

2021

campsite MEDIAKIT



picture: Ienggrieser Bergcamping, Wolfgang Kronwitter

REISEMOBIL INTERNATIONAL • CAMPING, CARS & CARAVANS • BORDATLAS

RMI • CCC

- » Profile
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2021

print PROFILE



Europe's fascinating leisure magazines report on all topics of interest to caravanners:

New vehicles, tests and premieres, accessory trends, market overviews, service parts, practical tips, travel reports, pitch and camping information.

Centerpiece professional test: For each issue one motorhome/caravan is tested exclusively by our specialist editors, master craftsmen from the areas body construction, electrical and interior design – large article in each issue, detailed and clear.

	REISEMOBIL INTERNATIONAL	CAMPING, CARS & CARAVANS
foundation	1989	1994
printed circulation	87,510 copies (IWW quarter 3/20)	45,000 copies
frequency	monthly	monthly
copy-price	€ 4,-/0	€ 3.90
size (width x height)	210 x 280 mm	210 x 280 mm

« SCROLL THROUGH

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DoldeMedien
VERLAG GMBH

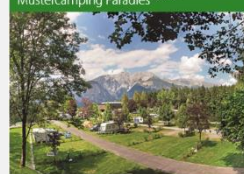
2021

print CAMPSITE DIRECTORY



ADVERTISEMENT

70376 Stuttgart
Mustercamping Paradies*****



Willkommen im Campingurlaub
Wunderschön gelegener Campingplatz im Herzen von Stuttgart. Genießen Sie alle Annehmlichkeiten eines 5-Sterne Platzes.



Mustercamping Paradies
70376 Stuttgart, Naststraße 19 B
Tel. 0711/55349-193, Fax 0711/55349-200
www.mustercamping.de
info@mustercamping.de

- headline (postcode, city) free
- campsite's name) free
- illustration each one up to 40 mm height (picture or illustration) € 35.00
- piktograms free
- text per started line (highlighting in red font possible, no extra charge) € 9.70
- campsite logo (optional) € 35.00
- address per started line (campsite's name bold black) € 9.70



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Statutory VAT will be added, prices per issue, from issue 1/2022 the new prices for 2022 will be valid.

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2021

print CAMPSITE DIRECTORY



COVER PICTURE

Present your campsite as a generous eye-catcher on the starting page of the special part **Willkommen im Campingurlaub**.

picture highlighted basic price min. 300 dpi, 18 / x 8 / mm (width x height) for example current offers/events € 590 per magazine

bookable only in conjunction with ad(s)

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2021

print SCHEDULE & DISCOUNTS

SCHEDULE 2021

issue	publication date REISEMOBIL INTERNATIONAL	publication date CAMPING, CARS & CARAVANS	closing date ads/ printing material	important dates 2021
01/2021	01.12.2020	15.12.2020	06.11.2020	
02/2021	05.01.2021	12.01.2021	04.12.2020	
03/2021	09.02.2021	16.02.2021	15.01.2021	
04/2021	09.03.2021	16.03.2021	12.02.2021	
05/2021	06.04.2021	13.04.2021	10.03.2021	
06/2021	04.05.2021	11.05.2021	09.04.2021	
07/2021	01.06.2021	08.06.2021	05.05.2021	
08/2021	06.07.2021	13.07.2021	11.06.2021	preview fair Caravan Salon
09/2021	03.08.2021	10.08.2021	09.07.2021	main issue fair Caravan Salon
10/2021	10.09.2021	16.09.2021	18.08.2021	summary fair Caravan Salon
11/2021	05.10.2021	12.10.2021	10.09.2021	
12/2021	02.11.2021	09.11.2021	07.10.2021	
01/2022	07.12.2021	14.12.2021	11.11.2021	

DISCOUNT TABLE

for campsite text ads booked in an annual contract starting with the first publication and lasting 12 issues:

by number of ads

from 3 ads 3%
from 6 ads 5%
from 9 ads 10%
from 12 ads 15%

combination discount cover

additional 10% on placing a cover picture in both magazines at the same time (REISEMOBIL INTERNATIONAL and CAMPING, CARS & CARAVANS).

