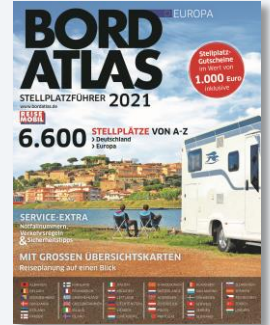


## BORDATLAS – the best way to the pitch

For 25 years the BORDATLAS has been leading motorhome and caravan drivers to Europe's most beautiful pitches. It's considered as an indispensable annual standard book that should not be missing in any recreational vehicle. Mobile travelers are often on the road. Whether it's a long holiday trip, a short trip or a weekend getaway – the BORDATLAS is always present. That means: **Your ad is present for a whole year and will be seen regularly. This is why the BORDATLAS is the ideal long-term advertising medium for your image advertisement.**

### The BORDATLAS in Keywords:

- about 6,600 different pitches clearly described, divided into the volumes Germany and Europe which are only available together
- all newly added pitches are marked
- alphabetical sorting for best practicality
- additional service: geodata, WLAN hotspots, map section with marking of free and suitable parking spaces for caravan drivers
- highest possible timeliness through annual inspection of all entries
- cooperation with about 70 pitch correspondents who are checking pitches locally
- overview disposal stations
- bonus for users: discount vouchers with a total value of more than € 1,000
- printed circulation: 55,000 copies



## PAGE FRACTION ADS magazine & market 4-columns

sizes		basic prices			type area (no trim)	bleed ads (+ 5 mm trim all around)
page fractions		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	430 x 280
1/1	inner part	€ 2,450	€ 2,940	€ 3,920	184 x 252	215 x 280
3/4	vertical	€ 1,840	€ 2,205	€ 2,940	137 x 252	150 x 280
	lateral				184 x 184	215 x 203
1/2	vertical	€ 1,225	€ 1,470	€ 1,960	90 x 252	103 x 280
	lateral				184 x 124	215 x 140
1/4	1 column	€ 615	€ 735	€ 980	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 310	€ 370	€ 490	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-

2nd cover page: +10% on the price of 1/1 page 4c, 4th cover page: +15% on the price of 1/1 page 4c

\*Spot colours are composed of maximum 2 of the Euro scale colours cyan, magenta, yellow

## 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

## PAGE FRACTION ADS pitch part 3-columns

sizes		basic prices			type area (no trim)	bleed ads (+ 5 mm trim all around)
page fractions		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	430 x 280
1/1	inner part	€ 2,450	€ 2,940	€ 3,920	184 x 252	215 x 280
2/3	vertical	€ 1,630	€ 1,960	€ 2,610	121 x 252	133 x 280
1/2	vertical	€ 1,225	€ 1,470	€ 1,960	90 x 252	103 x 280
	lateral				184 x 124	215 x 140
1/3	vertical	€ 815	€ 980	€ 1,305	59 x 252	71 x 280
	lateral				184 x 80	215 x 97
1/4	4 columns	€ 615	€ 735	€ 980	184 x 60	-
1/6	vertical	€ 410	€ 490	€ 650	59 x 124	-
	lateral				121 x 60	-
1/12	vertical	€ 210	€ 245	€ 325	59 x 60	-

**2nd cover page:** +10% on the price of 1/1 page 4c, **4th cover page:** +15% on the price of 1/1 page 4c

\*spot colours are composed of maximum 2 of the Euro scale colours cyan, magenta, yellow

## DISCOUNTS

### 10% CUSTOMER DISCOUNT

for advertisers with current orders in 2021 in REISEMOBIL INTERNATIONAL, CAMPER VANS and/or CAMPING, CARS & CARAVANS (format difference maximum 50%).

### 50% EUROPE DISCOUNT

By booking of both volumes of BORDATLAS 50% discount on the second ad. Motive, colour and size can be different. Europe discount is granted for different ads only on the lower-cost option. No customer discount for additional ad (format difference maximum 50%).

## SCHEDULE 2021

issue	publication date	closing date ads/printing material	
01/2022	22.11.2021	pitch part	25.08.2021
		magazine & market	22.09.2021

**TECHNICAL INFORMATION**, ad specials and digital advertising please find here:  **MEDIKIT**

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