

MEDIAKIT 2020



picture CVD

CAMPING, CARS & CARAVANS

print PROFILE



Europe's competent caravan magazine reports on everything caravanning enthusiasts are interested in:

New vehicles, tests and premieres, accessory trends, market overviews, service parts, practical tips, detailed campsite presentations, travel reports.

Centerpiece professional test: One caravan exclusively tested by 5 experts – about 9-sided test in each issue, detailed and clear.

foundation	1994
readership	high-income caravan vacationers
printed circulation	50,000 copies
frequency	monthly
copy price	€ 3.90
size	210 x 280 mm (width x height)

Source: publisher information



CAMPING, CARS & CARAVANS

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	7,200 €	8,640 €	11,520 €	395 x 252	420 x 280
1/1	inner part	3,600 €	4,320 €	5,760 €	184 x 252	210 x 280
3/4	vertical	2,700 €	3,240 €	4,320 €	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	1,800 €	2,160 €	2,880 €	090 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/4	1 column	900 €	1,080 €	1,440 €	043 x 252	055 x 280
	2 columns				090 x 124	-
	4 columns				184 x 060	-
1/8	1 column	450 €	540 €	720 €	043 x 124	-
	2 columns				090 x 060	-
	4 columns				184 x 030	-
1/16	vertical	230 €	270 €	360 €	043 x 060	-
	lateral				090 x 030	-

BUSINESS ADS

colour	price per mm height*	1 column wide	43 mm
black & white	€ 4.20	2 columns wide	90 mm
spot colour	€ 4.80	height	variable
4c	€ 6.20	minimum height	10 mm

*in a single column

TEXT ADS

performance	price	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.
commercial use per line	€ /	
colour photo	€ 40	
cypher fee	€ 10	

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. 7 of the European scale colours: cyan, magenta, yellow.

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print INSERTS

LOOSE INSERTS

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

Maximum size 195 x 270 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 195 x 300 mm (B x H)

Minimum size 125 x 300 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

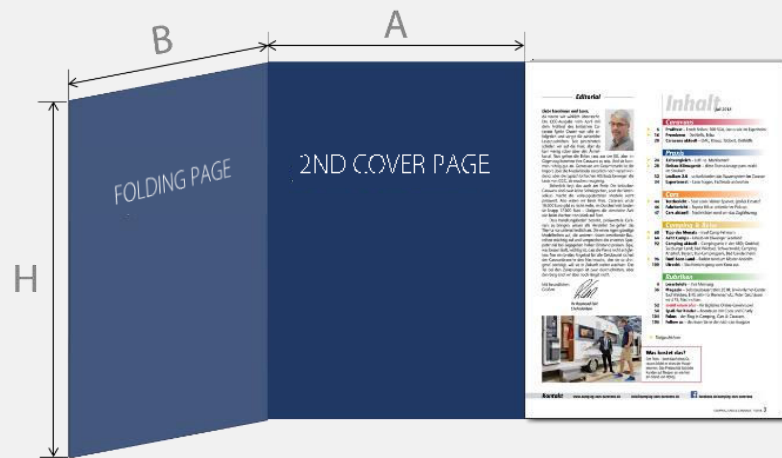
GLUED-IN INSERTS

Postcard	€ 33
CD/DVD	€ 55
„Bank Card“ (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 for 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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print AD SPECIALS



GATEFOLDER

Scope	at least 3 ad pages
Placement	2nd cover page + 2 folding pages
Sizes	
2nd cover page	207 (A) x 280 (H) mm
Folding page maximum	197 (B) x 280 (H) mm
Folding page minimum	110 (B) x 280 (H) mm
Trim	magazine size 210 x 280 mm (width x height) + 3 mm outer trim, 3 mm upper trim & 12 mm trim below
Basic price	€ 17,280 (discounts granted) additional costs folding page: € 52/1,000 (no discounts, agency commission is applicable)

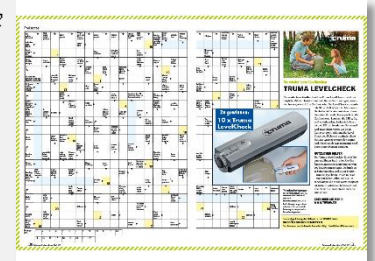
CROSSWORD

Price 2/1 page 4c	€ 2,200
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Price including complete production.
Text about 2,000 characters, once per issue.

10% combination discount by booking a parallel crossword in REISEMOBIL INTERNATIONAL, no further discounts. Agency commission is allowed.

