

CampBusiness

The #1 Resource for Children's Camp Professionals

★ Just the Facts

Don't have time to read the whole media kit? Here are the highlights:

Why Target The Camp Market?

<u>Our 15,000 subscribers operate/manage:</u>	<u>Avg. Per Camp</u>	<u>Total Audience</u>
Camp Acres	388	5.8 million acres
Lake/Waterfront Property	58% of camps	8,700 camps
Campers Per Week	267 per week	4 million kids per week
Residential Camps.....	68%	10,200
Campers Fed Per Week	2.7 million
Campers Housed Per Week	2.7 million
Day Camps	58%	8,700
Special Needs Camps	12%	1,800

Why Use *Camp Business*?

- **Publishing Cycle:** Every other month
- **Total Circulation:** 15,000
- **Print Subscribers:** 10,000
- **Digital Subscribers:** 5,000
- **Market Share:** *Camp Business* sells more ads each issue than any other industry publication
 - making it the first choice of companies looking to sell to the parks and recreation market
- **CPM Comparison:** *Camp Business* is \$77.80 per thousand less than ACA's association magazine
- **Marketing Products Offered:**
 - *Camp Business* Magazine
 - *Camp Business* Digital Edition
 - *Camp Business* Digital Edition E-mail
 - *Camp Business* Web Site
 - *Camp Business* Direct Mail
 - *Camp Business* E-mail Marketing