

Unlock the Power of RV LIFE & Effortlessly Connect with RV Travelers.

Boost Your Park's Bookings Today!



RV LIFE
Campgrounds

MEDIA KIT



RV LIFE

Campgrounds

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**

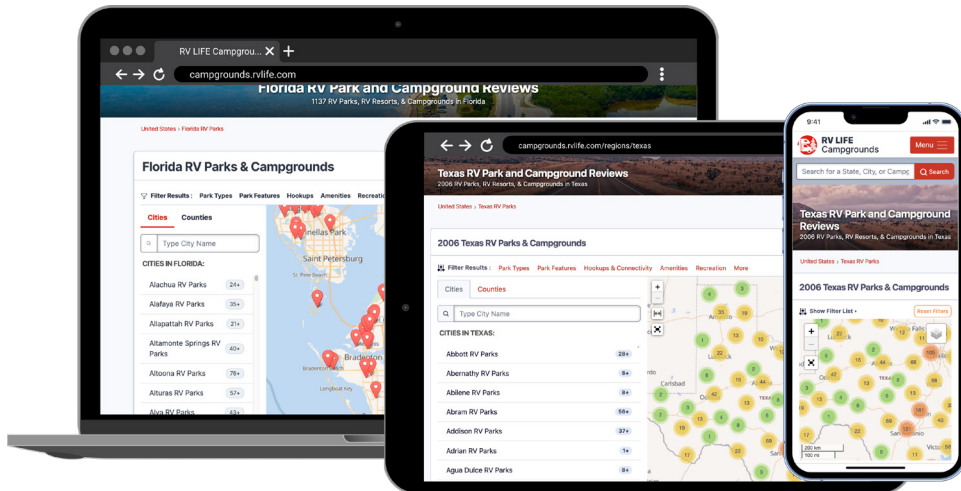
RVLIFE.com

Download an online version at 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, just like yours!

- 📍 **RV LIFE** reigns as North America's premier digital campground directory, featuring numerous RVer reviews, photos, and insider stay tips. Simply put, RVers trust us!
- 📍 Our RV Park & Campground site is part of an integrated ecosystem of websites and apps designed for RVers, attracting 2 million registered members who benefit from our comprehensive resources.



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

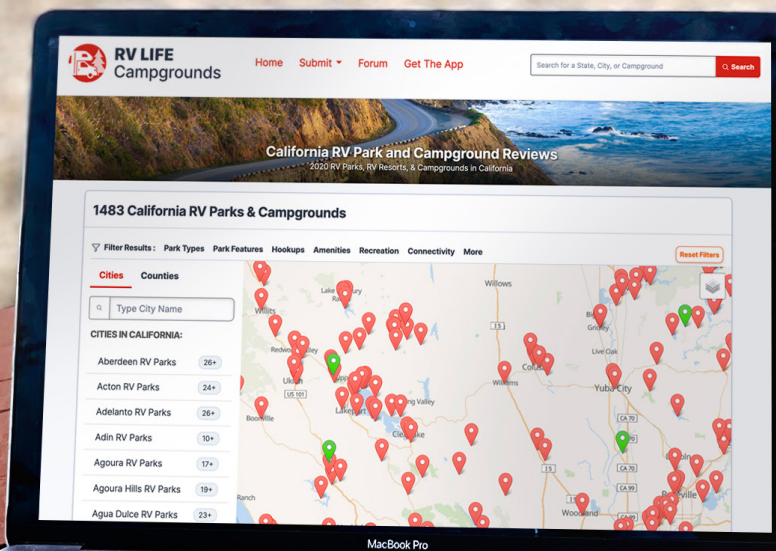
We look forward to working with you!



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
monthly reach of
millions of RVers
can fill your RV park
or campground
effortlessly**

2+ million
Registered RV LIFE Members

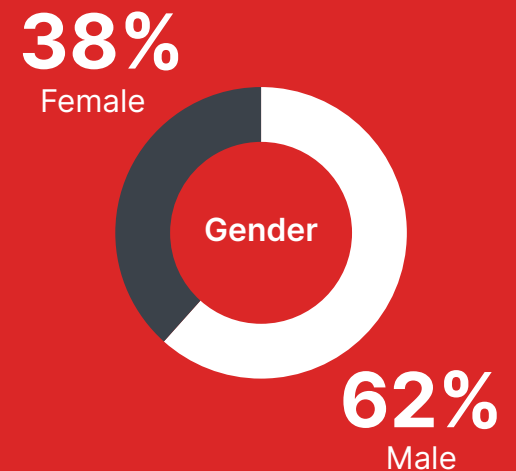
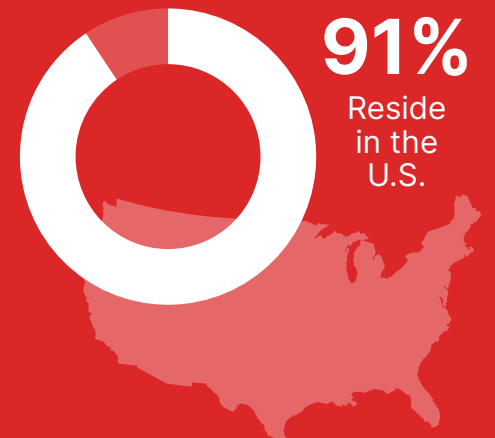
10+ million
Annual Visitors/Sessions

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



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 Campground Directory
Our popular campground search platform

RV LIFE Trip Wizard
RVers' Choice, #1 RV Trip Planner

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 Directory
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

FREE CLAIM YOUR PARK OPTION

Take Control of your RV Park/ Campground Profile Today!

Your park is already part of our large campground database being 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 are in charge of your campground's story.

