

The guide to the world of mobile traveling!

WHY CAMPERCOACH?

Camping holidays continue to boom! Sure, because where else is it so easy to comply with the applicable distance and hygiene rules, as in "own home on the road". The numerous newcomers need compact, attractively prepared basic knowledge to find their individually suitable leisure vehicle, experience a great holiday and thus remain permanently to mobile traveling out of conviction.

The first edition was a great success! That's why the CamperCoach is also available in 2021.



CONTENT & CONCEPT

Focus: Sustainable and independent travel

Advantages and prerequisites for self-sufficient travel, clearly understandable information and explanations on function and requirements, in each case for the areas of electricity, water, gas, cooling, heating, toilet, winter, mobile internet, overnight stays. Sustainable solutions, useful accessories. Example of water: "This is how the water supply in the camper works", "How much water do you need on board?", "Solutions for more independence: water filters, outdoor showers, gray water disposal, etc."

Technology and types

overviews, diagrams, basic and towing vehicles, upgrading, accessories

Adviser and practice

breakdown guide, camper etiquette, information on new & used purchases, rentals, sharing, financing and insurance

Market overview manufacturers and types – motorhomes, caravans, campervans

YOUR AD IN CAMPERCOACH

- addressing potential buyers of motorhomes, caravans and camping buses by one magazine
- first contact with the important newcomers
- strengthening of your advertising message among the experienced camping vacationers
- perfect publication date in April 2021 to start the new season
- longer sales period (3 months)
- still low ad prices

Printed circulation: 30,000 copies

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	424 x 270	450 x 300
1/1	inner part	€ 2,450	€ 2,940	€ 3,920	197 x 270	225 x 300
3/4	vertical	€ 1,840	€ 2,205	€ 2,940	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	€ 1,225	€ 1,470	€ 1,960	96 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/4	1 column	€ 615	€ 735	€ 980	45 x 270	58 x 300
	2 columns				96 x 133	-
	4 columns				197 x 64	-
1/8	1 column	€ 310	€ 370	€ 490	45 x 133	-
	2 columns				96 x 64	-
	4 columns				197 x 31	-

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.

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

INSERTS

weight	loose inserts	bound inserts
01-10 gram	€ 57	€ 72
11-20 gram	€ 64	€ 81
21-30 gram	€ 72	€ 91
each additional gram	€ 0.70	€ 0.90

glued-in inserts

postcard	€ 36
CD/DVD	€ 58
„bank card“ (plastic or cardboard)	€ 64
booklet 01-10 gram	€ 50
booklet 11-20 gram	€ 55
booklet 21-30 gram	€ 60
each additional gram	€ 0.50

size max.: 215 x 290 mm/size min.: 105 x 148 mm (width x height)

MAXI LOOSE INSERTS

additional costs: € 10.60 (added to the regular price per thousand for loose inserts)

size max.: 215 x 320 mm/size min.: 125 x 320 mm (width x height)

DISCOUNT

10% combination discount for advertisers with current orders in 2021 in the magazines REISEMOBIL INTERNATIONAL, CAMPING, CARS & CARAVANS or CAMPER VANS (format difference maximum 50%).

SCHEDULE 2021

issue	publication date	closing date ads/printing material
01/2022	09.04.2021	05.03.2021

TECHNICAL INFORMATION and ad specials please find here:  **MEDIKIT**

CONTACT

Head of Sales

Sylke Wohlschiess

[T] +49 (0) 711/55 349-192

[E] sylke.wohlschiess@doldemedien.de

Media Consulting

Focus Accessories/Technology

Roland Trotzko

[T] +49 (0) 711/55 349-195

[E] roland.trotzko@doldemedien.de

Online Sales Manager

Sascha Horn

[T] +49 (0) 711/55 349-196

[E] sascha.horn@doldemedien.de

Media Consulting

Focus Campsites

Brigitte Zeyher

[T] +49 (0) 711/55 349-193

[E] brigitte.zeyher@doldemedien.de

Cross-Media Sales Manager

Kristina Moser

[T] +49 (0) 711/55 349-172

[E] kristina.moser@doldemedien.de

Printing Material/

Backoffice

Vanessa Pfeiffer

[T] +49 (0) 711/55 349-191

[E] druckunterlagen@doldemedien.de

DoldeMedien Verlag GmbH • Naststraße 19 B • 70376 Stuttgart • [W] vermarktung.doldemedien.de