

MEDIAKIT

PRICELIST 2020



Leading the way through exclusive industry knowledge & insights behind the scenes!



REACH YOUR TARGET GROUP, WITHOUT WASTE CIRCULATION!

With your advertising you want to target executives and decision-makers within companies and organizations in order to advance your product or service in the industry:

ONLINE PORTAL



At www.caravaning-insights.de specialists and managers as well as decision-makers within companies and organizations in the caravanning industry can find a bundled overview of the most relevant information and news. From the presentation of the most important minds in the industry to interesting facts and best practices from production, marketing, sales, management and human resources – Caravaning Insights offers a head start through exclusive industry knowledge and behind-the-scenes insights.

NEWSLETTER



The weekly newsletter lists the most important news, trends and best practices from the caravanning industry and other exciting areas. Recipients receive all detailed information on the individual topics after clicking on the online portal. In addition, individual vacancies and applications are selectively communicated.

You want to reinforce your staff, promote your vacancies and find qualified applicants:

RECRUITMENT



At stellenmarkt.caravaning-insights.de interested parties will find the first digital job market specifically for the caravanning industry. The job market is intended to remedy the urgent search of German caravanning and camping companies for staff reinforcement. Employers can place their job ads and other forms of recruitment advertising so that interested parties will find the latest and most exciting job offers of innovative and booming companies from all over Germany.



ONLINE ADVERTISING AT CARAVANING-INSIGHTS.DE

At www.caravaning-insights.de specialists and managers will find a bundled overview of the most important industry-relevant information and news. From the presentation of the most important heads of the industry to best practices in the areas of production, marketing, sales, administration and human resources – Caravaning Insights offers a head start through exclusive industry knowledge.

Use your advertising to target decision-makers within companies and organizations, without waste circulation!

DIGITAL ADVERTISING	SIZE	CONDITIONS <small>partial booking 2 weeks</small>	CONDITIONS <small>full booking 4 weeks</small>
Billboard	970 x 250 pixels	490 €	930 €
Half Page Ad	300 x 600 pixels	490 €	930 €
Rectangle	300 x 250 pixels	360 €	680 €
Delivery	Please send finished ad materials no later than three working days before the publication date to werbung@caravaning-insights.de		

ADVERTORIAL

Length of text	maximum 2,000 characters
Performances	Detailed presentation of your products or services, directly in an editorial environment, attractive presentation incl. pictures and videos, linking to your website, online without time limit, SEO optimized, own keywords, picture gallery, integration of video content
Delivery	Text, pictures, video material and URL no later than three working days before the publication date to werbung@caravaning-insights.de
Conditions	net 620 €
Refresh	net 100 €

PEOPLE, PROFILES, POSITIONS Present your most important personnel news here

Length of text	maximum 500 characters
Performances	Detailed presentation of your selected employee, directly in the editorial environment, attractive presentation incl. picture, SEO optimized
Delivery	Text and picture no later than three working days before the publication date to werbung@caravaning-insights.de
Conditions	net 230 €

DISCOUNTS

Combination discount	A combination discount of 10% is given when booking an ad in the newsletter or a recruitment ad at the same time!	Staggered repeat discount	For multiple bookings within one final year you will receive from 3 bookings 3%, from 5 bookings 5%, from 10 bookings 10% on all bookings!
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ADVERTISING IN THE NEWSLETTER

The weekly newsletter summarizes the most important news, trends and best practices from the caravanning industry and other exciting areas in a compact and up-to-date manner. After clicking on the online portal recipients receive all detailed information on the individual topics. In addition, individual vacancies and applications are selectively communicated. Use the limited ad space and get special attention in the industry!

Performance Recipients: 5.200 | Target group: Specialists and executives from manufacturers & dealers | Opening rate: >26% | Clickthrough: >5%

BANNER

Size	max. 570 pixels wide x 120 pixels high (max. 50 KB)
Possible formats	jpg, gif or png
Delivery	Please send only finished banners to werbung@caravaning-insights.de no later than three working days before the publication date
Conditions	net 390 €

ADVERTORIAL

Length of text	max. 400 characters
Illustration	min. 72 dpi; min. 250 pixels wide x 180 pixels high
Delivery	Text and picture no later than three working days before the publication date to werbung@caravaning-insights.de
Conditions	net 450 €

PEOPLE, PROFILES, POSITIONS Present your most important personnel news here

Length of text	max. 250 characters
Illustration	min. 72 dpi; min. 250 pixels wide x 180 pixels high
Delivery	Text and picture no later than three working days before the publication date to werbung@caravaning-insights.de
Conditions	net 140 €

DISCOUNTS

Combination discount	A combination discount of 10% is given when booking an ad in the online portal or a recruitment ad at the same time!	Staggered repeat discount	For multiple bookings within one final year you will receive from 3 bookings 3%, from 5 bookings 5%, from 10 bookings 10% on all bookings!
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RECRUITMENT ADVERTISING FORMATS



At stellenmarkt.caravaning-insights.de interested parties will find the first digital job market specifically for the caravaning industry. The job market is intended to remedy the urgent search of German caravaning and camping companies for staff reinforcement. Employers can place their job ads and others forms of recruitment advertising. Take advantage of our reach extensions and find qualified applicants!

Book a single ad at www.stellenmarkt.caravaning-insights.de or benefit from our ad quotas, which you can flexibly purchase within 12 months.

SINGEL AD	QUANTITY	CONDITIONS
Single ad*	1	net 390 €
Quotas	5	net 1,600 € (320 € / ad)
	10	net 2,900 € (290 € / ad)
	20	net 4,800 € (240 € / ad)
Extension single ad*		net 200 €
Trainee ad*		net 50 €
Refresh	Put your job ad repeatedly up at the top of the hit list	net 50 €

* Term 30 days

REACH EXTENSION**	PERFORMANCE	CONDITIONS
Newsletter	additional publication in the newsletters of Caravaning Insights, Reisemobil International, Camping, Cars & Caravans and CamperVans	plus net 145 €
Print ad	additional one-time publication in Reisemobil International, Camping, Cars & Caravans and CamperVans	from plus net 1,250 €
Print line entry	additional line entry in Reisemobil International, Camping, Cars & Caravans and CamperVans	plus net 100 €

**In addition to the above booking you can increase the reach of your ad

DISCOUNTS

Combination discount	A combination discount of 10% is given when booking an ad in the online portal or in the newsletter at the same time!	Staggered repeat discount	For multiple bookings within one final year you will receive from 3 bookings 3%, from 5 bookings 5%, from 10 bookings 10% on all bookings!
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COMPANY PROFILE Presentation of your company in the job market

Length of text	max. 2,000 characters
Performances	Detailed presentation of your company, attractive presentation incl. picture, SEO optimized
Delivery	Text, picture, video and URL no later than three working days before the publication date to werbung@caravaning-insights.de
Term	12 months
Conditions	net 690 €

REACH EXTENSION**

PERFORMANCE

CONDITIONS

Online portal	additional publication in the Caravaning Insights online portal	net 145 €
Newsletter	additional publication in the Caravaning Insights newsletter	net 145 €

**In addition to the above booking you can increase the reach of your ad



I AM AT YOUR DISPOSAL

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Other

Terms and Conditions: <https://www.doldemedien.de/allgemeine-geschaeftsbedingungen>

Privacy Policy: <https://www.doldemedien.de/datenschutz>

Data Protection Officer: datenschutzbeauftragter@doldemedien.de

We do not participate in a dispute resolution procedure before a consumer arbitration board.

Further advertising opportunities on request.



www.caravaning-insights.de
werbung@caravaning-insights.de