

Europe's fascinating motorhome magazine reports on everything motorhome enthusiasts are interested in:

New vehicles, tests and premieres, accessory trends, market overview, service parts, practical tips, travel reports, pitch and camping information.

**Centerpiece professional test:** one motorhome exclusively tested by 6 experts – 12-sided test in each issue, detailed and clear.

**By the way:** 87% of our readers have already visited the advertiser's website because of an advertisement!

Detailed reader analysis available online or as a PDF.



**PAGE FRACTION ADS**

ADVERTISEMENT RATES				ADVERTISEMENT SIZES		
page fractions		basic price			type area (no trim)	bleed ads (+ 5mm trim all around)
		black & white	spot colour*	4c	width x height (mm)	width x height (mm)
2/1	inner part	7,840.00 €	9,410.00 €	12,550.00 €	395 x 252	420 x 280
1/1	inner part	3,920.00 €	4,705.00 €	6,275.00 €	184 x 252	210 x 280
3/4	vertical	2,940.00 €	3,530.00 €	4,705.00 €	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	1,960.00 €	2,355.00 €	3,140.00 €	090 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/4	1 column	980.00 €	1,180.00 €	1,570.00 €	043 x 252	055 x 280
	2 columns				090 x 124	-
	4 columns				184 x 060	-
1/8	1 column	490.00 €	590.00 €	785.00 €	043 x 124	-
	2 columns				090 x 060	-
	4 columns				184 x 030	-
1/16	vertical	250.00 €	295.00 €	395.00 €	043 x 060	-
	lateral				090 x 030	-

2nd cover page: additional 10% on the price of 1/1 page 4c

4th cover page: additional 15% on the price of 1/1 page 4c

\*spot colours can be made out of max. 2 of the European scale colours: cyan, magenta, yellow.

**BUSINESS ADS**

colour	price per mm height in a single column
black & white	4.40 €
spot colour*	5.10 €
4c	6.60 €

1 column wide 43 mm  
 2 columns wide 90 mm  
 height variable  
 minimum height 10 mm

**TEXT ADS**

commercial use per line	7.50 €
colour photo	35.00 €
cypher fee	10.00 €

The type style is chosen by the publisher; no logos, no frames, no free design.

**Discounts for display ads will be transferred to text ads.** Text ads are not added to the contract, no agency commission.

The statutory VAT will be added to the net invoice amount.

## DISCOUNT TABLE

**by number of ads**

3 or more ads:	3%
6 or more ads:	5%
9 or more ads:	10%
12 or more ads:	15%
24 or more ads:	20%

**by number of pages**

3 or more pages:	5%
6 or more pages:	10%
9 or more pages:	15%
12 or more pages:	20%
18 or more pages:	23%
24 or more pages:	25%

**combination discount**

An additional 10 % is given on placing a parallel ad in CAMPING, CARS & CARAVANS (maximum size difference 50 %).

## SCHEDULE 2019

issue	publication date	closing date ads/printing material
01/2019	November 30th, 2018	November 8th, 2018
02/2019	January 4th, 2019	December 6th, 2018
03/2019	February 8th, 2019	January 17th, 2019
04/2019	March 5th, 2019	February 11th, 2019
05/2019	April 2nd, 2019	March 11th, 2019
06/2019	May 3rd, 2019	April 4th, 2019
07/2019	June 4th, 2019	May 10th, 2019
08/2019	July 2nd, 2019	June 5th, 2019
09/2019	August 6th, 2019	July 12th, 2019
10/2019	September 13th, 2019	August 22nd, 2019
11/2019	October 8th, 2019	September 16th, 2019
12/2019	November 5th, 2019	Oktober 11th, 2019
01/2020	December 3rd, 2019	November 11th, 2019

Technical information, ad specials and digital advertising please find here:

[Mediakit 2019](#) 

## CONTACT

**Head of Sales Caravaning Trade**

Sylke Wohlschiess  
[T] +49 (0) 711/55 349-192  
[E] sylke.wohlschiess@doldemedien.de

**Head of Sales New Business**

Mascha Rössner  
[T] +49 (0) 711/55 349-36  
[E] mascha.roessner@doldemedien.de

**Online Sales Manager**

Sascha Horn  
[T] +49 (0) 711/55 349-196  
[E] sascha.horn@doldemedien.de

**Media Consulting Focus Accessories**

Roland Trotzko  
[T] +49 (0) 711/55 349-195  
[E] roland.trotzko@doldemedien.de

**Media Consulting Focus Tourism**

Heidi Bollin  
[T] +49 (0) 711/55 349-32  
[E] heidi.bollin@doldemedien.de

**Media Consulting Focus Campsites**

Brigitte Zeyher  
[T] +49 (0) 711/55 349-193  
[E] brigitte.zeyher@doldemedien.de

**Printing Material/Backoffice**

Vanessa Pfeiffer  
[T] +49 (0) 711/55 349-191  
[E] druckunterlagen@doldemedien.de

**DoldeMedien Verlag GmbH**

Naststraße 19 B  
70376 Stuttgart  
[W] vermarktung.doldemedien.de