

CampingImpulse – the manager magazine for innovative camping corporations

- market overviews of important products (sanitary, mobile homes, vehicle fleet, etc.)
- detailed reports on relevant topics (rental business, animation, online booking systems, energy supply)
- guide for all divisions of campsites (taxes, financing, personnel, software,...)
- useful address lists
- exclusive interviews with interesting persons of the camping scene
- trade fair insight and new industry trends
- presentation of successful projects on campsites



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	2,990 €	3,590 €	4,485 €	396 x 270	420 x 297
1/1	inner part	1,495 €	1,795 €	2,245 €	186 x 270	210 x 297
3/4	vertical	1,180 €	1,415 €	1,765 €	138 x 270	150 x 297
	lateral				168 x 200	210 x 217
1/2	vertical	785 €	945 €	1,180 €	090 x 270	102 x 297
	lateral				186 x 133	210 x 148
1/3	vertical	520 €	625 €	780 €	059 x 270	070 x 297
	lateral				186 x 086	210 x 099
1/4	1 column	415 €	495 €	620 €	043 x 270	055 x 297
	2 columns				090 x 133	-
	4 columns				186 x 067	-
1/8	a column	215 €	260 €	325 €	043 x 133	-
	2 columns				090 x 067	-
	4 columns				186 x 033	-
1/16	vertical	115 €	140 €	170 €	043 x 067	-
	lateral				090 x 033	-

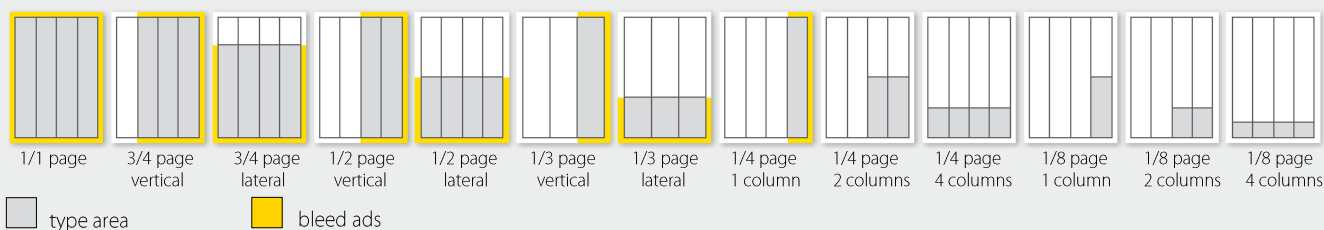
2nd cover page: additional 10% on the price of 1/1 page 4c

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	1.95 €	2 columns wide	90 mm
spot colour	2.35 €	height	variable
4c	2.80 €	minimum height	30 mm
*in a single column		cypher fee	20 €

DISCOUNT TABLE

by number of ads

2 or more ads:	5%
4 or more ads:	10%
6 or more ads:	15%
10 or more ads:	20%
12 or more ads:	25%

combination discount

An additional 10 % for your ad in CAMPING IMPULSE if REISEMOBIL INTERNATIONAL, CAMPING, CARS & CARAVANS or CAMPER VANS is booked in the same month of publication (maximum size difference 50 %).

AD SPECIAL Directory, Campingplatz-Partner'

price


per entry and issue: 49 €

discount table

from 2 entries per issue:	5%
from 4 entries per issue:	10%

SCHEDULE 2020

issue	publication date	closing date ads/printing material
01/2020	06. February 2020	08. January 2020
02/2020	03. April 2020	02. March 2020
03/2020	02. June 2020	27. April 2020
04/2020	31. July 2020	29. June 2020
05/2020	30. September 2020	31. August 2020
06/2020	11. December 2020	09. November 2020
Branchenführer	11. December 2020	02. November 2020

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

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