

AIRSTREAM CLUB INTERNATIONAL 2025 MEDIA KIT



We Rally Together.

Airstream Club International (ACI) brings together an engaged, enthusiastic community of Airstream owners from all walks of life—retirees, digital nomads, young families, singles, couples, social media influencers, and full-time adventurers. United by a shared passion for the Airstream lifestyle, we celebrate diversity, camaraderie, and the joy of exploration.

As the world's oldest single-brand RV club, ACI is a not-for-profit organization with members across the United States, Canada, and Europe.

Headquartered in Jackson Center, Ohio—the home of the iconic Airstream brand—we collaborate closely with Airstream to promote the spirit of adventure and discovery that defines this lifestyle.

Our mission is to create unique, meaningful travel experiences for our members through local, regional, and international events, as well as organized caravans. We also offer educational resources and exclusive benefits to enhance every journey.

Through a strategic blend of print and digital communication, along with dynamic in-person events—including North America's largest Airstream owner rally—we keep our members connected and inspired.

If you're looking to reach a highly engaged audience passionate about the Airstream lifestyle, Airstream Club International is the perfect partner for you.

ACI AUDIENCE

MEMBERSHIP



10,000+ Memberships
19,000+ Members

EMAIL



17,000+ Subscribers
72% Avg Open Rate

WEBSITE



14,000+ Unique Visitors/Month
135,000 Avg Page Views/Month

SOCIAL MEDIA

21% Engagement Rate
31% Virality Rate



17,000+



1,900+



300+



1,100+



2,900+



Member Benefits Partnerships

ACI members are passionate about two things: Airstreams and the Airstreamer lifestyle. As loyal brand ambassadors, we share products and services we love with everyone we meet. When you become a Member Benefits Partner, you'll gain:

- **Visibility:** ACI consistently communicates member benefits to club membership through our website, member benefits email blasts, print brochures, social media posts and shares, and more.
- **Discounted Advertising Opportunities:** Member Benefits Partners receive **discounted advertising rates**, as well as **discounts on sponsored blog posts, dedicated email blasts and sponsored webinars**.
- **Priority Placements:** Member Benefits Partners get **first access to sponsorship and exhibitor opportunities** at the annual International Rally.

HOW TO PARTNER WITH ACI

To be considered as a Member Benefits Partner, your company must provide at least one of the following types of benefits to ACI members:

- **Discount/Savings:** deals richer than those available to the general public.
- **Exclusive Access:** access to content, resources or events that would otherwise incur a fee or not be available to the general public.
- **Customized Programs:** unique offerings that benefit our members.

Find out what these companies already know - partnering with ACI puts your brand front and center with one of the most engaged audiences in the RV universe. Contact us today at comments@airstreamclub.org to discuss becoming an ACI Membership Benefits Partner.

CURRENT ACI MEMBER BENEFITS PARTNERS



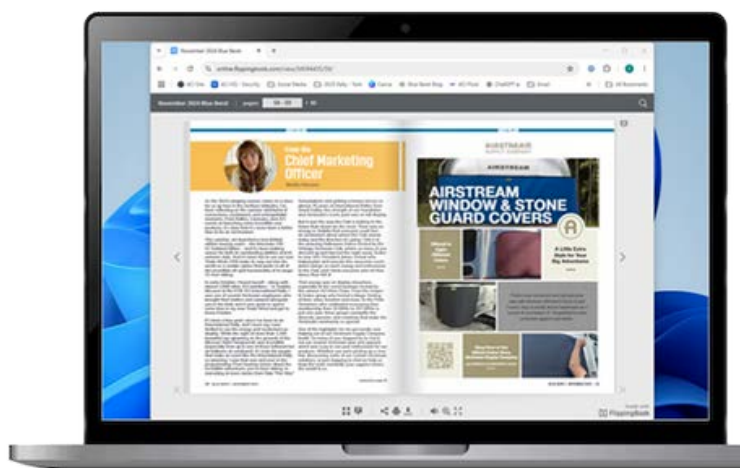
Blue Beret Magazine

The Blue Beret is the official magazine of Airstream Club International. Distributed four times per year in both print and digital formats, the Blue Beret features international and regional club news, articles about the Airstream lifestyle, event calendars and a column by Airstream, Inc. It's more than just a magazine, it's a trusted resource and beloved tradition in the club.

