



## Visionary Magazine for the RV Lifestyle Captures Market

([PRWEB](#)) January 3, 2001 -- One-of-a-kind in its market, RV Companion Magazine has achieved national notoriety and recognition within its first year of operation. A favorite among members of the RV lifestyle, readers are raving about the content, format and fresh attitude of the publication. Filling a niche in readership, the up-scale magazine offers unique content with coverage on a broad range of topics, including a regional travel focus by season. Extensive department and personal column titles include: Road Rookies, No Strings Attached, Been There/Done That, Another Day in Paradise, Road Therapy, Reality Check, Millennium Miles, Aftermarket Mall, RV Net Links, Co-Pilot to Pilot, The Journey, The Backroad Journal, Healthy Trails, Curbside, Rider's Digest, Travelin' Light, Park Showcase & The Captain's Log.

The magazine's content is written by RVers from the comfort of their RVs on the highways, byways and back roads across North America. Internet technology has been credited for the ease in communication between the editor and mobile contributors. Submissions and assignments are transferred by electronic files, allowing the writer's experiences on the road to quickly become the content of every issue. From cover to cover, each aspect of the lifestyle is presented in an easy-to-read format by a stable of 20+ enthusiastic RVers. Fulfilling its subtitle, "News & entertainment for the road," travel features typically focus on seasonal destinations such as beaches, mountains, deserts, cultural or historical sites everywhere in between.

An independent consumer publication, RV Companion Magazine was cited by Business Week (How to Retire published July 17, 2000) as a valuable resource for the exploding RV subculture, which is now estimated at 10+ million. Baby boomers, retiring early or hitting the road as entrepreneurs, account for the heaviest percentage in the staggering growth. An original department in the magazine known as RVpreneurs spotlights the spirit of earning a living while enjoying the freedom of the open road. Comprising more than 45% of RV owners, boomers (with or without families) now outnumber the traditional core market of the over-55 empty nesters or seniors.

A portion of the magazine's content highlights young families traveling with children, who are utilizing homeschooling and internet access to complement their up-close and personal educational experiences on the road. Senior citizens enjoying their golden years as experienced RVers find the fresh approach in content very appealing, as well, frequently using words like relief or finally to describe RV Companion.

A featured department in the magazine that has recently captured the attention of the RV industry, as well as national media, is The Enabled RVer. Aimed at the increasing number of disabled RVers who require special needs in design and function, this coverage has been deemed instrumental in generating increased awareness for those who can enjoy the lifestyle only if they have a properly modified/outfitted rig to allow them to travel in comfort, along with the usual conveniences already afforded other RVers. Major interests and timely responses have encouraged long-awaited progress in this area, allowing the disabled to participate in the freedom and pleasure of RV travel in the great outdoors.

Innovative design across the board from RV manufacturers, including multiple slide-out rooms and fireplaces, may be quickly enticing a whole new generation of consumers; but built-in computer desks, in-dash laptop tray storage and installed GPS (global positioning systems) are high on the list of demands by seasoned RVers. As a priority convenience on board, RVers welcomed internet access, cellular, satellite and wireless technologies that are supplying high tech options more readily available to travelers. RV Frontiers, another popular department in



the magazine, provides updates, news and other useful information to readers on the latest technology, products or services for computing and communications while on the road.

Included in its 1999 launch, RV Companion Magazine strategically established a prominent internet presence as a major RV portal on the virtual information highway. The magazine's heavily visited website has become a favorite within the online community. Current and back issues of the magazine can be browsed from the comforts of home, along with shopping and news, to provide hours of armchair reading for full timers, part timers, weekenders and wannabees. <end>



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RV Companion Magazine

**Online Web 2.0 Version**

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