

**Our Goal is to Drive More RVers  
to Your RV Park or Campground**



**RV LIFE**  
Campgrounds

Let our  
**2 Million+**  
**RV LIFE**  
**Members**

Find you on:

- 📍 [campgrounds.RVLIFE.com](https://campgrounds.RVLIFE.com)
- 📍 [RVLIFE.com](https://RVLIFE.com)
- 📍 RV LIFE Trip Planner
- 📍 RV LIFE Mobile App
- 📍 RV LIFE Community  
Forums, Enewsletters  
& Social Platforms



**MEDIA KIT**



# **RV LIFE**

Campgrounds

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**Highlight your campground like never before.**

**Partner with RV LIFE and reach the heart of the RVing community.**

**For more information, contact Dawn at:**

**Dawn Watanabe**

*RV LIFE's Director of Campground Partnerships & Success*

 **855-255-1542**  **Dawn@rvlife.com**

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**RVLIFE.com**

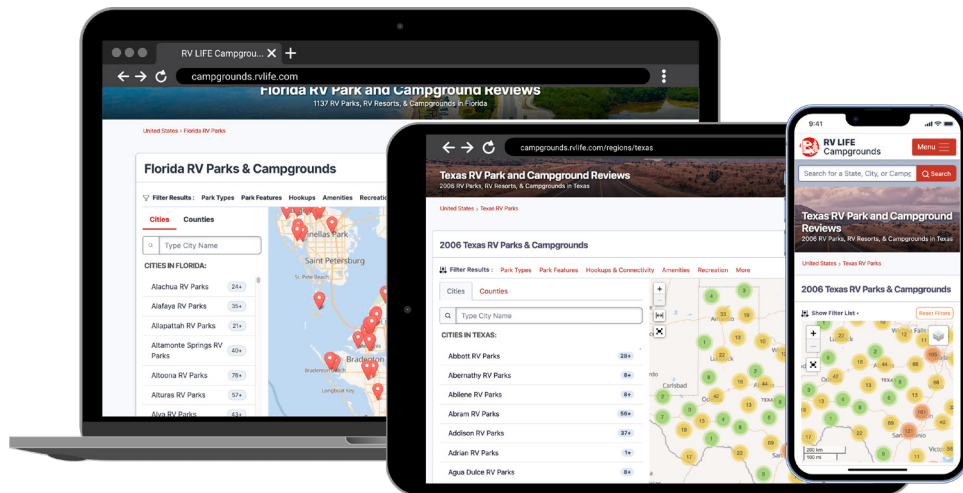
**Download an online version at [rvlife.com/docs/park-mediakit.pdf](http://rvlife.com/docs/park-mediakit.pdf)**



# What is RV LIFE?

Our goal is to make connecting RVers and campgrounds simple. We're passionate about helping millions of RVers discover exceptional campgrounds and journey with confidence!

- 📍 **RV LIFE** reigns as North America's premier Campground Search Tool, RV Trip Planner, and Mobile App featuring numerous RVer reviews, photos and insider travel tips. Simply put, RVers trust us when they Search, Plan, and Journey!
- 📍 Our RV Park & Campground site is part of an integrated ecosystem of websites and apps designed for RVers, attracting 2M+ registered members who are looking for RV parks and campgrounds just like yours!



📍 Tap into RV LIFE's laser-focused audience to drive traffic & NEW customers to your RV park or campground.

**We look forward to working with you!**

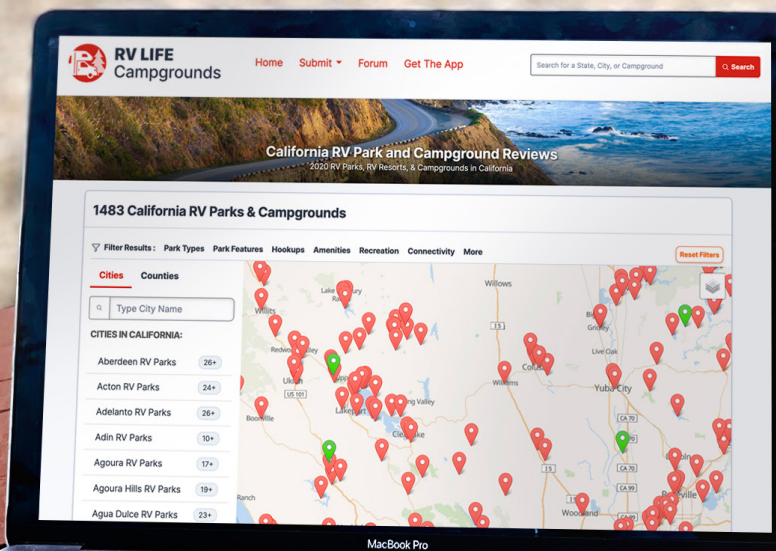




# Reach RV LIFE's Engaged Audience

With RV LIFE, you can connect with our loyal community of RVers at exactly the time when they're researching campgrounds in your area!

