

Fact Sheet

Escapees magazine is published bimonthly with a circulation of approximately 38,000. It is intended to provide information to serious RVers, especially those who travel or live in their RVs a major portion of each year or plan on doing so in the future. *Escapees* RV Club is rapidly expanding with an annual growth of over 5,000 memberships. *Escapees* magazine is read by over 65,000 members, many of whom pass their copies on to nonmembers who have indicated an interest in RVing and *Escapees* RV Club. In addition, over 15,000 copies are distributed at our booths and seminars at major RV shows during the year.

Membership in *Escapees* RV Club is extremely valuable to the newer members. They have dreamed for years about their retirement and travels. They have invested a large portion of their life savings in an RV, and now they find themselves on the open road, discovering there is so much to learn about this new lifestyle.

- How do we get our mail?
- How do we make and receive phone calls?
- What RV, truck, or auto insurance do we need?
- Should we buy a new RV?
- Which is better—a motorhome, trailer, or fifth-wheel?
- How can we get better and safer engine performance?
- What do we do if we break down on the road?
- What kind of medical insurance do we need, and how do we get treatment and prescriptions filled?
- Solar power—what's that?
- Where can I have an awning installed?
- I need a new sewer hose, water hose, and toilet chemicals. Where can I buy them?
- What kinds of campgrounds are available?
- What will we do with all that leisure time? Visiting family and friends, sightseeing, gold panning, playing golf, line dancing, tracing our genealogy—the list goes on and on.

During the year, articles on the above and many other subjects of interest to RVers are published in *Escapees* magazine.

As a manufacturer or a provider of an RV product or service or products that may be of interest to RVers, you will find that our members can be your very best customers. Introduce your product to them through an advertisement in *Escapees* magazine.

If more information is needed, please contact the advertising department at the above numbers or addresses.