

2021

MEDIAKIT



picture: CVO

CAMPER VANS

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2021

print PROFILE



FASZINATION VANLIFE

Germany's only two-month magazine specifically for camping buses and box cars, reports on each issue about:

- extensive vehicle tests
- vehicle short tests and novelties
- new equipment, practical accessories
- practical tips and service topics
- reports and company portraits
- Van Classic
- road trips – with camper for surfing, climbing, biking, ...

readership

campervan and minibus drivers and those who want to become it

foundation

2014

printed circulation

43,700 copies

frequency

6 times a year

copy price

€ 6.90

size

225 x 300 mm (width x height)

*source: publisher information

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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	€ 5,160	€ 6,195	€ 8,260	424 x 270	450 x 300
1/1	inner part	€ 2,580	€ 3,100	€ 4,130	197 x 270	225 x 300
3/4	vertical	€ 1,935	€ 2,325	€ 3,100	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	€ 1,290	€ 1,550	€ 2,065	96 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/3	vertical	€ 860	€ 1,035	€ 1,380	58 x 270	71 x 300
	lateral				197 x 77	225 x 98
1/4	1 column	€ 645	€ 775	€ 1,035	45 x 270	58 x 300
	2 columns				96 x 133	-
	4 columns				197 x 64	-
1/8	1 column	€ 325	€ 390	€ 520	45 x 133	-
	2 columns				96 x 64	-
	4 columns				197 x 31	-

BUSINESS ADS

colour	price per mm height	1 column wide	4.3 mm
black & white	€ 2.80	2 columns wide	90 mm
spot colour	€ 3.30	height	variable
4c	€ 4.50	minimum height	10 mm

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 215 x 290 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 215 x 320 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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PRINT

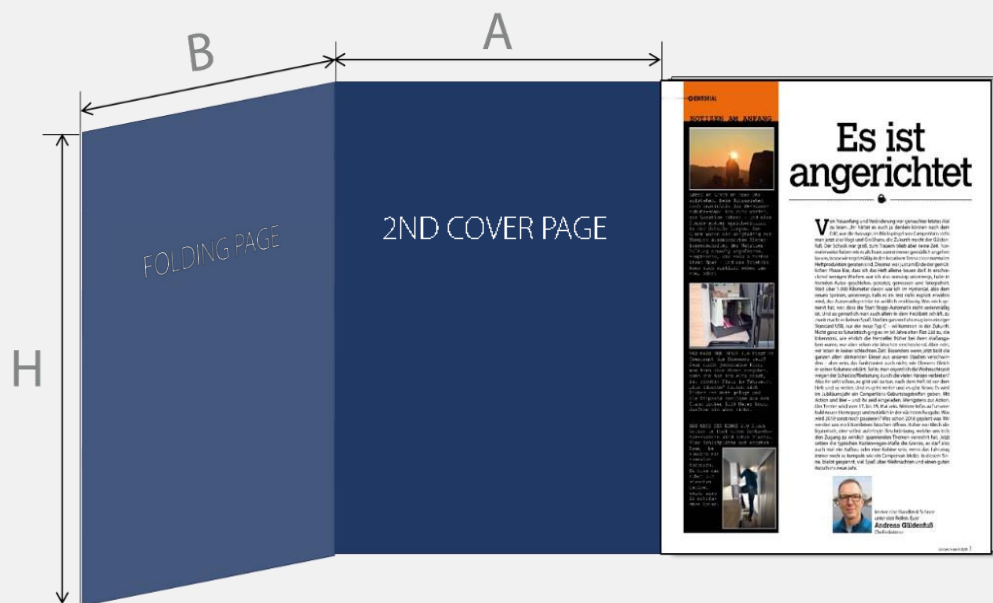
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print GATEFOLDER



GATEFOLDER

scope	minimum 3 ad pages
placement	2nd cover page + 2 folding pages
SIZES	
2nd cover page	222 (A) x 300 (H) mm
folding page maximum	212 (B) x 300 (H) mm
folding page minimum	112 (B) x 300 (H) mm
trim	magazine size 225 x 300 mm (width x height) + 3 mm outer trim, 3 mm upper trim & 12 mm trim below
basic price	€ 12,390 (discountable) additional costs folding page: € 55/1,000 (no discounts, agency commission is applicable)

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print SCHEDULE & DISCOUNTS

SCHEDULE 2021

issue	publication date	closing date ads/printing material	important dates 2021
01/2021	18.12.2020	27.11.2020	
02/2021	19.02.2021	29.01.2021	
03/2021	23.04.2021	26.03.2021	
04/2021	17.06.2021	27.05.2021	
05/2021	20.08.2021	30.07.2021	main issue Caravan Salon
06/2021	22.10.2021	30.09.2021	
01/2022	17.12.2021	26.11.2021	

