

MEDIAKIT 2020



CAMPER VANS



FASZINATION VANLIFE

CAMPERVANS – Germany's only two-month magazine specifically for camping buses and box cars, reports on each issue about:

- extensive vehicle tests
- vehicle short tests and novelties
- new equipment, practical accessories
- practical tips and service topics
- reports and company portraits
- Van Classic
- road trips – with campervan for surfing, climbing, biking,...

foundation	2014
readership	campervan and minibus drivers and those who want to become it
printed circulation	42,000 copies
frequency	6 times a year
copy price	€ 6.90
size	225 x 300 mm (width x height)



Source: publisher information

print PRICES & SIZES 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	5,100 €	6,210 €	8,160 €	424 x 270	450 x 300
1/1	inner part	2,550 €	3,060 €	4,080 €	197 x 270	225 x 300
3/4	vertical	1,915 €	2,295 €	3,060 €	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	1,275 €	1,530 €	2,040 €	096 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/4	1 column	640 €	765 €	1,020 €	045 x 270	058 x 300
	2 columns				-	-
	4 columns				-	-
1/8	1 column	320 €	385 €	510 €	045 x 133	-
	2 columns				-	-
	4 columns				-	-

BUSINESS ADS

colour	price per mm height*	1 column wide	43 mm
black & white	€ 2.70	2 columns wide	90 mm
spot colour	€ 3.20	height	variable
4c	€ 4.40	minimum height	10 mm

*in a single column

statutory VAT will be added

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.

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LOOSE INSERTS

up to 10 gram	€ 54
11 to 20 gram	€ 61
21 to 30 gram	€ 69
each additional gram	€ 0.70

Maximum size 215 x 290 mm (width x height)

Minimum size 105 x 148 mm (width x height)

MAXI LOOSE INSERTS

Head standing over 20 mm.
Once per issue.

Maximum size 215 x 320 mm (B x H)

Minimum size 125 x 320 mm

Additional costs € 10.60*

**added to the regular price per thousand for loose inserts*

BOUND INSERTS

up to 10 gram	€ 69
11 to 20 gram	€ 78
21 to 30 gram	€ 88
each additional gram	€ 0.90

Delivery folded and untrimmed

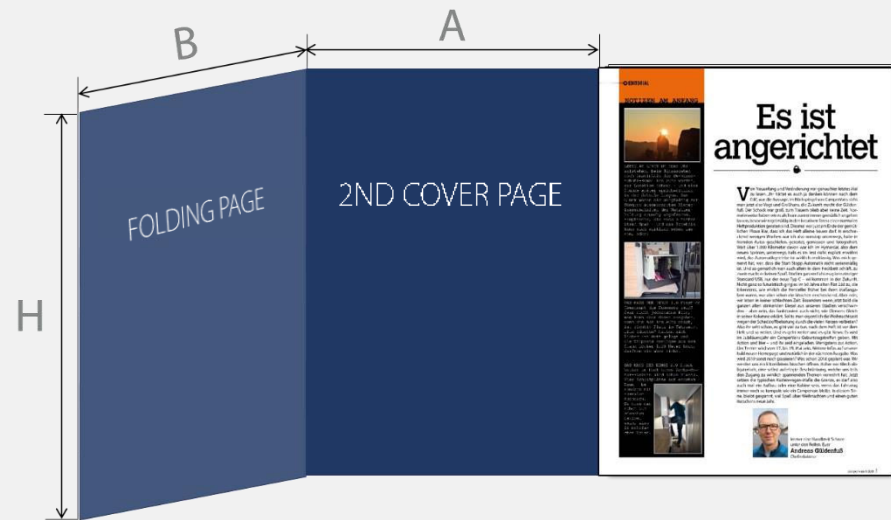
GLUED-IN INSERTS

Postcard	€ 33
CD/DVD	€ 55
„BankCard“ (plastik or cardboard)	€ 61
Booklet up to 10 gram	€ 47
Booklet 11 to 20 gram	€ 52
Booklet 21 to 30 gram	€ 57
each additional gram	€ 0.50

