

Resort Trades

Every Resort; Every Month

Is This Your Market?

Vacation Ownership/Timeshare Resort Operators

Throughout the pandemic, timeshare has remained well-respected by Wall Street in the asset-backed securitization market and is regarded as a growth opportunity. Timeshare resorts are expected to recover rapidly as vacation-seekers are presented with ever-more attractive offers. In addition, prospective consumers see vacation ownership resorts as a safer travel option during the Coronavirus pandemic.

- Resiliency – average 80 percent occupancy throughout 2007-2009 Great Recession
- \$9.6 Billion market
- 5,300 resorts worldwide
- 1,650 resorts in the U.S., representing more than 205,000 units
- Eight years of consecutive growth

RV Campgrounds & Parks Owners/Operators

RV Business magazine reports, “RV Surge: Business Booming as Virus Changes Vacation Plans.”

- There are over 13,000 privately owned RV parks and over 1,600 state parks that cater to RVers in the USA.
- According to “Statista”, a global statistical analysis firm, “In 2017, 41.8 million people participated in car, backyard or RV camping in the United States. The same year, consumers spent almost 3 billion U.S. dollars on camping equipment.”
- The RV Industry Association says, “The RV industry had an overall economic impact to the US economy of \$114 billion [in 2019].”



Be Seen as an Influencer in the Community

- **Resort and Campground Management Companies,**
- **Resort and Campground Development Companies,**
- **Suppliers of Hospitality Goods & Services, and**
- **Vacation Rental, Online Travel Agencies, & Travel Clubs.**

Your ad will be seen by thousands of professionals. Resort Trades' free, print edition is mailed EACH MONTH to every resort in the United States, thousands of campgrounds, and to several thousand individual subscribers. Our digital edition, Resort Trades Weekly, has a consistently high open and click-thru rate earning an “All Star” award from Constant Contact each year. The Trades maintains an active digital presence, assuring your ad enjoys optimum SEO as part of our online campaigns:

- **TRADES LEARNING CENTER – a free, interactive webinar hosted each week**
- **Facebook, Instagram, Twitter, Pinterest – highly active social media campaign**
- **YouTube Channel – featuring Resort Trades Learning Center webinars since May 2021**

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We renovate over 1000 units each year and Resort Trades has been a great resource for us to find new products and ideas to save money.

Mark Waltrip, COO, Westgate Resorts

Resort Trades

Every Resort; Every Month

DIGITAL. Original content posted to ResortTrades.com and newsletter Resort Trades Weekly. Share in our excellent SEO! **Members Directory** – an affordable, user-friendly buyers' guide.

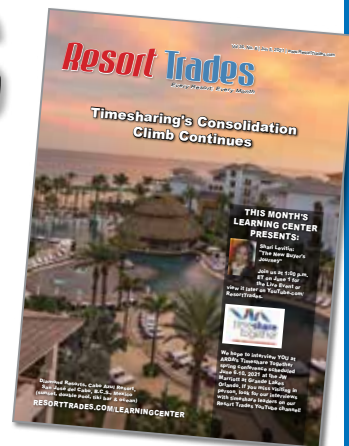
PRINT. 5,500* copies of Resort Trades are mailed each month to professionals at every single one of the 1,650 resorts in the United States and to a list of individual U.S. and Canadian subscribers! In addition, the magazine is distributed to attendees at industry events.

EVENTS. Live Events featuring TRADES LEARNING webinars. Replay YouTube Videos.

CONTENT MARKETING. Sponsored editorial, social media, email, and live events.

DIRECT MAIL. Blown-in inserts for extra impact.

FREE inclusion as "Expert" in Feature Article coverage, whenever available.



5,500*
MONTHLY MAILING
to Executive and Management Staff of
Developers, Management Companies,
Marketing & Lead Generators for FREE

7,733
EMAGAZINE
Average 18% Open Rate
and 11% Click Rate

** Nearly 5,500 individual copies mailed
out monthly with a Post Office 3607
form available upon request*

**Find us on
Social Media**



Resort Trades

Every Resort; Every Month

Deadline: First
of the month
prior to issue
date

\$840.00
PRINTED MONTHLY
12 time quarter page

Full Contract Terms and Conditions available at
www.thetrades.com/terms.



