



THE OFFICIAL

RVers GUIDE to Florida

2027



2027 ADVERTISING RATES, SPECIFICATIONS & GUIDELINES

The purpose of the Florida RV Trade Association is to lead, educate, promote and protect the general welfare of the RV Industry in Florida.

WE ARE...

Fun & Friendly
Informative
Adventurous
Explorative
Useful

HOW WE DO IT...

PUBLICATIONS / WEB / SOCIAL MEDIA

A Collection of Resources and Tips & Tools to enhance the RV Lifestyle and Experience: Florida Travel, Entertainment, Destinations, Amusement Parks, Attractions & Dining

MEMBERS

Regional Chapters, Business Networking & Promotion, Discounts & Benefits

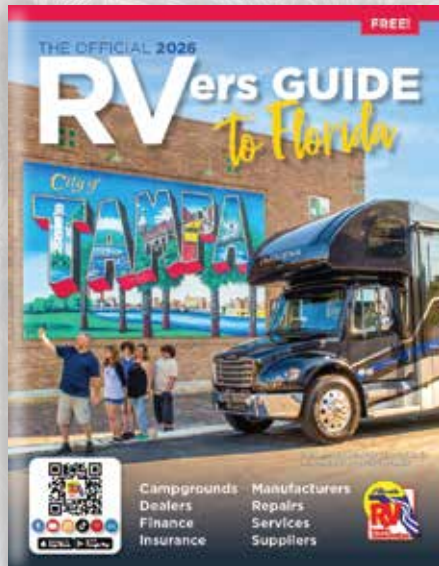
CONNECTIONS

Campgrounds, RV Resorts, Dealers, Manufacturers, Finance, Insurance, Service/Repair & Suppliers

SHOWS

Latest Technology, Parts, Accessories & Designs

RVers GUIDE TO FLORIDA



Circulation: 110,000+
Total Audience: 220,000+

Source - publisher's estimate

RVers GUIDE TO FLORIDA

Space Reservation & 25% Deposit:

Due Upon Submission

Full Payment & Final Materials:

Due 11/15/2026

both

Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus 'rack' locations statewide.

- **FRVTA Member Listing by Region:**
Name, Address, Phone, Website or E-mail Address
- **All Advertisers have "See our ad on page XX" in Member Listing***
- **State and Regional Maps**
- **Informative RV Lifestyle Stories & Photography**
- **Show Schedule and Much More**
- **A "Keeper" for the RV Enthusiast as well as the First-Time Buyer**

*All advertising members will receive **FREE** logos in all of their member listings.

SUPERSHOW OFFICIAL PROGRAM



Circulation: 30,000+
Total Audience: 75,000+

Source - publisher's estimate

SUPERSHOW PROGRAM

Space Reservation & 25% Deposit:

Due Upon Submission

Full Payment & Final Materials:

Due 12/16/2026

Celebrating over 40 years, and considered the greatest RV Show in the country. This publication is filled with everything the consumer attending the show would need.

- **Listing of participating Manufacturers**
- **Listing of Manufacturer Brands**
- **Listing of RVs by Type**
- **Listing of participating Suppliers with booth location and product description**
- **Show map identifying where these brands are located within the show**
- **Seminar Schedule**

DEMOGRAPHIC PROFILE

Median Age: 49

Experience:

43% have children looking to enjoy the RV experience

Employment:

50% Employed Full-time
24% Retired

Average Annual Income:

77% over 50K



67% Are Married



58% Are College Graduates



31% Are Young Families (Under 45 Years Old With Children Under 18)



36% Are First Time Owners (on their first RV)



MAGAZINE DISTRIBUTION

Annual RVers Guide
Distribution
110,000+

- Interstate Rest Areas (19)
- Visit Florida Welcome Centers (4)
- Turnpike Service Plazas (8)

ADDITIONAL DISTRIBUTION:

- Florida RV SuperShow
- Regional FRVTA Shows
- FRVTA Member Companies
- Florida Chambers of Commerce
- Mail/Website Requests

TOTAL
SUPERSHOW
PROGRAM
DISTRIBUTION
30,000+



WEB / SOCIAL MEDIA



SOCIAL FOLLOWING:

32,000+



FRVTA.org
#FRVTA

Avg. Unique Monthly Users: 35,167

Avg. Monthly Page Views: 85,551

Source - Google Analytics, 2/1/2025

FRVTA's website has been designed for the consumer looking for information on upcoming RV Shows and the Florida RV Lifestyle. The site also features our members by region, points of interest and stories related to Florida for the RV consumer.