You Get Access To

Update or add your park 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.

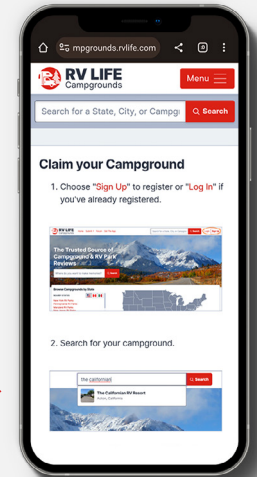
This is crucial for RVers — many won't even look at a campground listing that doesn't include photos.

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 makes it easier for guests to get additional information about your park.

Claim your
RV Park/
Campground
Profile Page now!

It's
**FREE &
Easy!**



Scan the QR code or visit
campgrounds.rvlife.com/docs/claim
for easy step-by-step instructions.

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!



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.



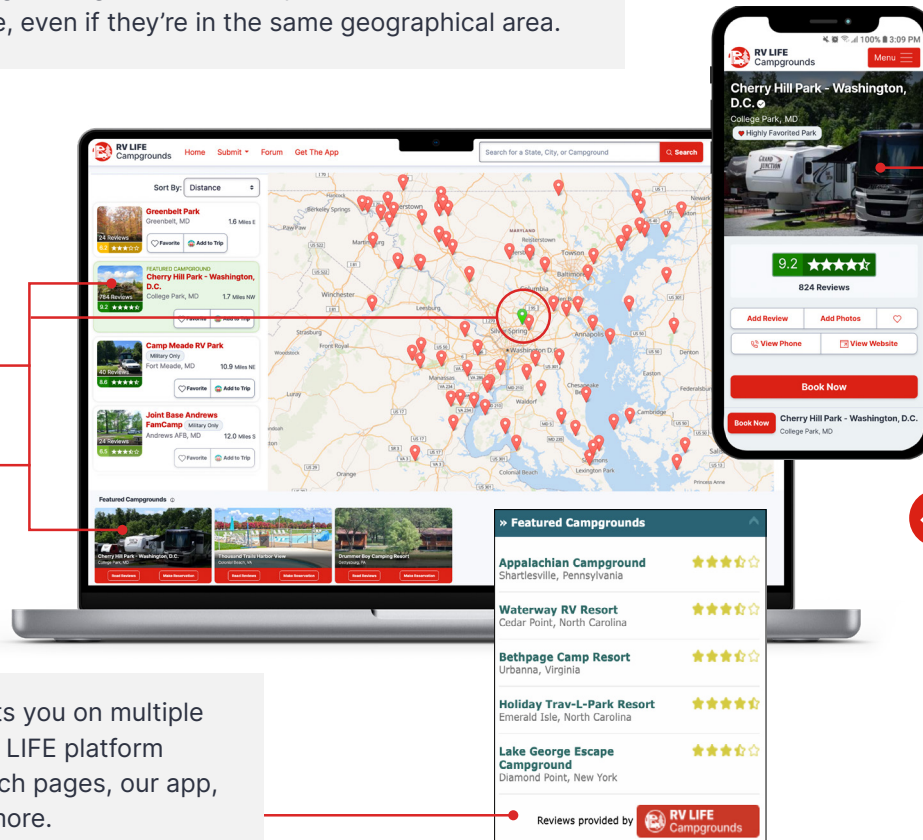
You'll get an enhanced park page, which includes a large photo of your park at the top of your page.



A bright-red "Book Now" button on your page links directly to your reservation page.



Your Featured Ad highlights you on multiple touch points within the RV LIFE platform including State, City, search pages, our app, RV LIFE Trip Wizard, and more.



FEATURED PARK UPGRADE OPTION

Discover Effortless Digital Marketing with our Featured Park Package!

What
You
Get

Enhanced Park Profile

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

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.

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.

"Lock" Your Page

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

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.

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**



FEATURED PARK UPGRADE OPTION

Cost-effective Marketing Solutions to Attract your Desired Customers

**Straight-forward,
pressure-free
pricing**

With RV LIFE, you're in control. Our Featured Park Package offers multiple touch points across our site and you decide when it runs. Plus, you have the flexibility to choose between annual or monthly payments.

We understand that pricing should be straightforward and pressure-free. That's why we provide a robust digital marketing package that delivers results without the confusion.

We firmly believe that marketing your park shouldn't break the bank. Our comprehensive package offers cost-effective marketing solutions to attract your desired customers.

Already working with an Agency?

Great! We're happy to collaborate with them. We even offer an exclusive Agency benefit on our digital package!

Join us today and experience the power of easy, simple, & transparent digital marketing. Let RV LIFE be your trusted partner in driving success to your RV park or campground!

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RV LIFE's Director of Campground Partnerships & Success

855-255-1542 • Dawn@RVLife.com

Choose from two flexible pricing options

Pick the plan that best suits your needs:

Option 1:

Pay annually, only \$3,495 (includes annual pay discount) and enjoy a full year of comprehensive marketing benefits.

Option 2:

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



How to Upgrade to a Featured Park:

5 Easy Steps!

- 1** Register yourself on campgrounds.rvlife.com and claim your park profile.
(See "Claim Your Park" page of this Media Kit for more details and a QR code link.)
- 2** Go to your park profile page & click the yellow Park Dashboard button.
- 3** Scroll down to Upgrade your Campground, choose Annual or Monthly payments and click the Upgrade button.
- 4** Follow the prompts to activate your BOOK NOW link and to add your hero image and other photos.
- 5** Wait 24-48 hours and your park will now be featured in all locations and on all assets indicated in the media kit.

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.

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**Upgrade to become a
Featured Park and gain more
exposure to millions of RVers!**



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