

2021

MEDIAKIT



picture CVD

REISEMOBIL INTERNATIONAL

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2021

print *PROFILE*



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: A motorhome in a 12-page expert check

For each issue one motorhome is tested exclusively by our specialist editors, master craftsmen from the areas body construction, electrical and interior design as well as a DEKRA expert down to the last detail.

foundation	1989
readership	high-income motorhome vacationers
printed circulation	87,510 copies (IVW quarter 3/2020)
sold circulation	63,375 copies (IVW quarter 3/2020)
frequency	monthly
copy price	€ 4,-/0
size	210 x 280 mm (width x height)



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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	€ 8,040	€ 9,650	€ 12,865	395 x 252	420 x 280
1/1	inner part	€ 4,020	€ 4,825	€ 6,435	184 x 252	210 x 280
3/4	vertical	€ 3,015	€ 3,620	€ 4,825	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 2,010	€ 2,415	€ 3,220	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,340	€ 1,610	€ 2,145	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 1,005	€ 1,210	€ 1,610	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 505	€ 605	€ 805	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
1/16	vertical	€ 255	€ 305	€ 405	43 x 60	-
	lateral				90 x 30	-

BUSINESS ADS

colour	price per mm height	1 column wide	4.3 mm
black & white	€ 4.60	2 columns wide	90 mm
spot colour	€ 5.30	height	variable
4c	€ 6.80	minimum height	10 mm

TEXT ADS

performance	price	Type style by 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 annual contract, no agency commission.
commercial use per line	€ 7.70	
colour photo	€ 45.00	
cypher fee	€ 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

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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.

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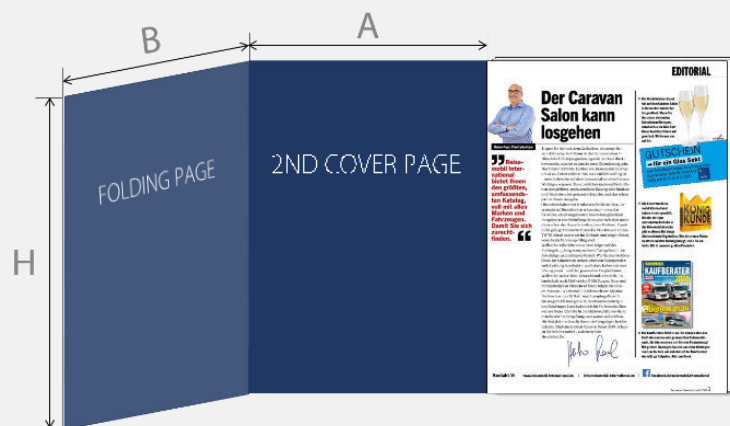
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print AD SPECIALS



GATEFOLDER

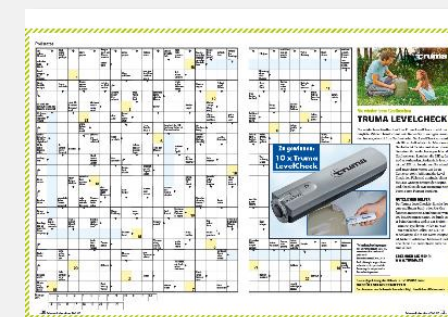
scope	minimum 3 ad pages
placement	2nd cover page + 2 folding pages
SIZES	
2nd cover page	20 / (A) x 280 (H) mm
folding page maximum	19 / (B) x 280 (H) mm
folding page minimum	110 (B) x 280 (H) mm
trim	magazine size 210 x 280 mm (width x height) + 3 mm outer trim, 3 mm upper trim & 12 mm trim below
basic price	€ 19,305 (discountable) additional costs folding page: € 49/1,000 (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 CAMPING; CARS & CARAVANS, no further discounts. Agency commission is applicable.