Full



1/2



1/4

Ad (all display rates listed are per month)	1X	6X	12X
Full	\$2,330	\$2,050	\$1,900
Half Page	\$1,440	\$1,290	\$1,200
1/4	\$1,060	\$970	\$840
Sponsored Content/Editorial	\$2,330	Supplier Profile or Advertorial	
Back cover (6x)	\$2,500		
Centerfold	2x Full page rate		
Inside Front	Rate sheet + 20%		
Inside Back	Rate sheet + 20%		
Special positioning	Rate sheet + 15% 1/2 page ads and larger		

- Quarter: 4.5"W x 6.25"H
- Half: 9.25"W x 6.25"H or 4.5"W x 12.875"H
- Full: 10"W x 13.625"H

Full Specs:

Live area: 9.25"W x 12.875"H
(Margins: .375")

Bleed: 10.5"W x 14.125"H (Full
page only) (Bleed: 0.25")

DID YOU KNOW? *Magazines show the HIGHEST
Return on Advertising Spending, with an average return of
\$3.94 for every dollar spent on advertising.**

*Yes, Advertising Works. Now, What's My ROAS Across Media Platforms?" Study, Nielsen Catalina Solutions (NCS) 2016

For Advertising Information, Contact Marla Carroll, Marketing Associate, Marla@TheTrades.com; 931-484-8819, ext. #1; f **931.484.8825**; www.ResortTrades.com

Resort Trades

Every Resort; Every Month

January

New year predictions

February

Leadership

March

Technology ***

April

Continuous Improvement;
Products & Services*

May

Recreation & Amenities

June

Top Resorts

July

The Money Issue

August

HOA, Campground, and
Resort Management

September

Marketing & Sales

October

Refurbishment/Renewal

November

Best Place to Work**

December

SEO & The Digital World

BONUS DISTRIBUTION

*ARDA World Convention & Exposition

**ARDA Fall Conference

***C.A.R.E. Conference

DEADLINES

Ad Space Reservation:

1.5 months prior to first of issue month.

Editorial Submissions:

1.5 months prior or call for extension.

Artwork:

1 month prior to first of issue month.

Standard Departments

- Tech Talk
- Faces & Places
- Giving Back
- "THE Best" People & Places

Introducing The Trades LIVE EVENTS

Trades Learning Center Sponsorship

Thursday feature top-level industry figures. Covering industry

Trades Showcase

Use the Trades' production department and deep access within the resort community to produce your own private-label online webinar.

The Trades' latest initiative in connecting with your audience, our webinar events feature:

- National promotion, including editorial in Resort Trades magazine and the digital eZine – Resort Trades Weekly.
- Social Media marketing prior to and following events.
- Evergreen availability on Resort Trades' YouTube channel.
- Production using the latest, professional-level, webinar software and equipment.

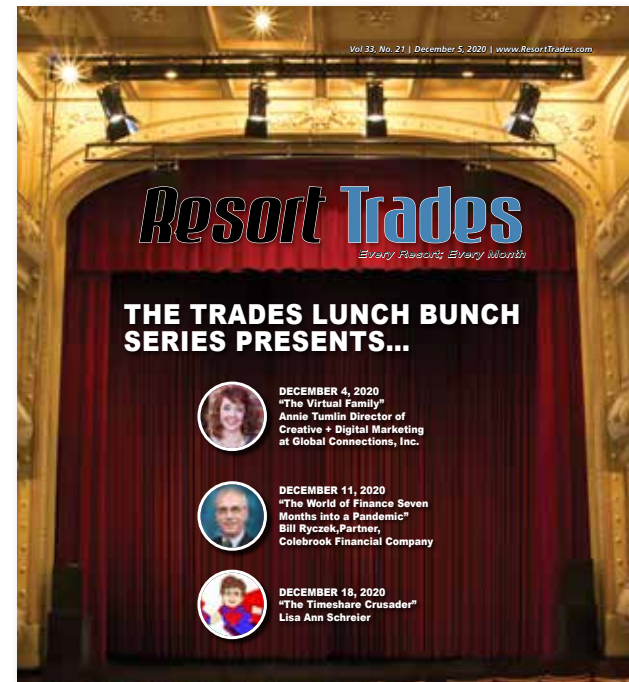
LEARNING CENTER SPONSORSHIP: \$250

includes your name and logo on promotional material, including print and digital such as registration landing page, YouTube post, and social media.

TRADES SHOWCASE: \$1,725

includes promotion, production, and evergreen YouTube post.

