AIRSTREAM CLUB INTERNATIONAL

2027 MEDIA KIT



Barb Derian

We Rally Together.

Airstream Club International (ACI) brings together an enthusiastic, engaged community of Airstream owners—from retirees and young families to digital nomads and full-time adventurers. United by a passion for travel, exploration, and connection, our members represent a diverse audience with a shared interest in the Airstream lifestyle.

As the world's oldest single-brand RV club, ACI is a not-for-profit organization serving members across the United States, Canada, and Europe. Headquartered in Jackson Center, Ohio, home of the Airstream brand, we bring owners together through local, regional, and international events, organized caravans, educational resources, and exclusive member benefits.

ACI offers brands multiple ways to connect with this engaged audience through print and digital communications, social media, member benefit partnerships, and in-person events—including North America's largest Airstream owner rally.

Whether you're looking to build brand awareness, introduce new products, or create meaningful connections with consumers, ACI provides opportunities to reach people who are passionate about the Airstream lifestyle.

ACI AUDIENCE

MEMBERSHIP

10,500+ Memberships
19,000+ Members

EMAIL

17,000+ Subscribers
72% Avg Open Rate

WEBSITE

15,000+ Active Users/Month

SOCIAL MEDIA

8.16% Engagement Rate

18,000+	3,000+	400+	2,100+	3,000+



Member Benefits Partnerships

ACI members don't just own Airstreams—they live and breathe the brand. They're eager to share favorite products, trusted services, and great finds with fellow travelers. As an ACI Member Benefits Partner, your brand gains:

- **Visibility:** ACI communicates member benefits to club membership through our website, member benefits emails, print brochures, social media posts, 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.

SOME OF THE 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: ~17,000 (74% Open Rate!)



ISSUE	EDITORIAL FOCUS	SPACE CLOSES	CREATIVE DUE	IN-HOME DATE
Winter	Member Benefits	12/23/2026	01/06/2027	02/15/2027
Spring	International Rally & Summer Travel	03/15/2027	04/01/2027	05/15/2027
Summer	Airstream Lifestyle	05/15/2027	07/01/2027	08/15/2027
Fall	Airstream, Inc. Product Focus	09/15/2027	10/01/2027	11/15/2027

Blue Beret Magazine

INSERTION NET RATES

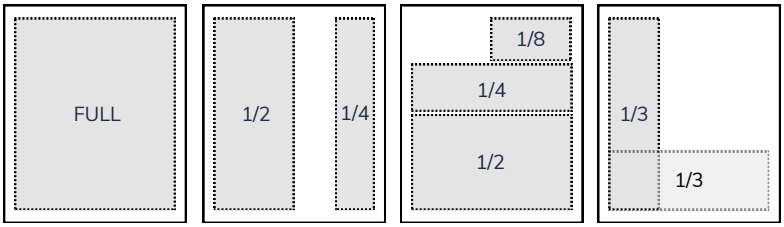
AD SIZE	1X	2X	3X	4X
Full Page - Back Cover	$3,900	$3,510	$3,315	$3,120
Full Page - Inside Front Cover	$3,720	$3,350	$3,160	$2,795
Full Page - Inside Back Cover	$3,600	$3,240	$3,060	$2,880
Full Page - Interior	$1,800	$1,620	$1,530	$1,445
1/2 Page	$900	$810	$765	$720
1/3 Page	$540	$485	$460	$430
1/4 Page	$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-Fall2027.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

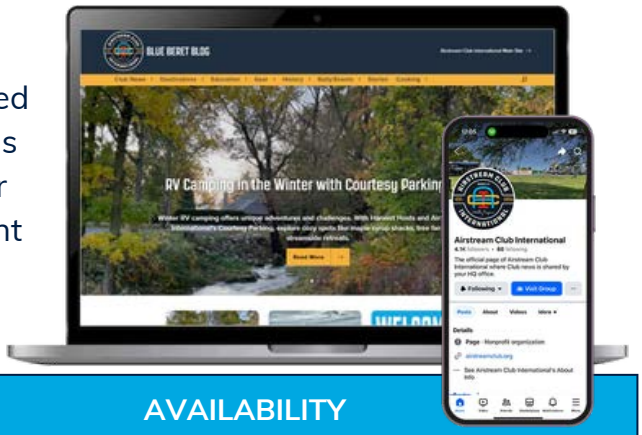
ACI members have access to monthly educational webinars from our member benefits partners, as well as sponsored webinars from trusted brands. Content for these webinars is to be educational in nature (no sales presentations) and can be targeted to experience level. Webinars are heavily promoted to membership 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	$850/article	Up to 4 articles/year/brand (no more than 1/month)
Webinar	$1,250/webinar	Limited opportunities - no more than 2 webinars/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 package discounts!

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 **70th Airstream Club International Rally in Rock Springs, WY June 26-July 1, 2027!**

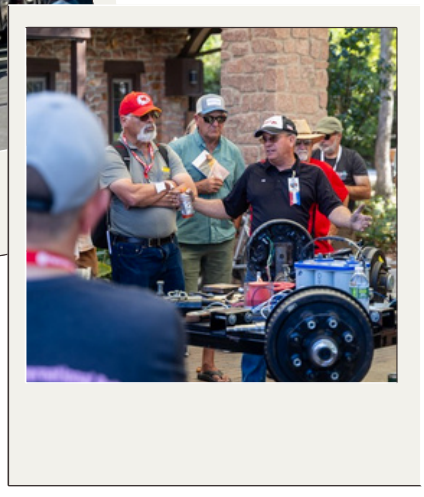
Connect directly with more than 2,000 Airstream owners, aficionados, and industry influencers from across the continent. This is your chance to place your brand in front of a loyal and engaged audience, eager to hear your message and ready to shop!

The premier event of the year for Airstream enthusiasts features:

- **1,300+ Airstreams**
- **2,400+ Airstreamers** from nearly every state and province
- **70+ 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:** all sponsorships include **exhibit booth space**, **presentation opportunities**, and extensive exposure through **print and digital marketing campaigns**.
- **Tailored Solutions:** 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 70th Airstream Club International Rally! Contact us at comments@airstreamclub.org to learn more today!

Connect with Airstream Club International Today!

AIRSTREAM CLUB INTERNATIONAL
707 E. PIKE STREET
JACKSON CENTER, OH 45334

AIRSTREAMCLUB.ORG
937-596-5211

/airstreamclub

@airstreamclub

DIGITAL ADVERTISING, SPONSORSHIPS & MEMBER BENEFITS

Sherrye McCabe
Marketing & Communications Manager
comments@airstreamclub.org

PRINT ADVERTISING

Corey Maxwell
Blue Beret Editor
blueberet@airstreamclub.org