statutory VAT will be added

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print SCHEDULE & DISCOUNTS

SCHEDULE 2021

issue	publication date	closing date ads/printing material	important dates 2021
01/2021	01.12.2020	06.11.2020	
02/2021	05.01.2021	04.12.2020	
03/2021	09.02.2021	15.01.2021	
04/2021	09.03.2021	12.02.2021	
05/2021	06.04.2021	10.03.2021	
06/2021	04.05.2021	09.04.2021	
07/2021	01.06.2021	05.05.2021	
08/2021	06.07.2021	11.06.2021	preview fair Caravan Salon
09/2021	03.08.2021	09.07.2021	main issue fair Caravan Salon
10/2021	10.09.2021	18.08.2021	summary fair Caravan Salon
11/2021	05.10.2021	10.09.2021	
12/2021	02.11.2021	07.10.2021	
01/2022	07.12.2021	11.11.2021	

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 CAMPING, CARS & CARAVANS in the same month of publication (format difference max. 50%)

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

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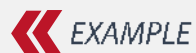
digital HOMEPAGE



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 € 1,990



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	280,000
user	85,000
monthly average 2020	

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statutory VAT will be added

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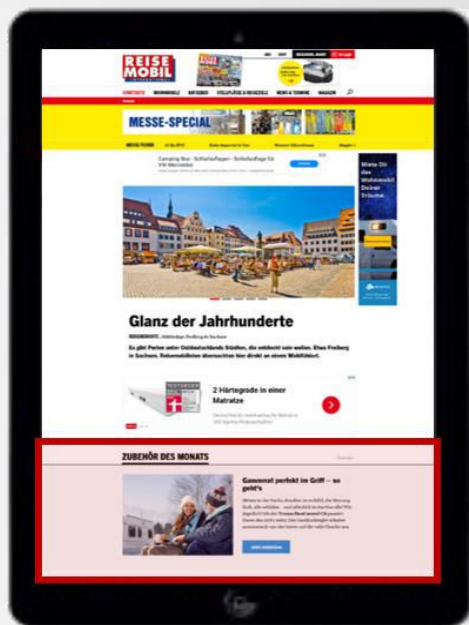
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digital AD SPECIALS



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

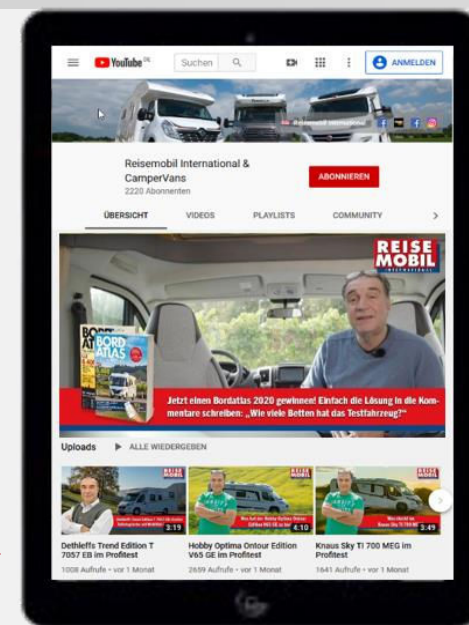
term	1 month
Ø page impressions starting page/month	15,000
basic price/month	€ 990

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

EXAMPLE ➤➤



statutory VAT will be added

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digital NEWSLETTER

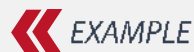


ADVERTORIAL IN NEWSLETTER

- 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

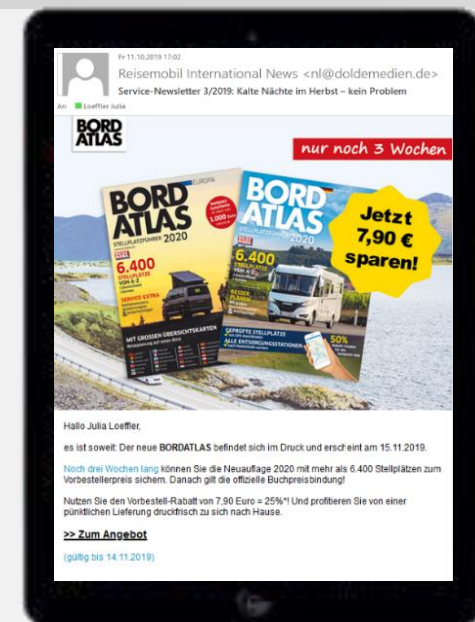
PERFORMANCE & PRICES

recipients	Ø opening rate	price advertorial/banner	combination price advertorial + lead generation
50,000	25-30 %*	€ 1,990	€ 2,500



