

CONNECTING
WITH RACV'S

2.1m

VICTORIAN
MEMBERS

royalauto

LIVING / TRAVELLING / MOVING



/ Classifieds /

ROYALAUTO CLASSIFIEDS HAS THAT SOMETHING FOR EVERYONE

Whatever type of property or business you run, we can pop it in the Classified section, without breaking the bank.



B&B WEEKEND

Getaway from it all on a weekend B&B stay. Relax and unwind.



COUNTRY GETAWAY

Getaway from the city life, take a short or long break to the country.



LUXURY APARTMENT STAY

There are many apartments to stay at. Whether a hi-rise or single apartment.



SPA HOLIDAY

Whether at a luxury resort in Australia or in a tropical setting overseas.



SUMMER BEACH HOLIDAY

Relax and soak up the sun and water on the beach.



TOURIST PARK HOLIDAY

Take your caravan or stay in a Tourist Park cabin.

RoyalAuto is the largest circulating publication in Victoria and the most read bi-monthly magazine.

The Classifieds appeal to RACV members looking for that short break/getaway/tour – in Victoria, interstate or overseas, or just that little something else through our General section.

1.4m readers per edition, 53% of readers take action after reading[^]

Whichever category your business comes under, the Classifieds are for you!

Our Classifieds Statistics

- 60% of advertisers with us more than 5 years
- Overseas section is the fastest growing over past 2 years
- General section ideal for all types of businesses
- 75% of advertisers placed multiple advertising schedules in 17/18.

Tips for your advertisements

- Include how many bedrooms/bathrooms
- What activities/facilities the property is close to i.e. beach, shops, restaurants, cafe etc.
- Offer packages for winter/summer, long-term etc. or something special i.e. chocolates, wine, local tour

[^]Source: Nature RACV Member Survey Jan 2017

LISTING CODES

RoyalAuto Classifieds listing codes appear in bold red.

APT	Apartment, unit
B&B	Bed & breakfast
BOA	Houseboat, yacht
CAB	Self-cont cabin
CAR	Caravan, tourist pk
COT	Self-cont. cottage
F&H	Farm/Homestead
GEN	General services
GUE	Guest houses
HOL	Holiday info
HOU	House
LEI	Leisure transport
LGE	Lodge, chalet
MTL	Motel
RES	Resort
T/HOU	Townhouse
TOU	Tours
WH	Wheelchair access
PET	Pet friendly

Continued over



*Source: Audited figure CAB Sep 2018

LINE ADVERTISEMENT

The cost is **\$39.20** per line (minimum 4 lines).

Borders charged as an extra line at **\$39.20**.

4 lines = \$156.80

If you include your website, ensure it is up-to-date. The website address will appear at the end in red.

These rates include GST.

DISPLAY ADVERTISEMENT

We do not charge extra for full colour.

\$189.00 per column centimetre
See samples shown

- Full page measures 23.5 cm x 5 columns
- Minimum depth of 3, 4 & 5 column ads is 5cm.

These rates include GST.

CLASSIFIEDS ORDER

Our order for Classifieds appearing in RoyalAuto are:

- VIC, NSW, QLD, remaining Interstate, Overseas, General.
- Placed alphabetically by Town
- Placement order of ad under these is then determined by the longest running Advertiser with us.

Maree Trimby 1300 133 113 (toll free)
maree_trimby@racv.com.au
royalauto.com.au

BOOKING DEADLINES

Copy and booking deadlines for RoyalAuto, available on our website and in our Media Kit, are generally the 15th of the month, 6 weeks before publication. e.g. October edition, deadline would be 15 August.

All bookings and copy must be confirmed in writing.

DISPLAY A

2cm d x 3.5cm w
\$378 full colour

COT APOLLO BAY.

Open log fire. Large deck.
Excellent ocean views. Four
bed rooms. 5289 6306
www.aireys.com

DISPLAY B

3cm d x 3.5cm w
\$567 full colour

DISPLAY C

4cm d x 3.5cm w
\$756 full colour

DISPLAY D

5cm d x 3.5cm w
\$945 full colour

Other sizes available

DISPLAY E

6cm d x 3.5cm w
\$1,134 full colour

DISPLAY F

6cm d x 7.2cm w
\$2,268 full colour