



2025 Media Kit

THEY READ IT, THEY BUY IT, THEY BUILD IT

Who We Are

- We are an RV conversion, nomad lifestyle resource.
- Since 1991.
- This is the only website dedicated to RV conversions and tiny living.
- Worldwide readership but primarily in the U.S. and Canada.
- Our audience has unlimited access to all published articles which means repetitive exposure to your advertising.

About BCM

In the United States, the number of digital nomads has risen to approximately 18.1 million in 2024, up from 17.3 million in 2023. This growth reflects the increasing adoption of remote work and flexible lifestyles. Many are converting their own RVs and need RV-related products and services. Our website and social media are reaching these exact people.

RV Conversions are a common sight on the open road, at auto races, concerts, campgrounds, and other large public events. They are used by families for vacations and weekend trips. They are used by people of all ages, including retirees, who travel or live in them full-time. Musicians, celebrities, and remote office workers also use them for their work.

BCM started out in 2012 as a Bus Conversion Magazine. Since then we broadened our market to include any type of conversion and now reach a much larger market. We specialize in understanding these converted vehicles and the people who own them. Our main audience comprises individual owners who take great pride in their conversions. Most of them do their own construction and modifications, and they make all their own purchase decisions. Although our readers are a diverse group, they all share a passion for converting, maintaining, and traveling in their converted vehicles.



What We Offer Your Business

- Display Ads in our weekly Online Articles for continuous ad exposure
- Banner Ad on our website
- Extensive Social Media Exposure
- Affordable prices
- Custom marketing solutions. We can use an already existing ad or we can design one for you geared toward our unique audience.

Website and Social Media

- High traffic website with over 60 million Page Views per year
- Approximately 100,000 Social Media followers
- Involvement in many nomad events around the U.S
- A very active BBS/Forum with over 423,000 posts and almost 260 million total page views to date



Your company has the opportunity to secure repetitive, loyal business from an untapped, exclusive market. Get in on the remote living mobile market now.

Advertising and Pricing

Display Ad Size	Dimensions*	1 Month	3 Months	6 Months	12 Months
Full Page	8-1/2"x 11"	\$400.00	\$360.00	\$320.00	\$280.00
Half Page	7-1/2"x 5"	\$275.00	\$250.00	\$220.00	\$192.00
Quarter Page	3-5/8"x 5"	\$150.00	\$135.00	\$120.00	\$105.00
Eight Page	3-5/8"x 2-1/2"	\$100.00	\$90.00	\$80.00	\$70.00

Ad prices are monthly

* Ad dimensions are width by height



Billing:

You can prepay for a three, six, or twelve-month commitment, and we will run your ad automatically for the term you select or we can bill you monthly and you can cancel anytime. Prepaid ads qualify for a 10, 20, and 30% discount respectively.

You will also get a free Banner Ad.

Sample Banner Ads

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Artwork Specifications

- For best results, send a PDF file with images at 300dpi or higher, all fonts embedded, and color profile set.
- You can provide the artwork in an email or by sharing a Dropbox link.
- We can create your ad for you for a minimal fee.

Advertiser's Profile

Advertisers can submit a short article that introduces their business and tells our readers about their company.

This is a great opportunity for our readers to build confidence and understand your business.

An article targeted specifically to our readers will provide the most benefit.

Technical Articles

Another opportunity to gain exposure, and introduce your business to our readers is to submit articles within your area of expertise.

These should be informative technical articles, not press releases or infomercials for your products.

You can reference your product(s) or service(s) that relate to the topic of the article.

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