

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.

By the way: 87% 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: 82,043 copies (IVW quarter 2/21)



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	€ 8,080	€ 9,700	€ 12,930	395 x 252	420 x 280
1/1	inner part	€ 4,040	€ 4,850	€ 6,465	184 x 252	210 x 280
3/4	vertical	€ 3,030	€ 3,640	€ 4,850	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 2,020	€ 2,425	€ 3,235	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,350	€ 1,620	€ 2,155	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 1,010	€ 1,215	€ 1,620	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 510	€ 610	€ 810	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
1/16	vertical	€ 260	€ 310	€ 410	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	€ 4.65	2 columns wide	90 mm
spot colour	€ 5.35	height	variable
4c	€ 6.85	minimum height	10 mm

TEXT ADS

performance	price	
commercial use per line	€ 7.80	The type style is chosen by the publisher – no logos, no frames, no free design.
colour photo	€ 45.00	Discounts for display ads will be transferred to text ads.
cypher fee	€ 10.00	Text ads are not added to the annual contract, no agency commission.

DISCOUNT TABLE

by number of ads	by number of pages	combination discount
from 3 ads 3%	from 3 pages 5%	additional 10%
from 6 ads 5%	from 6 pages 10%	on placing a parallel ad in CAMPING, CARS & CARAVANS in
from 9 ads 10%	from 9 pages 15%	the same month of publication (format difference max. 50%)
from 12 ads 15%	from 12 pages 20%	
from 24 ads 20%	from 15 pages 22%	
	from 18 pages 23%	
	from 24 pages 25%	

SCHEDULE 2022

issue	publication date	closing date ads/printing material	important dates 2022
01/2022	07.12.2021	11.11.2021	
02/2022	05.01.2022	06.12.2021	
03/2022	08.02.2022	14.01.2022	
04/2022	08.03.2022	11.02.2022	
05/2022	05.04.2022	11.03.2022	
06/2022	03.05.2022	06.04.2022	
07/2022	07.06.2022	11.05.2022	
08/2022	05.07.2022	08.06.2022	preview fair Caravan Salon
09/2022	09.08.2022	15.07.2022	main issue fair Caravan Salon
10/2022	09.09.2022	17.08.2022	summary fair Caravan Salon
11/2022	04.10.2022	08.09.2022	
12/2022	02.11.2022	07.10.2022	
01/2023	06.12.2022	11.11.2022	

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

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

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