

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.

By the way: 85% of our readers have already visited the advertiser's website because of an advertisement! Detailed reader analysis available online or as a PDF.

Printed circulation: 45.000 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	€ 7,300	€ 8,760	€ 11,680	395 x 252	420 x 280
1/1	inner part	€ 3,650	€ 4,380	€ 5,840	184 x 252	210 x 280
3/4	vertical	€ 2,740	€ 3,285	€ 4,380	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 1,825	€ 2,190	€ 2,920	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,220	€ 1,460	€ 1,950	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 915	€ 1,095	€ 1,460	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 460	€ 550	€ 735	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
1/16	vertical	€ 235	€ 280	€ 370	43 x 60	-
	lateral				90 x 30	-

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

BUSINESS ADS

colour	price per mm height	1 column wide	43 mm
black & white	€ 4.35	2 columns wide	90 mm
spot colour	€ 4.95	height	variable
4c	€ 6.35	minimum height	10 mm

TEXT ADS

performance	price
commercial use per line	€ 7.20
colour photo	€ 45.00
cypher fee	€ 10.00

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.

CARAVAN DEALER DIRECTORY

performance	price
address entry	€ 25.00
logo black & white	€ 10.00

Only available for annual contracts about 12 issues, no discounts, no agency commission.

DISCOUNT TABLE

by number of ads

from 3 ads	3%
from 6 ads	5%
from 9 ads	10%
from 12 ads	15%
from 24 ads	20%

by number of pages

from 3 pages	5%
from 6 pages	10%
from 9 pages	15%
from 12 pages	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%)

SCHEDULE 2022

issue	publication date	closing date ads/printing material	important dates 2022
01/2022	14.12.2021	23.11.2021	
02/2022	11.01.2022	13.12.2021	
03/2022	15.02.2022	25.01.2022	
04/2022	15.03.2022	22.02.2022	
05/2022	12.04.2022	22.03.2022	
06/2022	10.05.2022	19.04.2022	
07/2022	14.06.2022	19.05.2022	
08/2022	12.07.2022	21.06.2022	preview fair Caravan Salon
09/2022	16.08.2022	25.07.2022	main issue fair Caravan Salon
10/2022	16.09.2022	26.08.2022	summary fair Caravan Salon
11/2022	11.10.2022	19.09.2022	
12/2022	08.11.2022	17.10.2022	
01/2023	13.12.2022	22.11.2022	

From issue 01/2023 the new ad price list 2023 applies.

TECHNICAL INFORMATION, ad specials and digital advertising please find here:



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