

# Outdoors, Caravans and Camping



**Publication Date:**  
**Date, 13<sup>th</sup> December 2015**

Whether you're interested in the wildest, highest, hottest or most breath taking camping destinations, tackling the wilderness in off road campers or cruising the coast in your motor home or RV at a more leisurely pace, camping and outdoors holidays can provide amazing experiences

Your business may hold the secret to our audience's summer dreams. If people are not sure where to go or don't have the time to organise a holiday, you could provide the perfect solution to help them create a fun, down to earth adventure full of memorable moments

The Outdoors, Caravans & Camping feature will publish in The Age's M on 13<sup>th</sup> December 2015. Do not miss the opportunity to target a relevant and engaged audience.

## Why Advertise?

- 8-in-10 M readers have done some exercise in the past month, including swimming, going to the gym, running.
- 6-in-10 M readers have entertained friends and family at home in the past month.
- 1-in-2 M readers indicate they like to travel to quite out of the way places.
- 1-in-5 M readers have purchased camping/adventure equipment in the past year.
- 1-in-5 M readers indicate their next holiday will involve an adventure/outdoors experience.
- 1-in-10 M readers have been camping in the past year.

## Deadlines

**Booking: Date 4<sup>th</sup> December 2015**

**Material: Date 9<sup>th</sup> December 2015**

**For advertising enquires or more information, please contact:**  
**(03) 8667 1017**

All space is subject to availability.  
Early bookings are highly recommended.



Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. M Sunday Age L4W. Base: VIC.

