

2021

MEDIAKIT



picture: CVO

CAMPING, CARS & CARAVANS

PRINT

- » Profile
- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

- » Contact

2021

print PROFILE



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

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

Centerpiece professional test: A caravan in a 9-page expert check

For each issue one caravan is tested exclusively by our specialist editors, master craftsmen and specialists from the areas body construction, electrical, interior fittings and chassis technology as well as a TÜV expert down to the last detail.

foundation	1994
readership	high-income caravan vacationers
printed circulation	45,000 copies*
frequency	monthly
copy price	€ 3.90
size	210 x 280 mm (width x height)



2/11

*source: publisher information

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- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

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- » Homepage
- » Ad Special
- » Newsletter
- » Schedule
- » Contact

DoldeMedien
VERLAG GMBH

2021

print PRICES & SIZES 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	€ 7,260	€ 8,715	€ 11,620	395 x 252	420 x 280
1/1	inner part	€ 3,630	€ 4,360	€ 5,810	184 x 252	210 x 280
3/4	vertical	€ 2,725	€ 3,270	€ 4,360	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 1,815	€ 2,180	€ 2,905	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,210	€ 1,455	€ 1,940	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 910	€ 1,090	€ 1,455	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 455	€ 545	€ 730	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
1/16	vertical	€ 230	€ 275	€ 365	43 x 60	-
	lateral				90 x 30	-

BUSINESS ADS

colour	price per mm height	1 column wide	43 mm
black & white	€ 4.30	2 columns wide	90 mm
spot colour	€ 4.90	height	variable
4c	€ 6.30	minimum height	10 mm

TEXT ADS

performance	price	Type style by publisher, no logos, no frames, no free design.
commercial use per line	€ 7.10	Discounts for display ads will be transferred to text ads. Text ads are not added to the annual contract, no agency commission.
colour photo	€ 45.00	
cypher fee	€ 10.00	

CARAVAN DEALER DIRECTORY

performance	price	Address entries for caravan dealers incl. e-mail and homepage below the desired brand. Alphabetical sorting of vehicle brands, within the brands postal listing of dealers. Only available for annual contracts about 12 issues, no discounts, no agency commission.
address entry	€ 25.00	
logo black & white	€ 10.00	

2. 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 max. 2 of the Euro scale colours cyan, magenta, yellow

statutory VAT will be added

3/11

CAMPING, CARS & CARAVANS

PRINT

- » Profile
- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

» Contact

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print INSERTS

LOOSE INSERTS

up to 10 gram	€ 57
11 to 20 gram	€ 64
21 to 30 gram	€ 72
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 320 mm
additional costs € 10.60*

*added to the regular price per thousand for loose inserts

BOUND INSERTS

up to 10 gram	€ 72
11 to 20 gram	€ 81
21 to 30 gram	€ 91
each additional gram	€ 0.90

delivery folded and untrimmed

GLUED-IN INSERTS

Postcard	€ 36
CD/DVD	€ 58
„bank card“ (plastic or cardboard)	€ 64
booklet up to 10 gram	€ 50
booklet 11 to 20 gram	€ 55
booklet 21 to 30 gram	€ 60
each additional gram	€ 0.50

All prices for loose, bound and glued-in inserts are per started thousand and only valid for machine processing. Additional charge for manual processing. Statutory VAT will be 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.

4/11

CAMPING, CARS & CARAVANS

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- » Profile
- » Prices & Sizes Ads
- » **Inserts**
- » Ad Specials
- » Schedule & Discounts

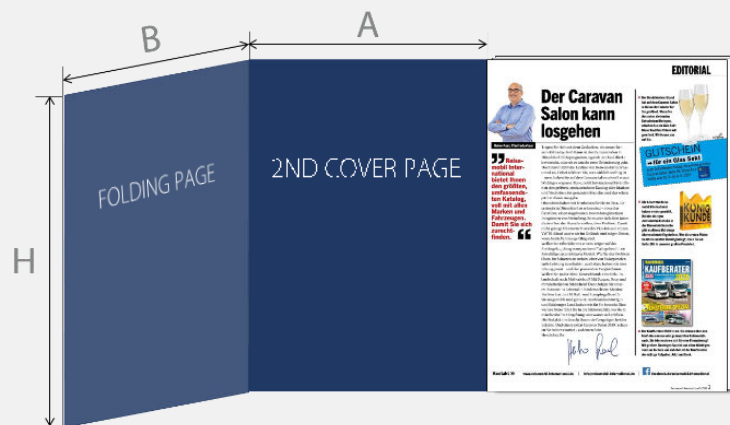
DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

- » Contact

2021

print AD SPECIALS



GATEFOLDER

scope	minimum 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	€ 17,430 (discountable) additional costs folding page: € 55/1,000 (no discounts, agency commission is applicable)

CROSSWORD

price: € 2,200 (2/1 page 4c, incl. 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 applicable.