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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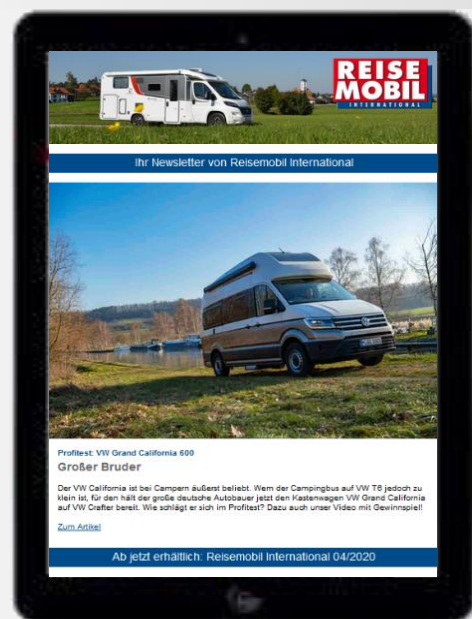
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digital SCHEDULE



SCHEDULE NEWSLETTER 2021

January		February		March		April		May		June		
13.01.	27.01	10.02.	24.02.	10.03.	24.03.	07.04.	21.04.	05.05.	19.05.	02.06.	16.06.	30.06.
July		August		September		October		November		December		
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.

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subject to change

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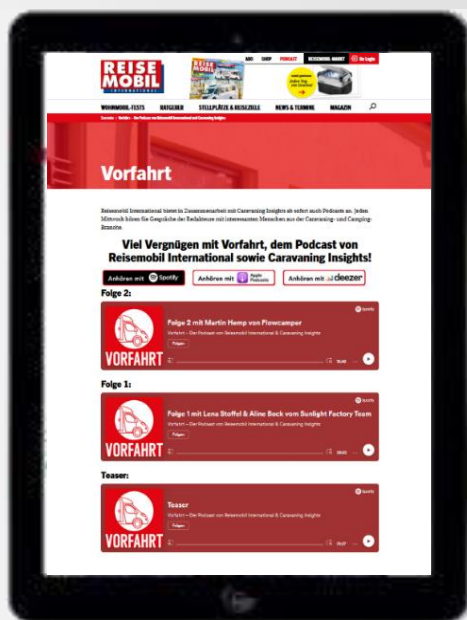
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podcasts *PRICES*



VORFAHRT – the podcast of REISEMOBIL INTERNATIONAL is published every first Wednesday of the month

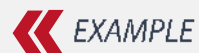
SINGLE PRICES

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.



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

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podcasts PERFORMANCES & DISCOUNTS

PODCAST FACTS

downloads & streams	active listeners	of them subscribers
53,527	27,760	27,326
total 2020		



DISCOUNTS

number	from 2 rolls	from 4 rolls	from 6 rolls	from 8 rolls	from 10 rolls
discount	5%	8%	10%	12%	15%

PERFORMANCE

distribution		performance
homepage	www.reisemobil-international.de	page impressions: 280,000 user: 85,000
social media	www.facebook.com/reisemobilinternational www.facebook.com/camping.cars.caravans www.facebook.com/campervans.mag www.instagram.com/campervans_mag	fans: 15,679 fans: 23,398 fans: 21,037 follower: 14,700
newsletter	REISEMOBIL INTERNATIONAL	recipients: 50,000 Ø opening rate: 25-30%
streaming	  	

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

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Updated December 2020

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