We have the largest & most trusted RV park/campground search & review website, **with hundreds of thousands of searches daily!**





**RV LIFE's reach  
of millions of RVers  
can fill your RV park  
or campground  
effortlessly.**

**2+ million**  
Registered RV LIFE Members

**10+ million**  
Annual Visitors/Sessions

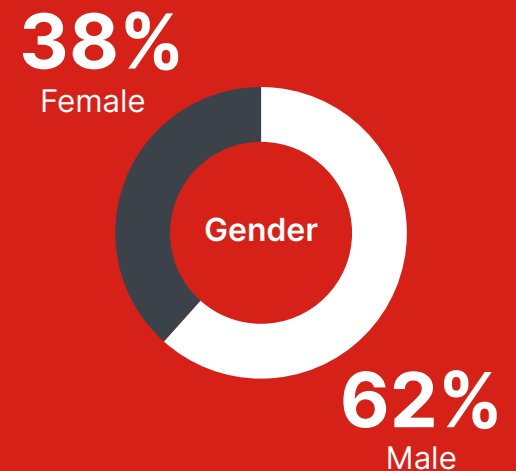
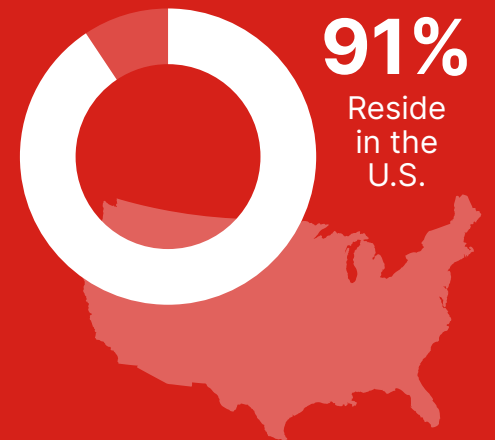
**5+ million**  
Datapoints, including  
submissions, RVer reviews,  
photos, and tips from our users

**50+ million**  
E-newsletters  
Deployed Annually

**100s of millions**  
Page Views Annually

**500k+**  
Social Media Followers

**1M+**  
RV Safe Trips Planned



**35-65 years old**  
Average age



# How RV LIFE Brings You Business

**Your Future  
Guests are Here  
within our Dynamic  
RV Community**

**2+ Million Registered  
RV LIFE Members**

**10+ Million Annual  
Visitors/Sessions**

**Where RVers  
do their Research &  
Consider Where to Stay**

**RV LIFE Online  
Campground Search Tool**  
*RVers choice to find RV Parks & Campgrounds*

**RV LIFE Trip Wizard**  
*RVers' Choice, #1 RV Trip Planner,  
1M+ Trips Planned*

**RV LIFE Mobile App**  
*Over 1 million downloads*

**RV LIFE RV Safe GPS**  
*Downloadable from the App  
Store & Google Play*

**Your  
Campground**

**Increased Bookings**

**Increased Revenue**

**New Customers**

**How we  
Engage RVers &  
Grow our Community**

**Online Campground Search Tool**  
**RV & Camping Forums**  
**RV & Camping Blogs**  
**E-newsletters**  
**Social Media  
Channels**

**Where and  
When RVers Decide  
to Choose your Park**

**Claimed Park Pages with  
Photos & Reviews**  
**"View Website" Link**  
**Featured Ads**  
**"Book Now" Link**



IT'S FREE! CLAIM YOUR PARK PAGE

# Take Control of Your RV Park/ Campground Page Today!

Your park is already part of our large campground database that's accessed by millions of RVers, so why not make it the best it can be?

Claiming your campground gives you access to your park's profile, where you own your page and you are in charge of your campground's story.

## You Get Access To

Update or add your park's facilities & recreation info, including features, seasons, hours, & more.

Upload photos that showcase your park.

Take control of the narrative by responding to reviews.

Link to your website.

## The Results

The more thorough & accurate your profile is, the more likely guests will want to stay with you.

This is crucial for RVers — many won't even look at a campground listing that doesn't include photos.