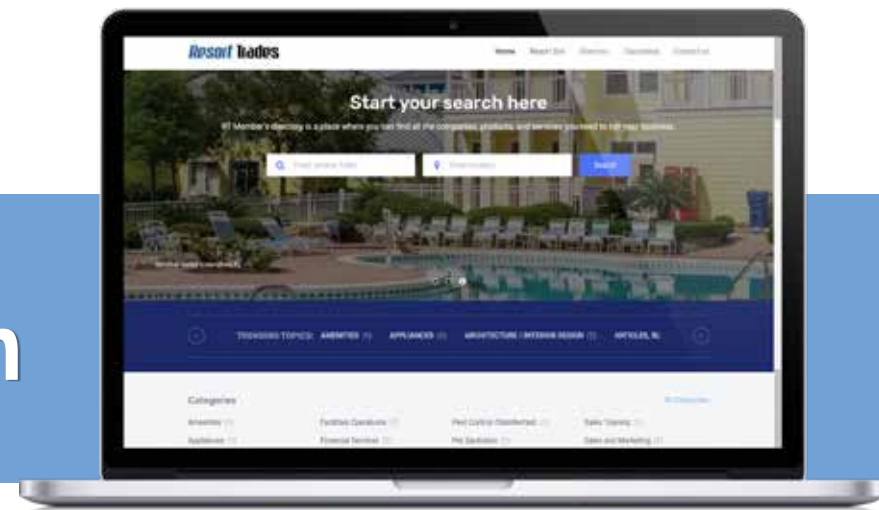
After Years of Print, **Resort Trades** is now offering



www.ResortTrades.com

WEBSITE USERS VIEW 2.5 Pages
PER SESSION ON AVERAGE

members.ResortTrades.com



Resort Trades *DIGITAL*

WEEKLY DIGITAL BANNER

\$1250 ^(4x)
Header Banner

\$750 ^(4x)
Footer Banner



DEDICATED BLAST

\$1250 ^(1x)
Use our list to promote your
product or service

7,733

Verified email recipients

WEEKLY ENEWSLETTER

Consistent **18+%** Open Rate
and **11%** Click Rate

WEBSITE
(WWW.RESORTTRADES.COM)

SIDEBAR BANNER

MONTHLY COST

\$500
300x250 pixels



OR

\$200
125x125 pixels

Resort Trades *DIGITAL* Directory

members.ResortTrades.com

**Members
Directory**
\$150
**/MONTH
/LISTING**

- Company logo,
- Company name, & address,
- List of all other categories in which they participate,
- Business description,
- Phone number, Fax
- Links to their website, social media pages and email addresses.
- Photos
- 1 Video



**Print
exposure
included**

\$90
**/EACH
MONTH**

**Additional
Listings**

CLASSIFIED

\$3

**/WORD
/MONTH
/LISTING**

**Both Online
and Print
Exposure**



Resort Trades *DIGITAL* Articles

MULTI-MEDIA

\$1500

A one-page article of 1000 words or less with 3-5 photos to be edited by our staff is featured in ***The Resort Trades magazine***. The sponsoring company is positioned as a subject matter expert (SME) in the article and article is of an educational nature.

The article will be featured online for one week at **www.ResortTrades.com** with a featured image on the content page.

ONLINE ONLY

\$100

The article will be available in the articles section and linked to your company homepage on **members.ResortTrades.com**. This article can be self-promoting, informative or educational. (1000 words and one feature image)

SPONSORED
CONTENT

Resort Trades *Video Showcase*



\$1250



VIDEO SHOWCASE

“With today’s buyers depending more and more on the Internet for help in running resorts, we recognized the value of purchasing a Showcase from Resort Trades Learning Center. The team at Resort Trades was easy to work with and performed a lot of advance and post-event promotion. They took an active interest in our success.

Our Fiberbuilt Umbrellas & Cushions Showcase was obviously memorable. It aired in May and we’re still getting calls. We just got a call from a big resort company in Orlando!

Plus, the cost was extremely affordable. We are continuing to share the video with prospective clients as we’ve uploaded it to our website and YouTube channel and have posted it on our social media sites.”

Jordan Beckner
President of Sales of FiberBuilt Umbrellas and Cushions
<https://youtu.be/hQ6FswJzFrs>

As a marketer, I know the power of using video as a marketing tool. As I said in a recent Resort Trades Learning Center article, “Before we buy a product or try a service for the first time, we usually seek recommendations from others.” While the context of this statement applied to a different matter, I feel it’s appropriate in relation to the value of using video to teach and educate your prospective client. Therefore, I’m happy to recommend using Resort Trades’ video service to create a Showcase you can use repeatedly in your marketing activities.

David Stroeve is the owner of ADS Consulting Service, the predominant company focusing on helping others increase sales. https://youtu.be/Dp9Z5f_JEo8