

MEDIAKIT 2020



REISEMOBIL INTERNATIONAL



Europe's fascinating motorhome magazine reports on everything motorhome enthusiasts are interested in: New vehicles, tests and premieres, accessory trends, market overviews, service parts, practical tips, travel reports, pitch and camping information.
Centerpiece professional test: One motorhome exclusively tested by 6 experts – 12-sided test in each issue, detailed and clear.

foundation	1989
readership	high-income motorhome vacationers
printed circulation	IVW 3rd quarter 2019: 109,787 copies
sold circulation	61,426 copies
frequency	monthly
copy price	€ 4.70
size	210 x 280 mm (width x height)



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	7,940 €	9,530 €	12,700 €	395 x 252	420 x 280
1/1	inner part	3,970 €	4,765 €	6,350 €	184 x 252	210 x 280
3/4	vertical	2,980 €	3,575 €	4,765 €	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	1,985 €	2,380 €	3,175 €	090 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/4	1 column	995 €	1,190 €	1,590 €	043 x 252	055 x 280
	2 columns				090 x 124	-
	4 columns				184 x 060	-
1/8	1 column	495 €	595 €	795 €	043 x 124	-
	2 columns				090 x 060	-
	4 columns				184 x 030	-
1/16	vertical	250 €	300 €	400 €	043 x 060	-
	lateral				090 x 030	-

BUSINESS ADS

colour	price per mm height*	1 column wide	43 mm
black & white	€ 4.50	2 columns wide	90 mm
spot colour	€ 5.20	height	variable
4c	€ 6.70	minimum height	10 mm

*in a single column

TEXT ADS

performance	price
commercial use per line	€ 7.60
colour photo	€ 40
cypher fee	€ 10

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.

statutory VAT will be added

2nd cover page: additional 10% on the price of 1/1 page 1c, 4th cover page: additional 15% on the price of 1/1 page 1c *spot colours can be made out of max. 7 of the European scale colours: cyan, magenta, yellow.

REISEMOBIL INTERNATIONAL

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

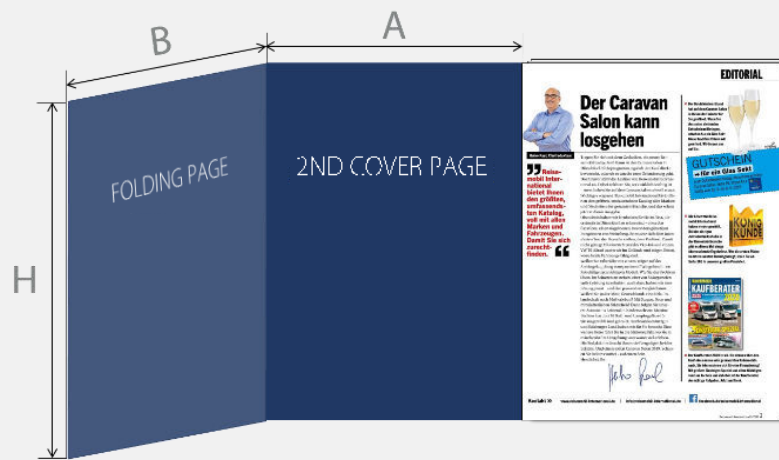
up to 10 gram	€ 69
11 to 20 gram	€ 78
21 to 30 gram	€ 88
each additional gram	€ 0.90

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.



GATEFOLDER

Scope	at least 3 ad pages
Placement	2nd cover page + 2 folding pages
Sizes	
2nd cover page	207 (A) x 280 (H) mm
1 folding page maximum	197 (B) x 280 (H) mm
1 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	€ 19,050 (discounts granted) additional costs folding page: € 46/1,000 (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 CAMPING, CARS & CARAVANS, no further discounts. Agency commission is allowed.