From issue 01/2022 the new ad price list 2022 applies.

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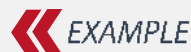
2021

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)



PERFORMANCES & PRICES

	www.reisemobil-international.de	www.camping-cars-caravans.de
page impressions	280,000	85,000
user	85,000	40,000
basic price incl. grafic design	€ 1,990	€ 1,390

monthly average 2020

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statutory VAT will be added

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2021

digital NEWSLETTER

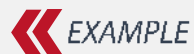


ADVERTORIAL IN NEWSLETTER

- 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

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



PERFORMANCES & PRICES

	www.reisemobil-international.de	www.camping-cars-caravans.de
newsletter recipients	50,000	30,000
Ø opening rate	25-30%	25-30%
basic price advertorial	€ 1,990	€ 1,290
combination price advertorial & leadgenerierung	€ 2,500	€ 2,000

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*source: publisher information, statutory VAT will be added

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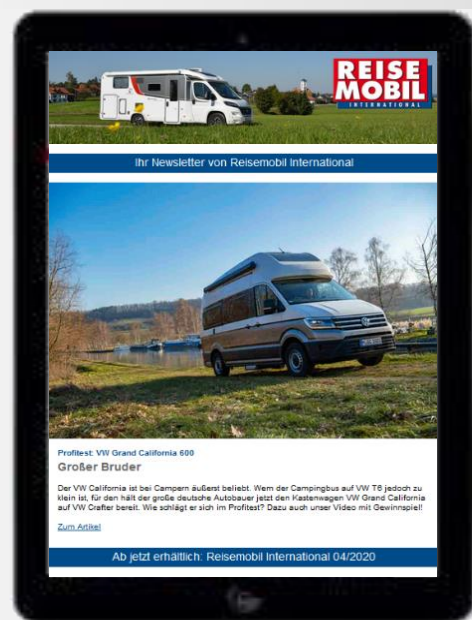
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2021

digital SCHEDULE



SCHEDULE NEWSLETTER 2021

	January		February		March		April		May		June			
REISEMOBILINTERNATIONAL	13.01.	27.01.	10.01.	24.01.	10.03.	24.03.	07.04.	21.04.	05.05.	19.05.	02.06.	16.06.	30.06.	
CAMPING, CARS & CARAVANS	07.01.	20.01.	03.02.	17.02.	03.03.	17.03.	14.04.	28.04.	12.05.	26.05.	09.06.	26.06.		
	July		August		September		October		November		December			
REISEMOBILINTERNATIONAL	14.07.	28.07.	11.08.	25.08.	01.09.	08.09.	22.09.	06.10.	20.10.	03.11.	17.11.	01.12.	15.12.	
CAMPING, CARS & CARAVANS	07.07.	21.07.	04.08.	18.08.	25.08.	01.09.	15.09.	29.09.	13.10.	27.10.	10.11.	24.11.	08.12.	22.12.

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subject to change

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- » *digital* Schedule

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2021

campsite MEDIAKIT



picture CVD

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DoldeMedien
VERLAG GMBH

2021

print *PROFILE*



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

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BORDATLAS *campsite*

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print PAGE FRACTION ADS

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	-

DISCOUNT

10% CUSTOMER DISCOUNT

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

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

statutory VAT will be added

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print PREMIUM ENTRY



PREMIUM ENTRY



header (free)

picture (free)

text (free)

background gold – visibility upgraded

1 additional picture

additional text (maximum 380 characters incl. blanks)

PRICE

basic price/entry:

€ 9,5

statutory VAT will be added

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print VOUCHERS

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print SCHEDULE



SCHEDULE 2021

issue	publication date	closing date vouchers	closing date ads & premium entries/printing material
01/2022	22.11.2021	22.07.2021	25.08.2021

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2021

CONTACT

DoldeMedien VERLAG GMBH

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BIC GENODE31UTV

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- technical information

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