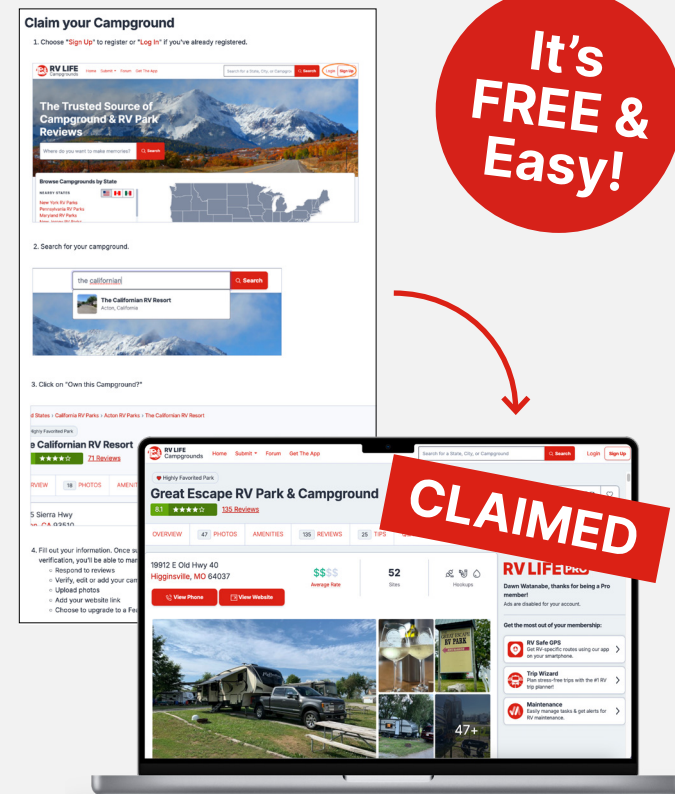
RVers are leaving reviews & photos at parks. When you claim your page, you can engage with your guests by checking & responding to your reviews, showing your guests you care.

Website links make it easier for guests to get additional information about your park.

# Claim Your RV Park/ Campground Page Now!

Visit  
[campgrounds.rvlife.com/docs/claim](http://campgrounds.rvlife.com/docs/claim)  
for easy, step-by-step instructions.

It's  
**FREE &  
Easy!**



Got questions? Contact  
**Dawn Watanabe**

*RV LIFE's Director of Campground  
Partnerships & Success*

**855-255-1542**  
**Dawn@rvlife.com**

## FEATURED PARK UPGRADE OPTION

# Upgrade to a Featured Park Package

and Maximize Your Online Presence, Increase Your Revenue, & Get NEW Customers!

Our **Featured RV Park & Campground Package** offers you significantly more exposure to millions of RVers, while also blocking ads from competitors who could promote other campgrounds on your page.

Gain a competitive edge and showcase your park to potential guests by becoming a Featured Park today!

The diagram illustrates the RV LIFE platform interface on both a laptop and a smartphone, highlighting the benefits of the Featured Park Package. The laptop screen shows a search results page with a map and a list of campgrounds. The smartphone screen shows a detailed view of a specific campground, Cherry Hill Park - Washington, D.C.

- You'll get a "locked" page that guarantees competitors' ads won't be displayed on your page, even if they're in the same geographical area.**
- Your park will be highlighted multiple ways on search results.**
- Sort priority! Your park at the top of City, State/Prov search results in your city and state/province, and within a 25-mile radius of your RV park or campground.**
- Your Featured Ad highlights you on multiple touch points within the RV LIFE platform including Home page, State, City, search pages, our app, RV LIFE Trip Wizard, and more.**
- You'll get an enhanced park page, which includes a large photo of your park at the top of your page.**
- A bright-red "Book Now" button on your page links directly to your reservation page.**



## FEATURED PARK UPGRADE OPTION

# Discover Effortless Digital Marketing with our Featured Park Package!

Straight-forward,  
pressure-free  
pricing

### Enhanced Park Profile

Elevate your park profile & showcase your campground's unique features with a captivating hero image that grabs visitors' attention.

### Sort Priority!

Your park will appear at the top of City, State/Prov search results pages within a 25-mile radius of your RV park or campground.

### Featured on RV LIFE Trip Wizard

Stand out from other listings with a highlighted map pin & presence. Your campground will grab the attention of RVers using RV LIFE Trip Wizard to plan their stays & route their trips.

### Featured Ads on RVLIFE.com

Get unparalleled visibility with Featured Ads across RVLIFE.com, strategically positioned on city & state/provincial search pages & within our community forums.

### Featured Ads on the RV LIFE Mobile App

Elevate your campground's visibility & capture the attention of over 1 million app users.

### "Lock" Your Page

Keep your park page ad-free from competitor and Google ads with a Featured Ad Package.

### Featured Ad on Competitors' Pages

Increase conversions & convert competitors' page traffic into your customers. Your Featured Ad will entice RVers to choose your campground as their preferred destination.