Example



statutory VAT will be added

print SCHEDULE & DISCOUNTS

ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MAT.
01/2020	03.12.2019	11.11.2019
02/2020	03.01.2020	05.12.2019
03/2020	04.02.2020	13.01.2020
04/2020	03.03.2020	10.02.2020
05/2020	03.04.2020	12.03.2020
06/2020	05.05.2020	08.04.2020
07/2020	02.06.2020	06.05.2020
08/2020	03.07.2020	09.06.2020
09/2020	04.08.2020	10.07.2020
10/2020	11.09.2020	19.08.2020
11/2020	06.10.2020	11.09.2020
12/2020	03.11.2020	09.10.2020
01/2021	01.12.2020	06.11.2020

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 CAMPING, CARS & CARAVANS (maximum size difference 50 %).

from issue 01/2021 the new ad pricelist applies



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 € 1,890



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 always in visible area
price per thousand; price per 1,000 impressions

PERFORMANCE monthly average 2019

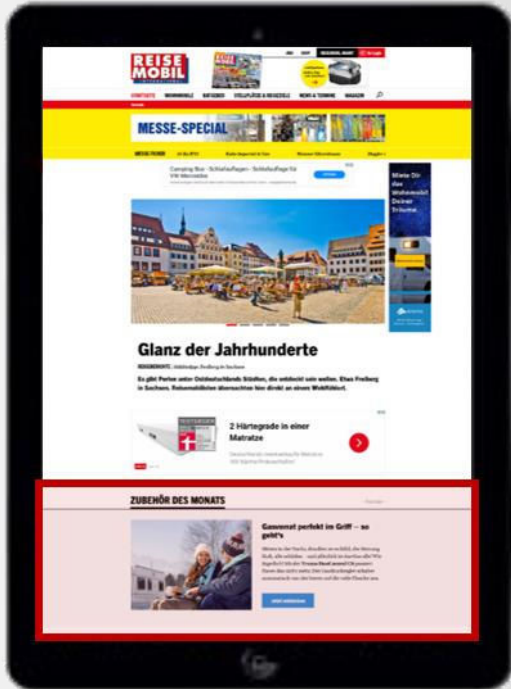
Page impressions	165,000
User	51,000

Source: publisher information

statutory VAT will be added

WWW.REISEMOBIL-INTERNATIONAL.DE

digital AD SPECIALS



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
🕒 Page impressions starting page/month	15,000
Basic price/month	€ 990

DISCOUNTS

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

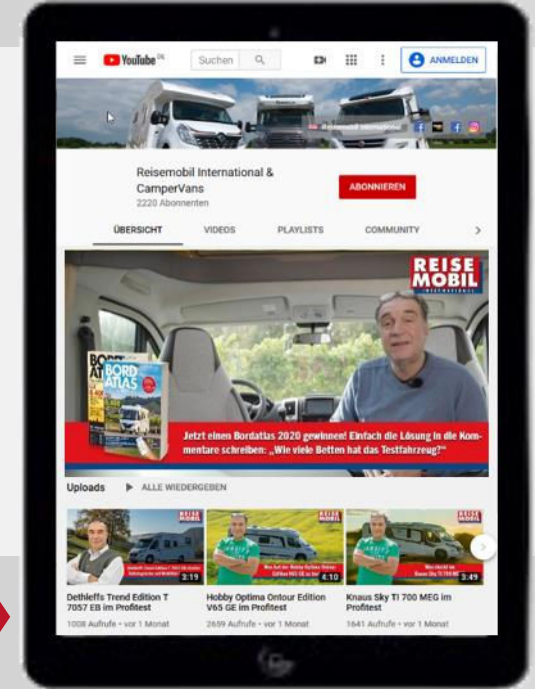
COMPETITION PARTNER VIDEO

- draw of your products in the monthly professional test video
- moderation by experienced specialist editor
- multiple display and mention of your products in the video
- linking to your website
- publication on ➤ www.reisemobil-international.de and directly on ➤ www.youtube.com

Basic price/video	€ 399
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statutory VAT will be added

EXAMPLE *video professional test* ➤➤



WWW.REISEMOBIL-INTERNATIONAL.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