DISTRIBUTION

Print: ~ 8,000 Households (15,000 Airstreamers)

Digital: ~19,000 (74% Open Rate!)



| ISSUE | EDITORIAL FOCUS | SPACE CLOSES | CREATIVE DUE | IN-HOME DATE |
|----------|-------------------------------------|--------------|--------------|--------------|
| February | Airstream Lifestyle | 12/15/2024 | 12/23/2024 | 02/15/2025 |
| May | International Rally & Summer Travel | 03/15/2025 | 03/25/2025 | 05/15/2025 |
| August | ACI's 70th Anniversary | 05/15/2025 | 05/25/2025 | 08/15/2025 |
| November | Airstream, Inc. | 09/15/2025 | 09/25/2025 | 11/15/2025 |



Blue Beret Magazine

INSERTION NET RATES

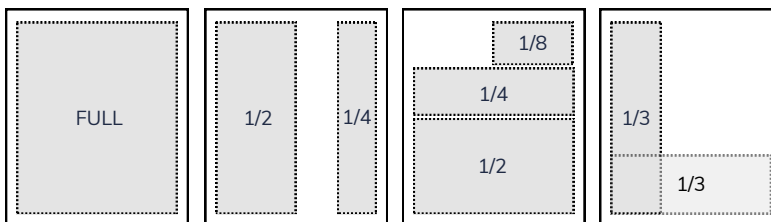
| AD SIZE | 1X | 2X | 3X | 4X |
|--------------------------------|---------|---------|---------|---------|
| Full Page - Back Cover | \$3,900 | \$3,510 | \$3,315 | \$3,120 |
| Full Page - Inside Front Cover | \$3,720 | \$3,350 | \$3,160 | \$2,795 |
| Full Page - Inside Back Cover | \$3,600 | \$3,240 | \$3,060 | \$2,880 |
| Full Page - Interior | \$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 |

CREATIVE SPECIFICATIONS

| AD SIZE | WIDTH | HEIGHT |
|---------------------|-------|--------|
| Full Page | 7.25" | 10.00" |
| Full Page w/ Bleed | 8.75" | 11.25" |
| 1/2 Page Horizontal | 7.25" | 5.00" |
| 1/2 Page Vertical | 3.50" | 10.00" |
| 1/3 Page Horizontal | 7.25" | 3.25" |
| 1/3 Page Vertical | 2.25" | 10.00" |
| 1/4 Page Horizontal | 7.25" | 2.25" |
| 1/4 Page Vertical | 3.50" | 5.00" |
| 1/8 Page | 3.50" | 2.00" |

Files should be:

- Four-color process (CMYK)
- PDFs (preferred)
- 300 dpi minimum
- Minimum file size 1-2MB
- Include crop marks/bleeds (if applicable)
- Named with company name and issue date (e.g. CompanyName-BlueBeret-August2025.pdf)



Contact us today at blueberet@airstreamclub.org to advertise in the Blue Beret!



Digital Advertising

BLUE BERET BLOG

ACI members turn to the Blue Beret blog to read the latest news on Airstream maintenance, travel adventures, member stories, event information and more. Opportunities to contribute sponsored articles are available, up to 4 times per year. Content should be educational in nature and contribute to our members' Airstreaming experience.

