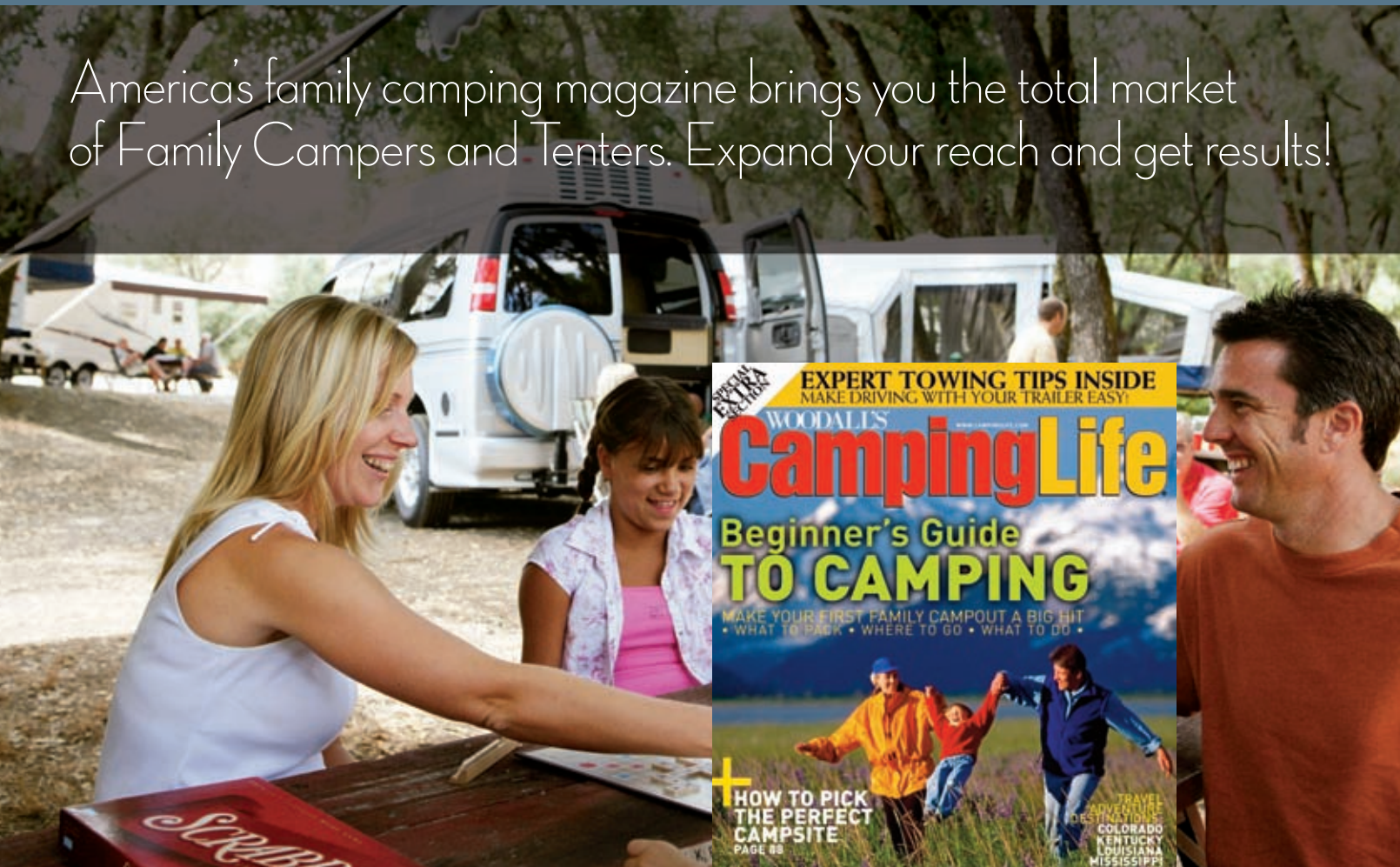




WOODALL'S
Everywhere RVers go

America's family camping magazine brings you the total market of Family Campers and Tenters. Expand your reach and get results!



Expand Your reach!

Nothing else gives you access to the entire market of Family Campers and Tenters like Woodall's Camping Life. These travel enthusiasts are one of the fastest growing segments in our industry. Woodall's Camping Life will target your advertising message to bring this growing market to you!

MARKET FACTS

Camping Life readers come in all ages:

- 70% are 25-59 years old
- 82% are married
- 73% attended college

Camping Life readers are affluent consumers:

- annual income of \$ 70,000- \$89,999
- net worth of over \$300,00-\$499,999

Camping Life readers are active travelers:

- 69% shop in area retail outlets
- 66% visit historic towns
- 59% dine out in area restaurants
- 47% visit museums
- 45% go on local tours
- 31% visit amusement parks and theme parks
- 22% visit zoos

Camping Life readers love camping:

- they spend 20 nights per year camping
- 67% take four or more camping trips per year
- 19% take ten or more camping trips per year
- 87% camp with children



Get three times the exposure!

Be everywhere Family Campers and Tenters search. Your advertising message will appear in print and online at woodalls.com and on campinglife.com. In addition, to extend your reach to these active, spending travel enthusiasts, qualifying advertisers will receive a Woodall's Camping Life Deluxe Web Bundle for only \$195. That's a savings of over \$1000! Ask your Woodall's Rep Team how you can qualify.



Targeted Circulation!

Over 85,000 paid readership of Family Campers will see your message in the special Family Camping & Tenting Section in the April 2011 Issue. A secondary level of readership expands total readers to over 212,000.