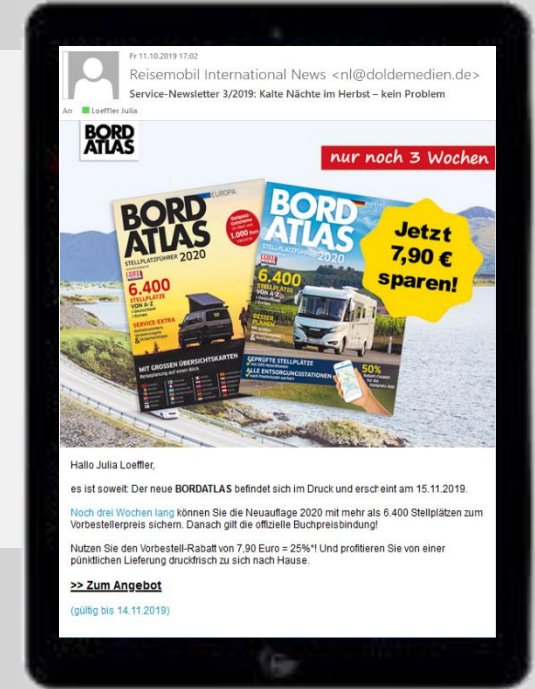
RECIPIENTS	Ø OPENING RATE	PRICE advertorial/banner	COMBINATION PRICE advertorial + lead generation
55,000	25-30 %	€ 1,890	€ 2,500 <i>introductory price</i>

◀◀ EXAMPLE Newsletter

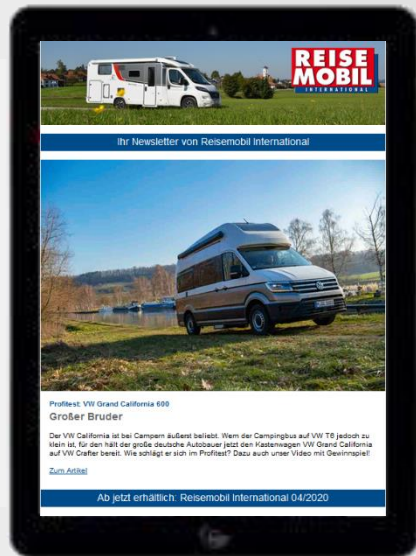
LEAD GENERATION BY NEWSLETTER

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



REISEMOBIL INTERNATIONAL

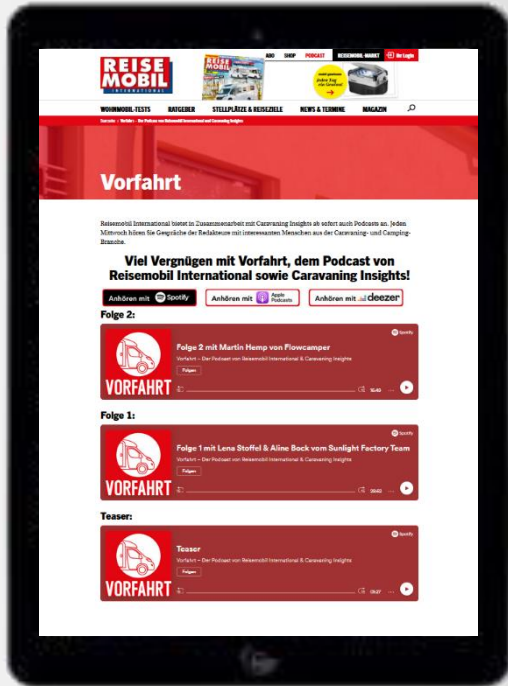


SCHEDULE NEWSLETTER 2020

[01]	[02]	[03]	[04]	[05]	[06]	[07]	[08]	[09]	[10]	[11]	[12]	[13]	[14]
10.01.	15.01.	22.01.	05.02.	19.02.	04.03.	18.03.	01.04.	15.04.	29.04.	13.05.	27.05.	10.06.	24.06.
[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]	[25]	[26]	[27]	[28]
08.07.	22.07.	05.08.	19.08.	28.08.	02.09.	16.09.	30.09.	14.10.	28.10.	11.11.	25.11.	09.12.	23.12.

subject to change

podcasts PRICES



VORFAHRT – The brandnew podcast of REISEMOBIL INTERNATIONAL & CARAVANING INSIGHTS appears every wednesday.

