

An aerial photograph of a caravan park situated on a peninsula or shoreline. The park is filled with numerous caravans, some with awnings, and is surrounded by lush green trees. In the background, a large, calm lake stretches out, dotted with several sailboats and small motorboats. The far shore of the lake is dominated by steep, forested mountains under a clear sky.

Caravan industry & Park Operator MEDIA PACK 2026



www.caravanindustryandparkoperator.co.uk

THE MAGAZINE

THE VOICE OF THE UK HOLIDAY PARK INDUSTRY

Caravan Industry & Park Operator is an A4, full colour magazine including the latest industry news and features. Issues are paid for and sent directly to a subscribed list of 2000 holiday park owners and operators across the UK.

The publication has been running for over 50 years and has a well-respected, trusted reputation in the industry.

The magazine is distributed at all relevant trade shows throughout the UK, promoting your company and products to a wider and receptive audience.



ADVERTISING



REACH CARAVAN AND HOLIDAY PARKS ACROSS THE UK WITH EFFECTIVE ADVERTISING

Do you want to ensure your company, product, or service is reaching the right people in UK caravan and holiday parks? Don't miss out on valuable opportunities and potential revenue - let us help you make an impact today!

Partner with Caravan Industry & Park Operator – the experienced, supportive team who have been helping businesses like yours reach their target audience since 1968. Our tailored advertising solutions are designed to fit your budget and attract new business. With both print and digital options, we work closely with you to develop a winning marketing strategy that delivers results. Trust us to help you succeed in today's competitive market!

www.caravanindustryandparkoperator.co.uk

ADVERTISING



STRUGGLING TO REACH CARAVAN PARKS AND HOLIDAY PARKS? WE UNDERSTAND.

We know marketing to caravan parks can be challenging, but we're here to help. At Caravan Industry & Park Operator, we specialize in providing tailored advertising options that allow you to connect with the caravan and holiday park owners across the country. Our platform includes a printed magazine, a dedicated website, and editorial options in both print and online.

This means that you can choose the advertising channels that best suit your business and your target audience. Whether you prefer the traditional format of print or digital advertising on our dedicated website or landing directly in the inbox with email marketing, we have you covered.

And with our editorial options, you can go beyond advertising and create content that engages your target audience and showcases your expertise. We will work with you to create articles, features, and sponsored content that resonates with caravan and holiday park owners and drives traffic to your website.

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ADVERTISING RATES

MAGAZINE

Press Release	£175 + vat
1/4 page	£350 + vat
1/2 page	£700 + vat
A4 page	£1400 + vat

Cover positions available - price on request

ANNUAL DIRECTORY

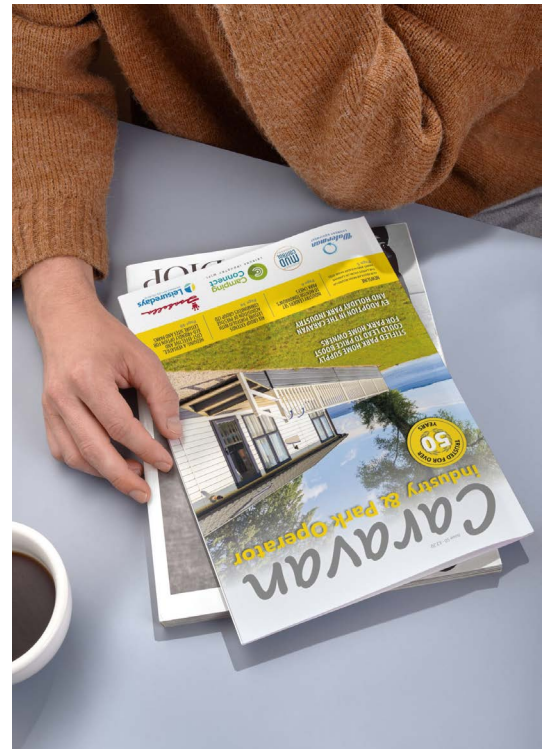
Enhanced Listing	£275 + vat
1/4 page	£375 + vat
1/2 page	£750 + vat
A5 page	£1500 + vat
Wall Planner advert	£1275 + vat

