

Sales advisor: The best way to the right caravan!

- market overview for experienced and new caravan fans
- beginner special with caravan type test, basic tips for new purchase and financing, rents as a precursor to purchase, etc.
- short portraits of all caravan categories
- compact: brands and types
- vehicle tests for typical examples of each category
- technology lexicon: clear information on all areas of a caravan such as set-up, chassis, electricity and water supply, heating systems, sleeping, living and cooking
- towing vehicles, tents, accessories
- checklist for used vehicle purchase



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	4,900 €	5,880 €	7,840 €	395 x 252	420 x 280
1/1	inner part	2,450 €	2,940 €	3,920 €	184 x 252	210 x 280
3/4	vertical	1,840 €	2,205 €	2,940 €	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	1,225 €	1,470 €	1,960 €	090 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/4	1 column	615 €	735 €	980 €	043 x 252	055 x 280
	2 columns				090 x 124	-
	4 columns				184 x 060	-
1/8	1 column	310 €	370 €	490 €	043 x 124	-
	2 columns				090 x 060	-
	4 columns				184 x 030	-

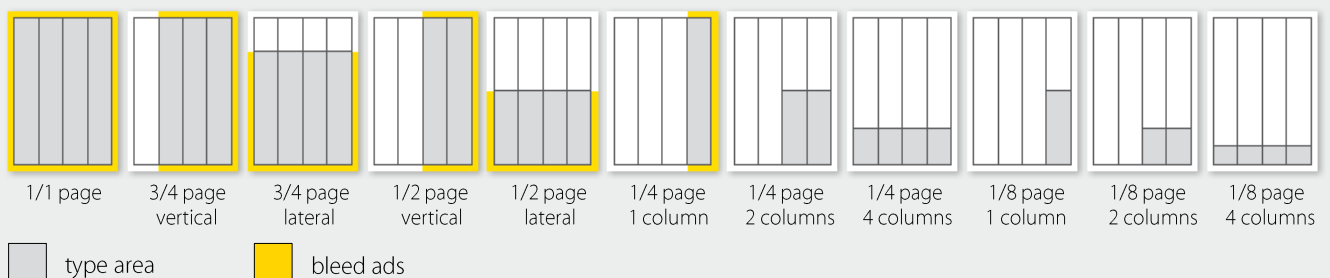
2nd cover page: additional 10% on the price of 1/1 page 4c

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.

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

SIZES PAGE FRACTION ADS



BUSINESS ADS

COLOUR	PRICE PER MM HEIGHT*	1 column wide	43 mm
black & white	2.65 €	2 columns wide	90 mm
spot colour	3.10 €	height	variable
4c	4.30 €	minimum height	10 mm

*in a single column

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

DISCOUNTS

mobile combination silver

10% discount for advertisers with current contracts in CAMPING, CARS & CARAVANS, CAMPER VANS or REISEMOBIL INTERNATIONAL 2020. (maximum size difference 50 %).

mobile combination gold

20% discount for advertisers with current contracts in CAMPING, CARS & CARAVANS, CAMPER VANS or REISEMOBIL INTERNATIONAL 2020 and in BORDATLAS 2021 (maximum size difference 50 %).

SCHEDULE 2020

ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MATERIAL
01/2021	November 10th, 2020	September 24th, 2020

EXAMPLES CONTENT



Technical information and ad specials please find here:



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