

AIRSTREAM CLUB INTERNATIONAL



WWW.AIRSTREAMCLUB.ORG

2023 MEDIA KIT



WE RALLY TOGETHER



Airstream Club International

is a non-profit organization with headquarters in Jackson Center, Ohio.

The club originated when Wally Byam, the inventor of the Airstream, first led a group of travel trailers from Texas to Nicaragua in 1951, followed by subsequent caravans that encouraged people to get out and use their Airstreams.

In doing so, Wally inspired travel enthusiasts to see and enjoy the world, encouraging cross-cultural encounters, all the while using these environments to test the travel trailers he manufactured. On a caravan to Eastern Canada in 1955, the Wally Byam Caravan Club was formed.



*Airstreamers from Traveler's Rest
Dade City, Florida*

Almost 70 years later, the club remains the longest-running single-branded RV Club in the world, doing business as Airstream Club International.

The club is proud to represent a diverse membership base of more than 18,000 members ranging from retirees to young families with and without children. Sharing a passion for travel, exploration and the iconic Airstream design, members log thousands of miles while caravanning and visiting local, region and international Airstream rallies throughout North America.



comments@airstreamclub.org



937-596-5211

SOCIAL MEDIA



*"High Adventure and Faraway Lands"
@airjeep11870 via IG*

**17,406
followers**



13,535 followers



1070 followers



2801 followers

@airstreamclub

**“TO
PROVIDE
A MORE
SATISFYING,
MEANINGFUL
WAY OF TRAVEL
THAT OFFERS
COMPLETE TRAVEL INDEPENDENCE,
WHEREVER AND WHENEVER
YOU CHOOSE TO GO OR STAY.”**

-WALLY BYAM

EMAIL & WEBSITE



EMAIL:

14,403 subscribers
84.1% open rate

13,260
121,839

- average unique visitors/month
- average page views/month

WEBSITE:



PRINT



*Matt & Beth Hackney
International Treasurer & Caravanners*

The Blue Beret magazine is published nine times a year and is sent to approximately 7500 households.

A special Annual Membership Directory is published in February. The Blue Beret magazine is not published in July or December. Each issue has limited advertising space.

All members receive each issue of the Blue Beret magazine in print and digital format (unless they have otherwise opted out of the hard copy).



blueberet@airstreamclub.org

BLUE BERET



The Official Publication of the
AIRSTREAM CLUB INTERNATIONAL

Rates – Interior Run of Standard Magazine

| Ad Size | 1X | 3x | 5X | 9X |
|---|---------|---------|---------|---------|
| Full Page | \$1,500 | \$1,425 | \$1,350 | \$1,275 |
| 1/2 Page | \$750 | \$715 | \$675 | \$635 |
| 1/3 Page | \$450 | \$425 | \$400 | \$380 |
| 1/4 Page | \$375 | \$355 | \$335 | \$315 |
| 1/8 Page | \$190 | \$180 | \$170 | \$160 |
| Classified Ad ¾ Column inch (approx. 35 words) | | | | \$55 |
| Classified Ad 1½ Column inch (approx. 65 words) | | | | \$65 |

Rates – Cover Pages – Full Page

| Ad Size | 1X | 3X | 5X | 9X |
|--------------------|---------|---------|---------|---------|
| Back Cover | \$3,250 | \$3,075 | \$2,925 | \$2,775 |
| Inside Front Cover | \$3,100 | \$2,950 | \$2,790 | \$2,635 |
| Inside Back Cover | \$3,000 | \$2,850 | \$2,700 | \$2,550 |

Annual Membership Directory Sizes & Rates

| Black & White | | |
|---------------|-------|--|
| Full Page | \$750 | |
| 1/2 Page | \$375 | |
| 1/4 Page | \$190 | |
| 1/8 Page | \$100 | |

CORPORATE PARTNERSHIPS



*Year-round
exclusive
benefits*

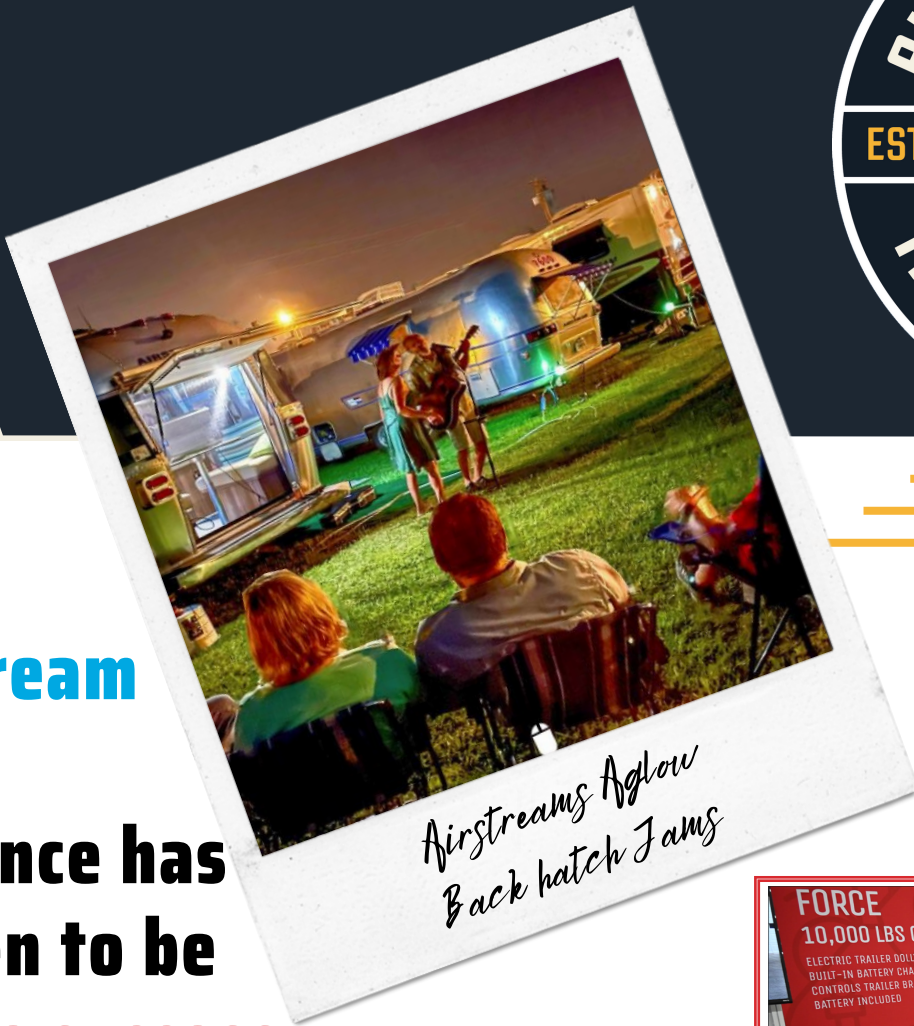
Airstream Club International membership benefits extend far beyond access to Events and Caravans. The club partners with top travel-related companies to provide year-round membership discounts associated with owning, operating and maintaining an Airstream.

AIRSTREAM
SUPPLY COMPANY

Abernity
BENEFITS. DISCOUNTS. SAVINGS.



TESTIMONIAL



*Airstreams Aglow
Back hatch Jams*

“The **Airstream Club** audience has proven to be a **huge success** as a partner in our **marketing mix**.”



We made some really **meaningful connections** through our investment with the club. Airstream owners are a **niche and tight knit community** who seek **quality** and **lasting** brands.”

-Lorne Moore-Crispin,
Park-it 360