Cover positions available - price on request

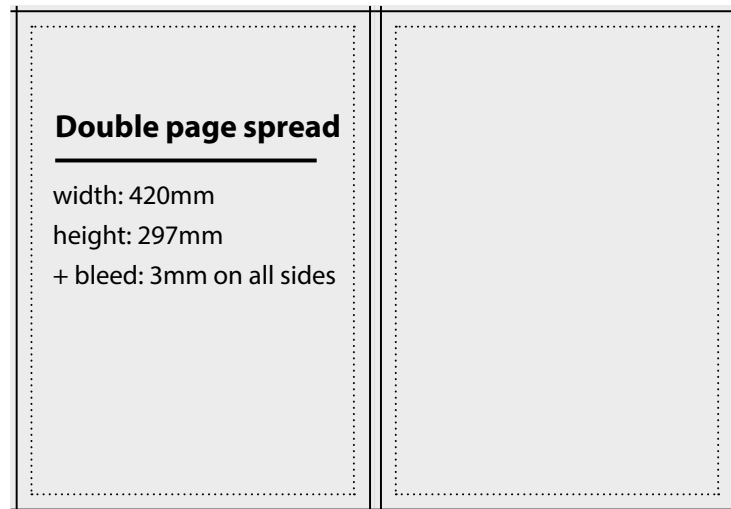
DIGITAL

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Press release	£175 + vat
Interactive Thumbnail	£350 + vat
Interactive Pop up	£650 + vat
Interactive Banner	£1250 + vat
Eshots	£1275 + vat



ADVERT SPECIFICATIONS (MAGAZINE)



All artwork should be supplied in **CMYK** at **300dpi**.

All artwork should be supplied as a **High-Resolution PDF**.

All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**.

IMPORTANT: Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.



ADVERT SPECIFICATIONS (DIRECTORY)

A5 page advert

width: 148mm
height: 210mm
+ bleed: 3mm on all sides

Double page spread

width: 296mm
height: 210mm
+ bleed: 3mm on all sides

Half page advert

width: 123mm
height: 90mm

Half page advert

width: 58mm
height: 182mm

Quarter page advert

width: 58mm
height: 90mm



Don't have artwork?

Don't worry! Our production/ design team are here to help!

We can create your advert for no extra cost, all we need from you is:

- Your brand logo
- Text
- Images
- Brand guidelines
- Contact information

DIGITAL SPECIFICATIONS

Online Banner: 728px wide x 90px high

Online Pop-up: 250px wide x 250px high

Online Thumbnail: 120px wide x 90px high

Digital advertising is to be supplied at **72dpi** and as either an **animated GIF** or **static JPEG**.

EDITORIAL SPECIFICATIONS

Double page spread editorial:
1000 words

A4 page editorial:
500 words

1/2 page editorial:
250 words

1/4 page editorial:
150 words

All editorial must include a **headline, contact details** and some **images**.

Images are to be supplied as **High-Resolution JPEGs**.

Editorial is to be supplied as either a **Microsoft Word document, PDF** or in the **body of an email**.

Please note **logo's** are not permitted within editorial

IMPORTANT: Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

BESPOKE DIGITAL MAGAZINES

Caravan Industry & Park Operator offers advertisers the chance to showcase their brand, services and products through digital bespoke magazines.

These digital magazines are presented on our website, emailed out to our subscribers, included on monthly newsletters and promoted on social media channels. This guarantees that your brand will be seen by the right people within the industry.



THE DIRECTORY

The Caravan Industry & Park Operator Annual Directory is published each January and remains in circulation for 12 months.

It is distributed directly to caravan parks across the UK and produced as an A5 hard-copy publication, accompanied by a digital edition hosted on our website for the full year and promoted through all digital newsletters.



THE WALL PLANNER

The Caravan Industry & Park Operator Annual Wall Planner is published both digitally and physically every January and sent directly to holiday park owners across the country.



CONTACT US

Our helpful and friendly team at Caravan Industry & Park Operator Magazine would be happy to answer any questions or inquiries you may have.

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