

AIRSTREAM CLUB INTERNATIONAL



WWW.AIRSTREAMCLUB.ORG

2023-2024 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*

Nearly 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 16,000 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



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

19,343
followers



15,135 followers



1358 followers



2850 followers

@airstreamclub

-WALLY BYAM

AIRSTREAM INVENTOR & TRAVEL PIONEER

EMAIL & WEBSITE



EMAIL:

15,253 subscribers
84.1% open rate

13,260
121,839

WEBSITE:

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



PRINT



The **Blue Beret magazine** is published four times a year: February, May, August and November.

BLUE BERET

OFFICIAL PUBLICATION OF THE AIRSTREAM CLUB INTERNATIONAL



Each publication is mailed to approximately 8,000 households (reaching 14,400 Airstreamers)

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 or do not have a subscribed email).

The digital Blue Beret reaches 15,250 emails with a 71% open rate!

Dimensions – Standard Magazine Issues

Ad Size	Width	x	Height
Full Page	7.25"	x	10"
Full Page with Bleed	8.75"	x	11.25"
1/2 Page Horizontal	7.25"	x	5"
1/2 Page Vertical	3.50"	x	10"



blueberet@airstreamclub.org

Net Rates – Interior Run of Standard Magazine

Ad Size	1X	2x	3X	4X
Full Page	\$1,800	\$1,620	\$1,530	\$1,445
1/2 Page	\$900	\$810	\$765	\$720
1/3 Page	\$540	\$485	\$460	\$430
1/4 Page	\$450	\$405	\$380	\$360
1/8 Page	\$230	\$210	\$195	\$185

Net Rates – Cover Pages – Full Page

Ad Size	1X	2X	3X	4X
Back Cover	\$3,900	\$3,510	\$3,315	\$3,120
Inside Front Cover	\$3,720	\$3,350	\$3,160	\$2,975
Inside Back Cover	\$3,600	\$3,240	\$3,060	\$2,880

Dimensions – Standard Magazine Issues

Ad Size	Width	x	Height
1/3 Page Horizontal	7.25"	x	3.25"
1/3 Page Vertical	2.25"	x	10"
1/4 Page Horizontal	7.25"	x	2.25"
1/4 Page Vertical	3.50"	x	5"
1/8 Page	3.50"	x	2"

DIGITAL

BLUE BERET BULLETIN



The **Airstream Club blog** at <https://blog.airstreamclub.org/> is a sister site linked from our main website that hosts articles from members, standing committees and benefit partners. Blog content is ran alongside a mix of paid content.

Paid content runs per month, is posted at the first of every month and may include but is not limited to: click-throughs to sponsored websites, native articles and classifieds. **Ad size is 1600 x 900 pixels.**

The blog is accessible to anyone, and a member passcode is not required to access the blog site. The blog is publicized both through re-distribution by newsletter editors and webmasters from our 112 local clubs and also via the Blue Beret Bulletin.



blueberet@airstreamclub.org

The **Blue Beret Bulletin** is published eight times a year in the months that the print magazine is not distributed: January, March, April, June, July, September, October and December. Beginning September 1, 2023, the bulletin will be emailed to all 15,250 Airstream Club e-mail subscribers.

The Bulletin is an e-newsletter focused on four to six "Hot Topics" or "Things to Know." The feature articles in the Blue Beret Bulletin will direct subscribers to "Read More" at our blog site where paid ad spots are available on a run-of-site (ROS) basis.

Net Rates – Blog – Run of Site

Ad Size	1x	3x	6x	8x	12x
400x250 px	\$255	\$240	\$225	\$215	\$205

Classified Ads: Rate is \$70 per ad (1600 x 900 pixels) per month; available in digital format only, listed on the main menu of our blog site.

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

GOOD YEAR



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