Example



statutory VAT will be added

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print SCHEDULE & DISCOUNTS

ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MAT.
01/2020	10.12.2019	19.11.2019
02/2020	10.01.2020	11.12.2019
03/2020	11.02.2020	21.01.2020
04/2020	10.03.2020	18.02.2020
05/2020	09.04.2020	19.03.2020
06/2020	12.05.2020	20.04.2020
07/2020	09.06.2020	14.05.2020
08/2020	14.07.2020	23.06.2020
09/2020	11.08.2020	21.07.2020
10/2020	18.09.2020	27.08.2020
11/2020	13.10.2020	21.09.2020
12/2020	10.11.2020	20.10.2020
01/2021	15.12.2020	24.11.2020

DISCOUNT TABLE

For display ads placed within a 1 year contract period beginning with the first publication and lasting 12 issues:

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%
15 or more pages	22%
18 or more pages	23%
24 or more pages	25%

Combination discount

An additional 10 % is given on placing a parallel ad in REISEMOBIL INTERNATIONAL (maximum size difference 50 %).

from issue 01/2021 the new ad pricelist applies

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digital HOMEPAGE



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 € 1,390



EXAMPLE Advertorial

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 90 px	€ 30
Medium Rectangle*	300 x 250 px	€ 40

*banner also on mobile devices, **formats always in visible area
price per thousand; price per 1,000 impressions

PERFORMANCE monthly average 2019

Page impressions	70,500
User	30,500

Source: publisher information

statutory VAT will be added

WWW.CAMPING-CARS-CARAVANS.DE



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	5,500
Basic price/month	€ 490

DISCOUNTS

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

statutory VAT will be added

WWW.CAMPING-CARS-CARAVANS.DE

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
- two week frequency

PERFORMANCE & PRICES

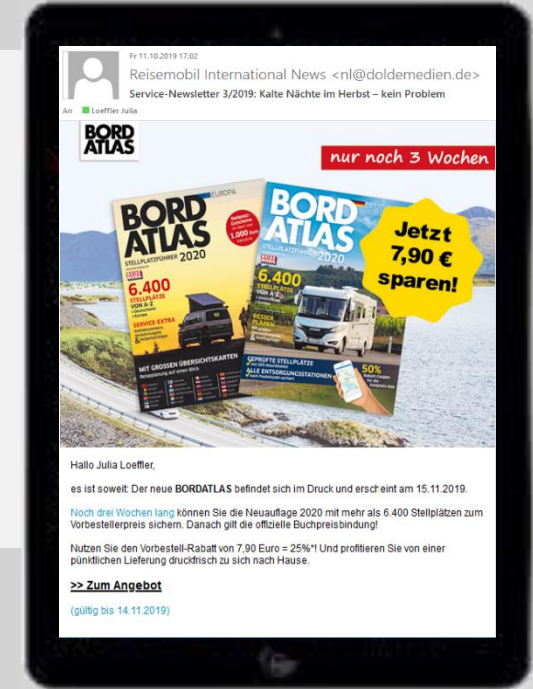
RECIPIENTS	Ø OPENING RATE	PRICE advertorial/banner	COMBINATION PRICE advertorial + lead generation
33,500	25-30 %	€ 1,260	€ 2,000 <i>introductory price</i>

EXAMPLE Newsletter with Advertorial

LEAD GENERATION BY NEWSLETTER

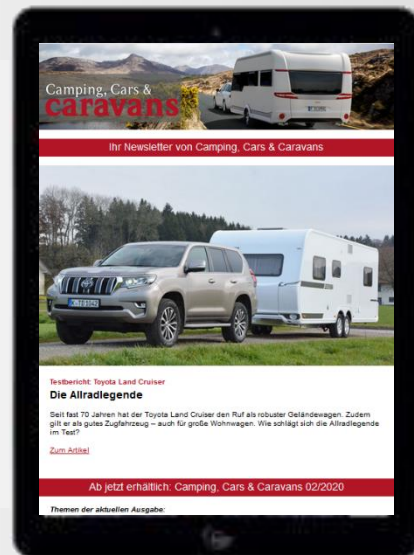
1. Your advertorial in editorial newsletter
2. Lead evaluation -> all clicks on the link in your advertorial
3. Standalone newsletter sent exclusively with your content by us

Source: publisher information, statutory VAT will be added



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digital SCHEDULE



SCHEDULE NEWSLETTER 2020

[01]	[02]	[03]	[04]	[05]	[06]	[07]	[08]	[09]	[10]	[11]	[12]	[13]	[14]
10.01.	15.01.	29.01.	12.02.	26.02.	11.03.	25.03.	08.04.	22.04.	06.05.	20.05.	03.06.	17.06.	01.07.
[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]	[25]	[26]	[27]	
15.07.	29.07.	12.08.	28.08.	02.09.	09.09.	23.09.	06.10.	21.10.	04.11.	18.11.	02.12.	16.12.	

subject to change

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