### Special Phone-Based Support

At RV LIFE, we pride ourselves on providing exceptional customer support. Simply give us a call! We'll be more than happy to assist you.

### BOOK NOW Button

Seamlessly direct visitors to your reservation platform or page with our Book Now button, ensuring a smooth & hassle-free booking experience.

### FREE RV LIFE Pro Membership

Unlock the full potential of your featured ad package with a complimentary RV LIFE Pro Membership. With access to our RV LIFE Pro app, you'll discover why millions of RVers love RV LIFE.

### All other "Claim Your Page" Features

The above is in addition to all other features you get on your claimed park page — including a link to your website, control over your park details, and ability to respond to reviews.

## Choose from two flexible pricing options

**Pick the plan that best suits your needs:**

### Option 1:

Choose a 12-month package and **SAVE \$500!**

**Pay \$2,995** and enjoy a full year of targeted marketing on the RV LIFE website, trip planner, mobile app and our community.

### Option 2:

Prefer a monthly payment plan? Get started for just \$299 per month and unlock the power of our digital marketing package.

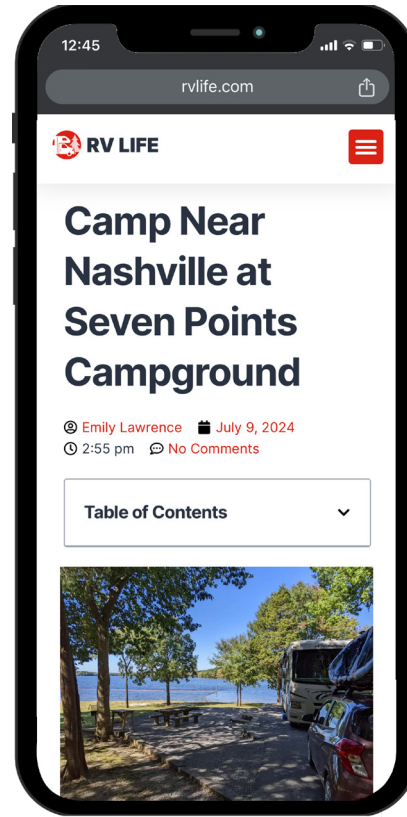
For questions on how we can help you connect, contact **Dawn Watanabe**, RV LIFE's Director of Campground Partnerships & Success, at **855-255-1542** or **Dawn@rvlife.com**

# Cost-effective Marketing Solutions to Attract Your Desired Customers

## Content Marketing at its Best!

Compelling titles and well-written content make our Sponsored Content Articles a big hit. Our Sponsored Content Articles are a great way to get your message in front of hundreds of thousands of real RVers, and we deliver to the largest active RV audience available.

**RV LIFE** will promote your RV Park, Campground, or Resort in a modern, digital blog format. High-quality photos and videos are a snap to include, and we can link directly to your Featured property on RVLIFE.com so readers can take advantage of your Book Now button right away. Your article will be **deployed to over half-a-million dedicated readers** and will enjoy years of organic growth on our popular RV consumer site. We will promote your article through our **mobile app and social media, and cycle your article through the ad tiles present on many of our forums and websites**. The net result puts your RV park or campground in front of hundreds of thousands of RV enthusiasts and maximizes your exposure.



## How to Get Started

We start with you or your team providing us with a paragraph or two about your park and surrounding area. Our team will create an interesting and appealing feature-length article that sends your message to our audience. We will create an evergreen article that is strong on information and SEO. Once you have reviewed your article and are satisfied with the copy, we'll publish and distribute it through our two most popular online newsletters:

### **RV LIFE Magazine**

<https://rvlife.com/magazine>

### **RV LIFE Campgrounds**

<https://newsletter-campgrounds.rvlife.com/issues/14374>

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**Cost \$1,495\***

*\*Must have an annual Featured Park Package to get access to this audience.*



# How to Be Successful on RV LIFE: *5 Easy Steps!*

- 1** Register and claim your park profile.  
Go to ***campgrounds.RVLIFE.com/docs/claim*** for step by step instructions.
- 2** Read and respond to reviews on your Park Page.
- 3** Upgrade to a Featured Park Package.
- 4** Invest in Content Marketing.
- 5** Download our Mobile App to get alerts from RV LIFE when our customers are on their way to your park.



Scan to  
download  
app

If you need help or have multiple parks, please contact **Dawn Watanabe**, RV LIFE's Director of Campground Partnerships & Success, at **855-255-1542** or **Dawn@rvlife.com**



**RV LIFE makes it easier than  
ever to promote your park to  
RVers at exactly the right time.**

Contact:

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Campgrounds

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