All prices for loose, bound and glued-in inserts are per thousand or part thereof and only valid to machine-processable inserts. Additional charge for manual processing. Statutory VAT is added. No discounts, agency commission is applicable. Additional [postal fees](#) for subscription circulation. In certain states or Nielsen regions partial circulation is possible (not for ads with attached booklets or glued-in inserts). Minimum circulation: 20.000 copies. Inserts may not contain advertisements or any paid elements of other companies.

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GATEFOLDER	
Scope	at least 3 ad pages
Placement	2nd cover page + 2 folding pages
Sizes	
2nd cover page	272 (A) x 300 (H) mm
1 folding page maximum	212 (B) x 300 (H) mm
1 folding page minimum	112 (B) x 300 (H) mm
Trim	magazine size 275 x 300 mm (width x height) + 3 mm outer trim, 3 mm upper trim & 12 mm trim below
Basic price	€ 12,240 (discounts granted) additional costs folding page: € 57/1,000 (no discounts, agency commission is applicable)



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print SCHEDULE & DISCOUNTS

SCHEDULE 2020

ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MAT.
01/2020	20.12.2019	28.11.2019
02/2020	21.02.2020	30.01.2020
03/2020	17.04.2020	25.03.2020
04/2020	19.06.2020	26.05.2020
05/2020	21.08.2020	31.07.2020
06/2020	23.10.2020	02.10.2020
07/2020	18.12.2020	27.11.2020

DISCOUNT TABLE

For display ads placed within a 1 year contract period beginning with the first publication and lasting 6 issues:

By number of ads

3 or more ads	5%
6 or more ads	10%
9 or more ads	15%

By number of pages

2 or more pages	5%
3 or more pages	10%
4 or more pages	15%
6 or more pages	18%
8 or more pages	20%

Combination discount

An additional 10% for all booked CAMPER VANS issues if REISEMOBIL INTERNATIONAL is booked in the same month of publication (maximum size difference 50 %).

from issue 01/2021 the new ad price list applies

CAMPER VANS



ADVERTORIAL

- detailed presentation of your products
- directly in editorial environment
- linking to your website
- unlimited online
- SEO optimized
- own keywords
- videos
- picture galleries (incl. captions)

Basic price incl. design € 990

◀◀ EXAMPLE Advertorial

BANNER

BANNER	AD SPACE	PRICE PER THOUSAND
Billboard/Content Bar*	970 x 250 px	€ 55
Half Page Ad**	300 x 600 px	€ 55
Wide Skyscraper**	160 x 600 px	€ 40
Leaderboard/Superbanner*	728 x 090 px	€ 30
Medium Rectangle*	300 x 250 px	€ 40

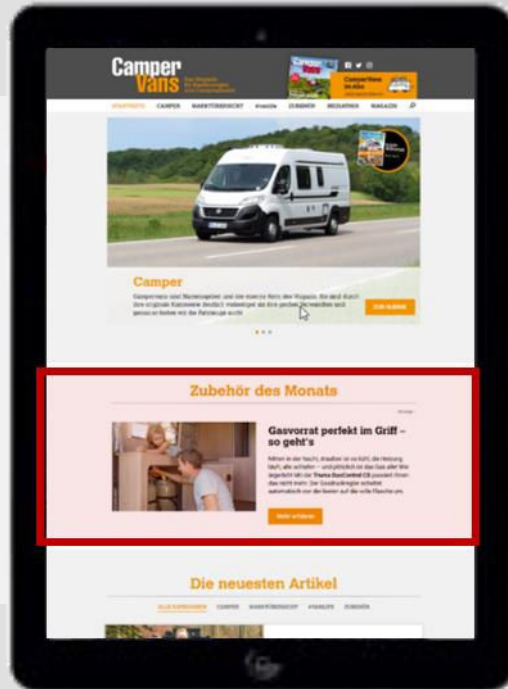
*banner also on mobile devices. **formats a ways in visible area
price per thousand; price per 1.000 impressions