YouTube: Over 9k subscribers

Facebook: Over 19k followers

Instagram: Over 3.9k followers

Members who advertise in the publications can advertise on the website for a discounted rate. The website offers tile ads on the Home, SuperShow, RV Shows and Blog pages.



MAGAZINE MARKETING

INDIVIDUAL BUYS

RVers GUIDE TO FLORIDA ONLY

2-PAGE SPREAD	\$3,615
FULL PAGE	\$1,917
HALF PAGE	\$1,205
QUARTER PAGE	\$911

FLORIDA RV SUPERSHOW PROGRAM ONLY

2-PAGE SPREAD	\$3,096
FULL PAGE	\$1,687
HALF PAGE	\$1,071
QUARTER PAGE	\$857

SUPERSHOW PROGRAM - NON-MEMBER

FULL PAGE	\$1,883
HALF PAGE	\$1,196
QUARTER PAGE	\$957

PAGE POSITION *Additional Cost*

RVers GUIDE TO FLORIDA

Placement	Cost
Back Cover	\$624
Inside Front Cover	\$520
Inside Back Cover	\$520
Table of Contents	\$416
Page 3	\$520
Pages 5 or 7	\$416
Index Page	\$312
Center Spread	\$702

FL RV SUPERSHOW PROGRAM

Placement	Cost
Back Cover	\$572
Inside Front Cover	\$416
Inside Back Cover	\$416
Table of Contents	\$416
Page 3	\$416
Pages 5 or 7	\$312
Index Page	\$286
Map Panels (5)	\$700 ea.
Center Spread	\$728

All advertising members will receive a FREE logo added to each of their member listings in the RVers Guide to Florida.



For more info, please contact Deanna Pearce.
Phone: (863) 318-0193 or Cell: (863) 412-5795
Email: dlpearce7@gmail.com

Advertise in BOTH publications and receive a five percent (5%) discount!

PAYING IN FULL?

Use Promo Code: PAYINFULL5

to receive a five percent (5%) discount!

DIGITAL MARKETING

AVAILABLE FOR MEMBERS ONLY

HOME PAGE

TILE ADS

12 MONTHS \$624 TOTAL

RV SHOWS PAGE

TILE ADS

12 MONTHS \$520 TOTAL

6 MONTHS \$260 TOTAL

SUPERSHOW PAGE

TILE ADS

12 MONTHS \$520 TOTAL

6 MONTHS \$260 TOTAL

BLOG PAGE

TILE ADS

12 MONTHS \$520 TOTAL

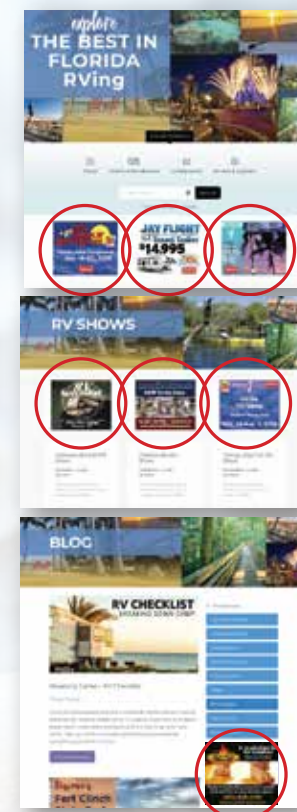
6 MONTHS \$260 TOTAL

AD MATERIAL CAN BE UPDATED QUARTERLY THROUGHOUT THE CONTRACT



SUBMIT YOUR ORDER NOW!

Use this QR Code, or follow the URL below in your browser
<https://form.jotform.com/FRVTA/2027-advertising-agreement>



DEPOSIT & PAYMENT

DEPOSIT

A 25% Non-Refundable Deposit is due upon approval of your form submission. You will be notified by email once your order is approved, along with a link to submit your deposit, OR instructions for paying with a check.