statutory VAT will be added

5/11

CAMPING, CARS & CARAVANS

PRINT

- » Profile
- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

» Contact

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print SCHEDULE & DISCOUNTS

SCHEDULE 2021

issue	publication date	closing date ads/printing material	important dates 2021
01/2021	15.12.2020	24.11.2020	
02/2021	12.01.2021	14.12.2020	
03/2021	16.02.2021	26.01.2021	
04/2021	16.03.2021	23.02.2021	
05/2021	13.04.2021	19.03.2021	
06/2021	11.05.2021	20.04.2021	
07/2021	08.06.2021	12.05.2021	
08/2021	13.07.2021	22.06.2021	preview fair Caravan Salon
09/2021	10.08.2021	20.07.2021	main issue fair Caravan Salon
10/2021	16.09.2021	26.08.2021	summary fair Caravan Salon
11/2021	12.10.2021	21.09.2021	
12/2021	09.11.2021	18.10.2021	
01/2022	14.12.2021	23.11.2021	

DISCOUNT TABLE

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

by number of ads		by number of pages	
from 3 ads	3%	from 3 pages	5%
from 6 ads	5%	from 6 pages	10%
from 9 ads	10%	from 9 pages	15%
from 12 ads	15%	from 12 pages	20%
from 24 ads	20%	from 15 pages	22%
		from 18 pages	23%
		from 24 pages	25%

combination discount

additional 10% on placing a parallel ad in REISEMOBIL INTERNATIONAL in the same month of publication (format difference max. 50%)

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

6/11

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PRINT

- » Profile
- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

- » Contact

2021

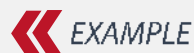
digital HOMEPAGE



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)

basic price incl. design € 1,390



BANNER

advertising form	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, **banner always in visible area
price per thousand: price per 1,000 impressions

PERFORMANCE

page impressions	85,000
user	40,000
monthly average 2020	

//11

statutory VAT will be added

WWW.CAMPING-CARS-CARAVANS.DE

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- » Profile
- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

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- » Homepage
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- » Newsletter
- » Schedule
- » Contact

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digital AD SPECIAL



TIP 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	6,500
basic price/month	€ 490

8/11

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- » Ad Specials
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 - » Ad Special
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 - » Schedule
- » Contact

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digital NEWSLETTER

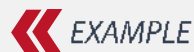


ADVERTORIAL IN NEWSLETTER

- 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

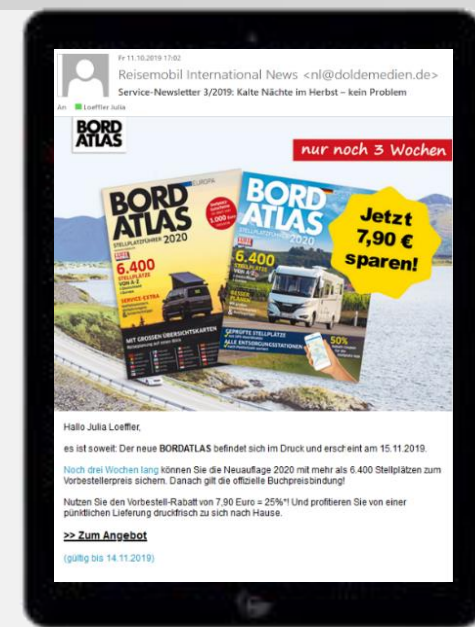
PERFORMANCE & PRICES

recipients	Ø opening rate	price advertorial/banner	combination price advertorial + lead generation
30,000	25-30 %*	€ 1,290	€ 2,000



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

9/11

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- » Inserts
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- » Schedule & Discounts

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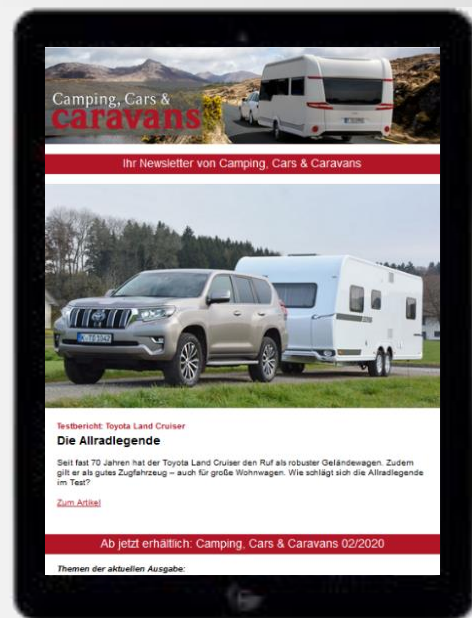
- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

» Contact

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2021

digital SCHEDULE



SCHEDULE NEWSLETTER 2021

January		February		March		April		May		June			
07.01.	20.01	03.02.	17.02.	03.03.	17.03.	14.04.	28.04.	12.05.	26.05.	09.06.	23.06.		
July		August		September		October		November		December			
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.

10/11

subject to change

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- » Profile
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- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

» Contact

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2021

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11/11

CAMPING, CARS & CARAVANS

PRINT

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- » Prices & Sizes Ads
- » Inserts
- » Ad Specials
- » Schedule & Discounts

DIGITAL

- » Homepage
- » Ad Special
- » Newsletter
- » Schedule

» Contact

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