PERFORMANCE *monthly average 2019*

Page impressions	16,500
User	6,500

Source: publisher information

statutory VAT will be added



PRODUCT/DESTINATION OF THE MONTH

- prominent placement of your product/region on the starting page
- editorial character (editor's recommendation)
- short explanation of your product/region in advertorial style

Term	1 month
Ø Page impressions starting page/month	4,500
Basic price/month	€ 390

DISCOUNTS

25% combination discount is given on placing a parallel advertorial in the newsletter.

statutory VAI will be added

digital NEWSLETTER



NEWSLETTER

- no waste coverage
- all recipient addresses were generated by us
- very high opening and click rates
- your information directly in editorial environment
- monthly frequency

PERFORMANCE & PRICES

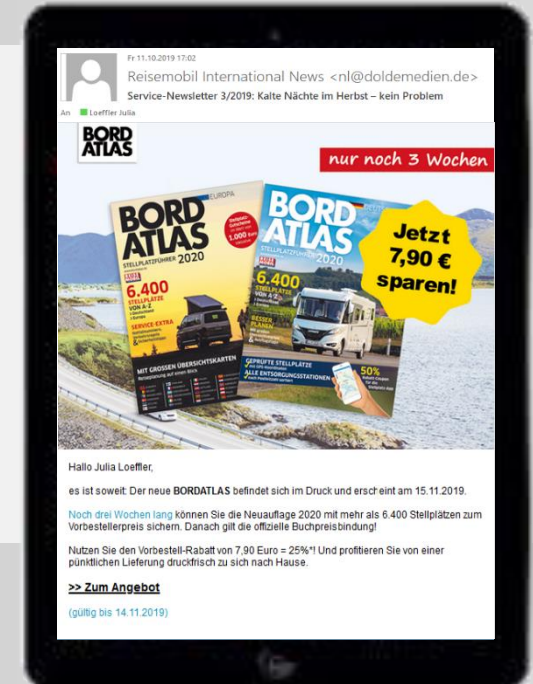
RECIPIENTS	Ø OPENING RATE	PRICE advertorial/banner	COMBINATION PRICE advertorial + lead generation
21,500	25-30 %	€ 990	€ 1,500 <i>introductory price</i>

◀◀ EXAMPLE Newsletter with Advertorial

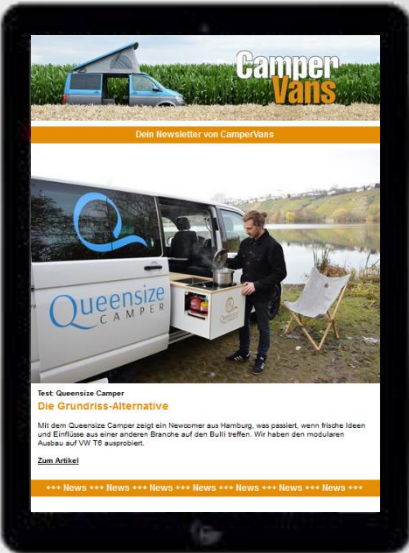
LEAD GENERATION BY NEWSLETTER

1. Your advertorial in editorial newsletter
2. Lead evaluation -> all clicks on the link in your advertorial
3. Standalone newsletter sent exclusively with your content by us

Source: publisher information, statutory VAT will be added



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SCHEDULE NEWSLETTER 2020

[01]	[02]	[03]	[04]	[05]	[06]	[07]	[08]	[09]	[10]	[11]	[12]	[13]
15.01.	28.02.	2./03.	24.04.	29.05.	26.06.	31.07.	28.08.	02.09.	25.09.	30.10.	2./11.	30.12.

subject to change

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- [Technical information](#)

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