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

DISCOUNT TABLE

for image ads booked in an annual contract starting with the first publication and lasting 6 issues:

by number of ads

from 2 ads: 5%
from 4 ads: 10%
from 6 ads: 15%

by number of pages

from 2 pages: 5%
from 3 pages: 10%
from 4 pages: 15%
from 6 pages: 18%
from 8 pages: 20%

combination discount

additional 10% for all ads in CAMPER VANS if REISEMOBIL INTERNATIONAL is booked in the same month of publication (format difference maximum 50%)

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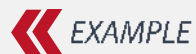
digital HOMEPAGE



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 € 1,290



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	140,000
user	35,000
monthly average 2020	

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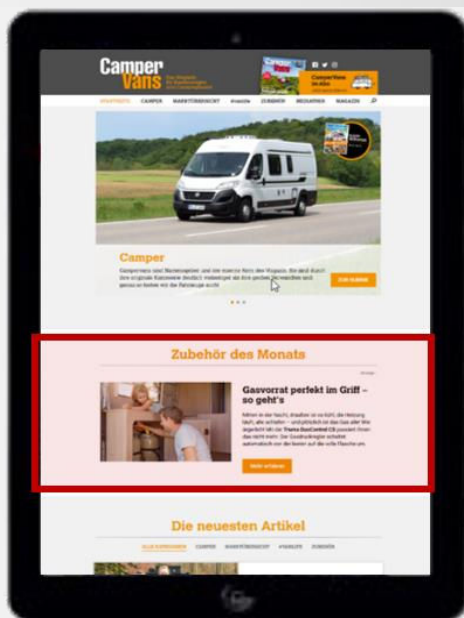
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digital AD SPECIAL



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	9,500
basic price/month	€ 590

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digital NEWSLETTER

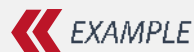


ADVERTORIAL IN NEWSLETTER

- no waste coverage
- all recipient addresses were generated by us
- very high opening and click rates
- your information directly in editorial environment
- monthly frequency

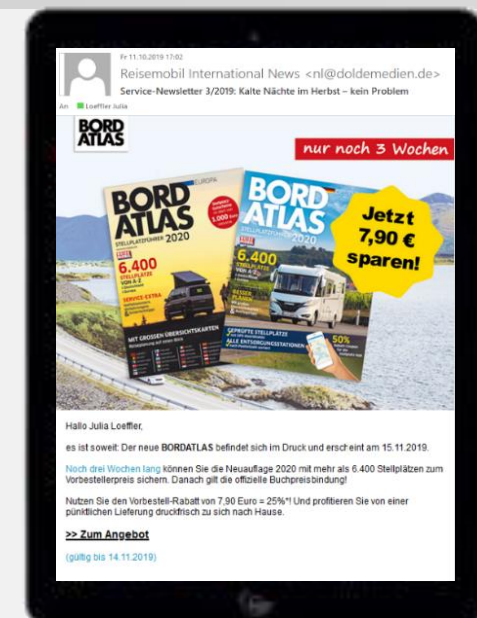
PERFORMANCE & PRICES

recipients	Ø opening rate	price advertorial/banner	combination price advertorial + lead generation
21,500	25-30 %*	€ 990	€ 1,500



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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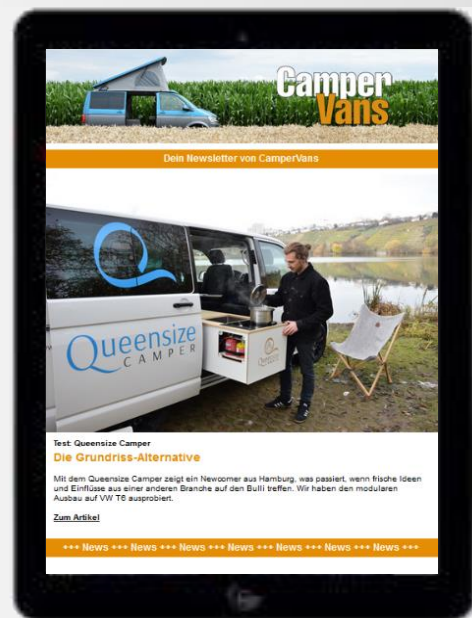
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digital SCHEDULE



SCHEDULE NEWSLETTER 2021

January	February	March	April	May	June	July	August	September	October	November	December
29.01.	26.02.	26.03.	30.04.	28.05.	25.06.	30.07.	27.08.	03.09. 30.09.	29.10.	26.11.	23.12.

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subject to change

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