR
ISFC	\$2500
ISFC DPS	\$5000
Page 3	\$2450
ISBC	\$2450
OSBC	\$2835
DPS	\$4147
Full page	\$2000
Half page	\$1100
1/3 Vertical/Horizontal	\$950
1/4 Vertical/Block/Horizontal	\$700

30% loading payable for premium position

### DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
486	Wed 15/12/10	Wed 12/01/11
487	Wed 19/01/11	Wed 09/02/11
488	Wed 16/02/11	Wed 09/03/11
489	Wed 23/03/11	Wed 13/04/11
490	Wed 20/04/11	Wed 11/05/11
491	Wed 18/05/11	Wed 08/06/11
492	Wed 22/06/11	Wed 13/07/11
493	Wed 20/07/11	Wed 10/08/11
494	Wed 24/08/11	Wed 14/09/11
495	Wed 21/09/11	Wed 12/10/11
496	Wed 19/10/11	Wed 09/11/11

### WEBSITE

AD SPACE	SPECS	RATES	SOV
Leaderboard	728 x 90 pixels	\$650+GST	25%
Skyscraper 1	160 x 600 pixels	\$550+GST	25%
Skyscraper 2	160 x 600 pixels	\$500+GST	25%
Island	300 x 250 pixels	\$350+GST	25%