WEBINARS

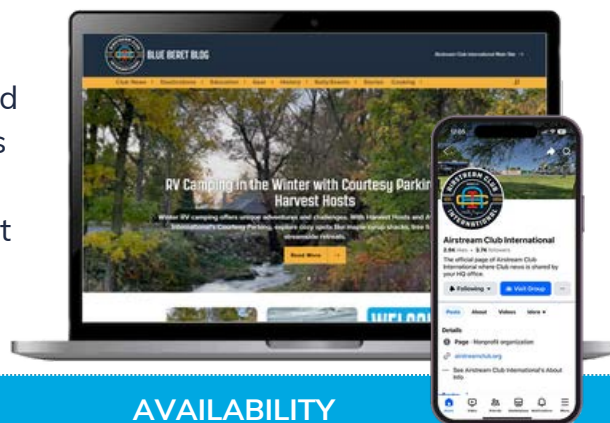
ACI members have access to monthly educational webinars from our member benefits partners, as well as sponsored webinars from trusted brands. Content for these webinars is to be educational in nature (no sales presentations) and can be targeted to experience level. Webinars are heavily promoted to membership via email and social media. Webinars will be recorded and live on the ACI YouTube channel for continued exposure.

EMAIL

You design the email and we'll distribute to ACI's very engaged email distribution list of more than 17,000 emails. With an average open rate of 70% for member benefits emails, your message is sure to get the visibility you desire. Promotional content is allowed.

SOCIAL MEDIA

Reach Airstreamers online where they are primed to engage with your message immediately, ACI's social media channels. Showcase your brand, or feature your latest promotion. This is an excellent low cost way to reach your audience.



| CHANNEL | RATE | AVAILABILITY |
|-----------------|-----------------|---|
| Blue Beret Blog | \$2,000/article | Up to 4 articles/year/brand (no more than 1/month) |
| Webinar | \$2,000/webinar | Limited opportunities - no more than 1 webinar/year/brand |
| Email | \$850/email | Limited opportunities - no more than 1 email/year/brand |
| Social Media | \$150/post | Limited opportunities - no more than 1 post/week |

Contact us at comments@airstreamclub.org learn more about digital advertising with ACI.



International Rally

SPONSOR - PRESENT - EXHIBIT



Showcase your brand at the epic event where Airstream owners rally together to celebrate a shared passion for adventure, exploration, and the iconic Airstream lifestyle. Join us at the **68th Airstream Club International Rally in York, Pennsylvania, August 23-28, 2025!**

Connect directly with more than 2,000 Airstream owners, aficionados, and industry influencers from across the continent. This is your chance to place your brand in front of a loyal and engaged audience, eager to hear your message and ready to shop!

The premier event of the year for Airstream enthusiasts features:

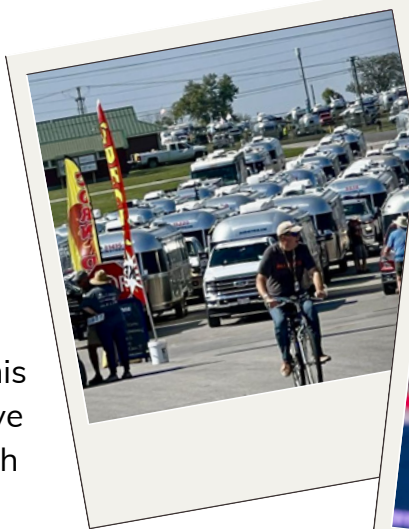
- **1,000+ Airstreams**
- **2,000+ Airstreamers** from nearly every state and province
- **90+ Vendors** in our bustling Rally Expo
- **6 Days** of entertainment, education, and shopping!

WHY SPONSOR?

- **Massive Exposure:** Put your brand front and center to a targeted audience of passionate Airstreamers.
- **Comprehensive Packages:** **NEW for 2025**, all sponsorships include **exhibit booth space, presentation opportunities**, and extensive exposure through **print and digital marketing campaigns**.
- **Tailored Solutions:** Not ready to exhibit but still want to sponsor? We'll work with you to develop a package that meets your goals and maximizes your impact.

Exhibitor and presenter opportunities are also available! Don't miss out on this opportunity to engage with an exclusive and enthusiastic community at the 68th Airstream Club International Rally!

Contact us at comments@airstreamclub.org to learn more today!



Connect with Airstream Club International Today!

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