FINAL PAYMENT

The remaining balance must be received by the due dates below.
RVers Guide to Florida - **November 15, 2026**
SuperShow Program - **December 16, 2026**

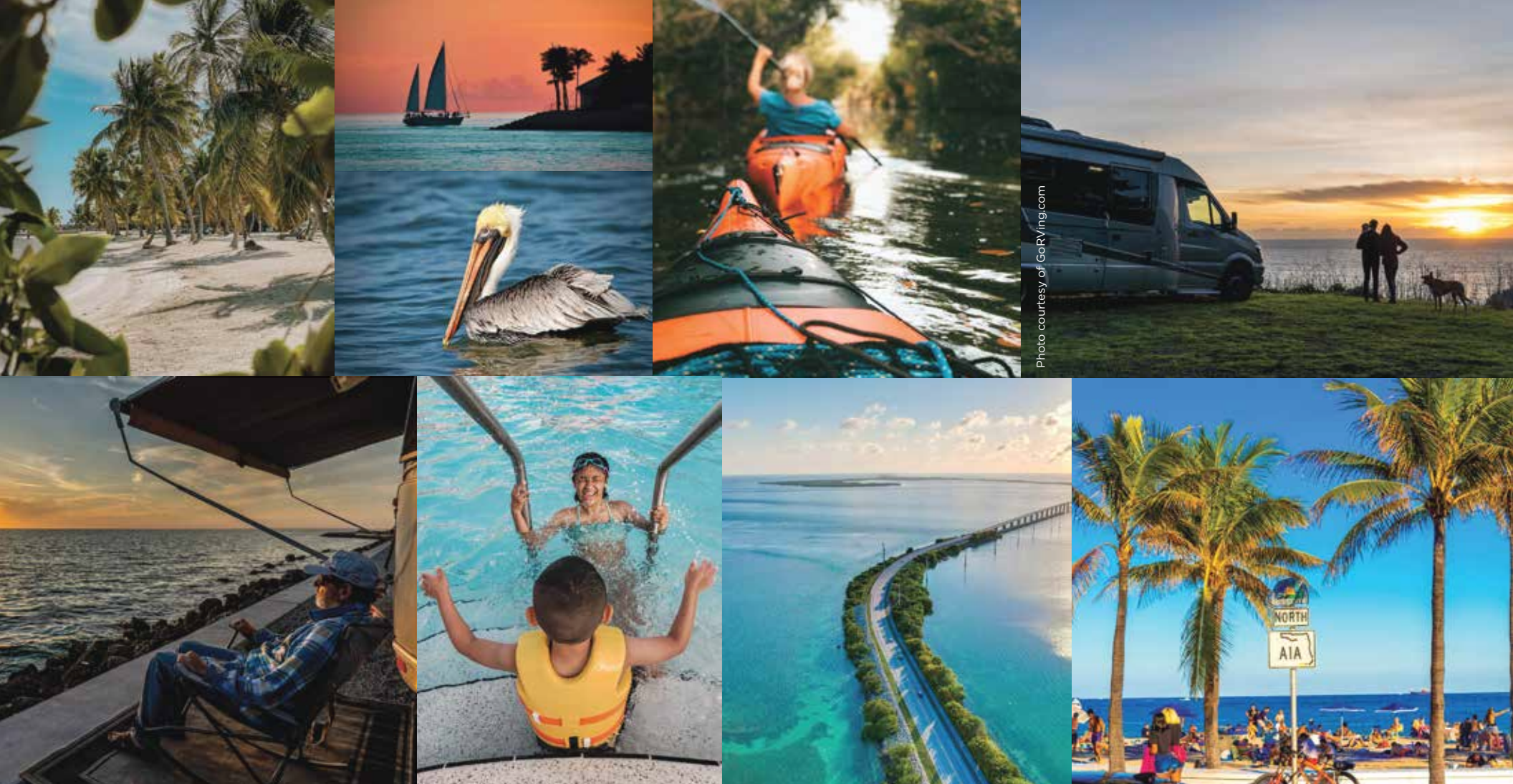


Photo courtesy of GoRVing.com



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