

SoyCaravanista.es

2024 MediaKit

SoyCaravanista was born as a personal project of a "caravanista" with 40 years of caravan trips through Spain, Europe, and even North Africa, in order to share personal experiences, concerns, tricks, news... After applying the experience in tourism promotion acquired in TurMedia Turismo during its more than 25 years of existence, great potential is observed and it begins to be managed from the company itself, generating more professional content and applying the services of an entire team, in order to add more value to it.

Promotion of destinations and establishments, promotion of sustainable camping, tips for beginners and insiders, tools to improve sales in establishments, awareness of the camping philosophy based on good habits and respect for the environment and those who inhabit it... they are the present and the future of SoyCaravanista.

TurMedia Turismo has its origins in a family with four generations of publishers who, since 1903, have published for third parties or even with their own editions. In 1997, TurMedia was created as a publisher specialized in tourism issues and since then combines traditional paper media, digital media and different electronic media that allow us to create and manage travel guides, tourist brochures, maps, plans, tourist portals, search engines, forums, social media...





Medias 2024



visits/year

+4.800.000 | +1.200 artículos

viewed pages/vear (average) read/day

Visitors from Spain (75%), other European countries (10%), and Americas (13%)

🕨 🕨 > SoyCaravanista Social networks 🚮 🎯 🛂 📢 📢

+250,000 followers

+55,000 Engagements/week

caravanning page in Facebook with more engagements in Europe

72% men / 28% women / Main age: 35-44 years old

>>>> Printed magazine SoyCaravanista 🗋 📢 📢

+20.000

readers / number (estimated)

Quarterly

-ree magazine

Free

download on the Web

Distribution places:

caravanning companies

Home

>>>>> Marketing email 🕥 📢 📢

News, events & offers

Data Segmentation

Subscribers: Spain (99%)

email opened



Activity summary SoyCaravanista Total 2023

f Facebook

119,871 6 likes
163,604 followers

42.79 million of views in 2023

SoyCaravanista reached the highest position in the engagement ranking of European magazines about caravanning in 2020, 2021 & 2022

Since the beginning of 2023, Facebook is not provided comparative data with other pages, so we can no longer compare engagement data between pages. The engagement growth of SoyCaravanista in 2023 was 47% compared to 2022, and it's the most followed magazine in caravanning sector of Europe.

Position	European Magazines Facebook pages	Country	Followers in Facebook	Likes in Facebook
1	SoyCaravanista	ESP 💰	164 k	119 .9 k
2	Caravan and Motorhome Club	GBR	158 k	144 .6 k
3	The Camping & Caravaning Club	GBR	144 k	135 .0 k
4	Le Monde du Camping-car	FRA	128 k	118 .2 k
5	Polski Caravaning	POL	98 k	86 .4 k
6	Furgosfera	ESP 💰	49 k	35 .5 k
7	AutoC	ESP 💰	43 k	39 .8 k
8	Promobil	DEU	40 k	35 .7 k

f Grupos Facebook

facebook.com/groups/SoyCaravanista

95.200 members

10.011 post in 2023 125.910 comments in 2023

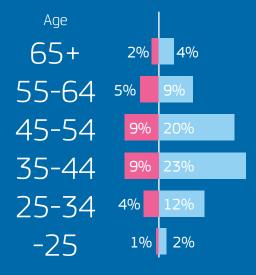
257.038 engagements in 2023

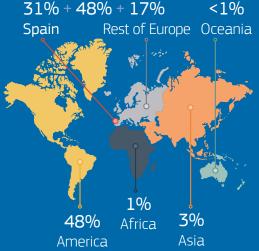
9,1 million of views in 2023 74% users from Spain

Free publication for individuals and affiliated companies

4.31 million of engagements (likes, shares, clicks...)