SINGLE PRICES

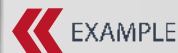
ADVERTISING FORM	LENGTH	PRICE
Pre-Roll	max. 10 sec.	€ 449
Post-Roll	max. 15 sec.	€ 399
Exclusive Interview* Basic	25 min.	€ 999
Exclusive Interview* Premium	2x 25 min.	€ 1,990

PACKAGE PRICES

PACKAGE	ADVERTISING FORM	LENGTH	PRICE	DISCOUNT	TOTAL PRICE
I	Pre- + Post-Roll	max. 10 +15 sec.	€ 848	10%	€ 1,662
	Exclusive Interview* Basic	max. 25 min.	€ 999		
II	Pre- + Post-Roll	max. 10+15 sec.	€ 848	10%	€ 2,554
	Exclusive Interview* Premium	2 x 25 min.	€ 1,990		

For maximum advertising effect the pre- & post-rolls are placed in the previous or next, purely editorial VORFAHRT podcast episode when booking a package.
Your text will be spoken and placed free of charge. Please send us ready-made spots as MP3 or WAV format.

**Production of an exclusive, editorial VORFAHRT podcast episode, published without pre- or post roll/statutory VAT will be added*



WWW.REISEMOBIL-INTERNATIONAL.DE

podcasts PERFORMANCES & DISCOUNTS

PODCAST FACTS

DOWNLOADS & STREAMS	ACTIVE LISTENERS	OF THEM SUBSCRIBERS
29.808	16.362	16.299



DISCOUNTS

NUMBER	from 2 rolls	from 4 rolls	from 6 rolls	from 8 rolls	from 10 rolls
DISCOUNT	5%	8%	10%	12%	15%

*The podcast VORFAHRT went straight to number one on the Apple podcasts charts after its first release!

PERFORMANCE

DISTRIBUTION		PERFORMANCE
HOME PAGES	<ul style="list-style-type: none"> www.reisemobil-international.de www.caravaning-insights.de 	Page impressions total: 1/0,588 User total: 52,345
SOCIAL MEDIA	<ul style="list-style-type: none"> REISEMOBIL INTERNATIONAL: Facebook CAMPING, CARS & CARAVANS: Facebook CAMPER VANS: Facebook + Instagram 	Follower: 14,000 Follower: 21,100 Follower: 18,240 + 12,700
NEWSLETTER	<ul style="list-style-type: none"> REISEMOBIL INTERNATIONAL CARAVANING INSIGHTS 	Recipients total: 60,200 Ø Opening rate: 25-30 %
STREAMING-DIENSTE	Spotify® Apple Podcasts DEEZER	

Status: 16.06.2020

WWW.REISEMOBIL-INTERNATIONAL.DE

DoldeMedien

VERLAG GMBH

Naststraße 19 B
70376 Stuttgart
☎ +49 (0) /11/55 349-0
☎ +49 (0) /11/55 349-400
[E] info@doldemedien.de
[W] vermarktung.doldemedien.de

Bank details

Volksbank am Württemberg eG
IBAN DE 2060 0603 9600 1891 9006
BIC: GENODES1UTV

- [Terms & conditions](#)
- [Technical information](#)

Head of Sales

Sylke Wohlschiess
☎ +49 (0) /11/55 349-192
[E] sylke.wohlschiess@doldemedien.de

Media Consulting Focus Accessories

Roland Trotzko
☎ +49 (0) /11/55 349-195
[E] roland.trotzko@doldemedien.de

Media Consulting Focus Campsites

Brigitte Zeyher
☎ +49 (0) /11/55 349-193
[E] brigitte.zeyher@doldemedien.de

Online Sales Manager

Sascha Horn
☎ +49 (0) /11/55 349-196
[E] sascha.horn@doldemedien.de

Cross-Media Sales Manager

Kristina Moser
☎ +49 (0) /11/55 349-172
[E] kristina.moser@doldemedien.de

Printing Material/Backoffice

Vanessa Pfeiffer
☎ +49 (0) /11/55 349-191
[E] druckunterlagen@doldemedien.de



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