Followers from:

Spain 31%
Argentina 15%
Mexico 10%
USA 4%
Chile 3%
Italy 3%
Colombia 3%
France 2%

Activity summary SoyCaravanista Total 2023



Posts

451,000 posts read in 2023

1,236 posts read/day

Visits

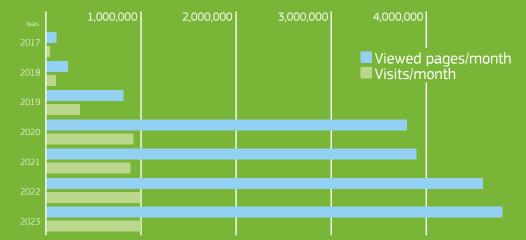
997,000 web

4.8 million viewed pages

Referrers

Referrers Webs Google 85,2% Facebook 9.6% Bing 2.1% Instagram 0.3%

Web statistics since 2017



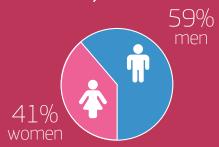
Visitors from:

Spain 67%
USA 17%
France 4%
Romania 3%
Germany 3%
Netherlands 2%
Portugal 1%

Instagram

11,800 followers (in 31/12/2023)

79,000 views in 2023



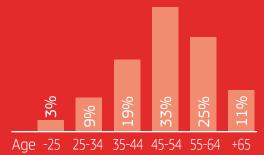
Followers from:

Spain 76% Argentina 4% Brazil 2% Italy 2% France 1%

YouTube

www.youtube.com/@soycaravanista

95.513 video views in 2023 2.100 hours views in 2023



Activity summary SoyCaravanista 2019-2023

🖺 Printed magazine + PDF

In October, 2019 we published our first printed magazine. This magazine is edited quarterly, at the beginning of each season of the year.



spring/summer

fall/winter

4,000 issues/each 2,000 issues/each 8,000 downloads/each 4,500 downloads/each (estimated amounts)

You can download:

www.SoyCaravanista.es/revista

Free magazine
magazine Quarterly
ome subscriptions

Distribution places: Campsites & caravanning companies

Printed magazine readers: Spain (99%) Downloaded magazine readers: Spain (89%)

Advertising fares 2024

Fares 2024

>>>>>> Web SoyCaravanista.es 🖵 📢 📢

Banner (top) $\in 400/3$ months $\in 150/m$

Banner (side) €250/3 months €100/month Banner in sections €75/3 months €30/month

Banner in post €60/3 months €25/month

Paid posts €500/year €300/6 months €200/3 months

50% off in web advertising within printed advertising campaigns

VAT not included

>>>>>>> Ads on web 🖵 < < < < < <

Banner (highlight) (1) 1200x300 pixels

Banner (top) (2)

Banner (side) (3)

Ad on web home page (4)

784x330 pixels

Banner on posts 728x90 pixels 770x190 pixels

Advertorial Paid posts, with texts, photos, links...







>>> Experiences as a way of promotion

We travel to destinations and campsites to show our experience through our channels, as well as product demonstrations, creating multimedia content.

Fares 2024

🕨 🕨 🕨 Multichannel ads 🗋 🖵 😭 🎯 🛂 🕢 🚺	
Web + Printed magazine + Social networks from €150/trimeste	er
Banner on web (3 months) + ad (21 x 7,5 cm) on printed magazine + 3 posts in social networks	€150
Banner on web (3 months) + ad page on one number of printed magazine + 6 posts in social networks	€350
Paid post on web (3 months) + ad page on one number of printed magazine + 6 posts in social networks + newsletter	€450
Paid post on web (3 months) + paid post and ad page on one number of printed magazine + 6 posts in social networks + newsletter + newsletter	€600
Paid post on web (3 months) + highlight post and ad page on one number of printed magazine + 6 posts in social networks	€800
Highlight post + banner on web (3 months) + cover post and ad page on one number of printed magazine + 1 post/week in social networks (3 months) + newsletter	€1,200

▶ ▶ ▶ ▶ SoyCaravanista plans 🖺 🖵 🖪 ◎ 🛂 🖒 📢

If you want to position your product in the Spanish market, we have international plans for one year to help you get good results among our followers and customers.

Plan oro (Gold Plan)

1/4 page (210x75 mm) in paper magazine x 4 numbers

A paid article on the web throughout the year

1 post/month in social networks with a link to the web article (Facebook page)

€800/year

Plan platino (Platinum Plan)

1 page (A4) in paper magazine x 4 numbers

A paid article in an issue of the magazine

A paid article on the web throughout the year

2 posts/month in social network (Facebook/Instagram/Facebook groups)

€1,500/year

