

# 4X4 CAMPER

MEDIA KIT 2024

DoldeMedien  
VERLAG GMBH



# THE MAGAZINE

## CONTENT

Since 2020, 4x4 Camper has delved into all facets of travelling with all-wheel drive vehicles.

Technology, product tests, equipment, DIY issues, entertaining features, convincing image galleries, and much more. Always in the spotlight: A powerful 4x4 drive, the critical key to a very special kind of experience. Reaching destinations that remain closed off to others and discovering the world beyond well-trodden tourist paths – that is 4x4 Camper.

## TARGET GROUP

Offroad enthusiasts who already own an all-wheel drive or dream of having one.

For vehicle owners, renters, newcomers or experienced globetrotters – the editorial content offers a broad spectrum of information and covers a variety of different thematic needs.

## CIRCULATION

**printed circulation:** 15,000 copies

**digital reach:** 15,000 e-paper copies plus additional channels and download promotions (more on the following page)



## TEST & TECHNIC

- novelties
- practical tests
- model overviews
- DIY
- concept checks



## ON THE WAY

- scene events
- roadtrips
- travel reports
- travel magazine



## PRACTICE TIPS & SERVICE

- accessory test
- new accessories
- Shipping
- equipment
- drive training
- tips & tricks
- DIY
- advice
- magazine & news



# ISSUE 2024

4x4 Camper circulates both in print and digitally. This way you will reach your target group in their preferred medium while considering different reading habits.

## SCHEDULE

publication date	closing date ads/ printing material
issue 2024	18.04.2024
23.05.2024	

## CIRCULATION

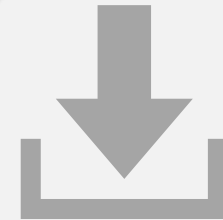
printed circulation: 15,000 copies  
e-paper: 15,000 sold copies  
4x4 Newsletter: to 25,000 recipients

Additional downloads through cooperation among industries, trade fair partnerships and marketing measures

This way you reach further interested people, who use digital offers for reading as an alternative to the print edition and the classic newspaper sales at the kiosk.



15,000 copies print-run  
distribution through our online  
shop and at the trade fair



15,000 sold e-paper copies  
in own 4x4 Camper channel on  
Readdy plus digital subscribers  
of Reisemobil International  
and CamperVans.

# 4x4 Camper

Distribution of the digital edition  
to 25,000 recipients of the  
4x4 Camper newsletter

additional circulation  
as a download offer  
within a wide range of  
marketing measures,  
cooperation among  
industries and trade fair  
partnerships

# IMAGE ADS

sizes		basic prices	ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		4-colour	width x height (mm)	width x height (mm)
2/1	inner part	€ 5,490	424 x 270	450 x 300
1/1	inner part	€ 2,745	197 x 270	225 x 300
3/4	vertical	€ 2,060	146 x 270	159 x 300
	lateral		197 x 270	225 x 217
1/2	vertical	€ 1,375	96 x 270	109 x 300
	lateral		197 x 132	225 x 148
1/3	vertical	€ 915	58 x 270	71 x 300
	lateral		197 x 77	225 x 98
1/4	1 column	€ 690	45 x 270	58 x 300
	2 columns		96 x 133	-
	4 columns		197 x 64	-
1/8	1 column	€ 345	45 x 133	-
	2 columns		96 x 64	-
	4 columns		197 x 31	-
<b>cover pages</b>				
1/1	2nd	€ 2,850	-	225 x 300
1/1	4th	€ 2,950	-	225 x 300

## DISCOUNTS

The highest discounts of current advertising 2024 in the magazines **Reisemobil International**, **CamperVans** or **Camping, Cars & Caravans** will be transferred to **4x4 Camper**.

### combination discount

An additional 5% off when booking an online form of advertising at the same time on the website or in the newsletter.

[technical information](#)

## PAYMENTS TERMS

For payments made within 7 days of the invoice date, a 2% cash discount is granted. Payments within 14 days, net without deductions. A cash discount of 3% is given for direct debit payments.

### banking details

Volksbank am Württemberg eG  
 IBAN DE 2060 0603 9600 1891 9006  
 BIC GENODES1UTV

# WEBSEITE - BANNER

**4x4 Camper**

banner format	ad space in pixels (width x height)	basic price per month
leaderboard/superbanner	728 x 90	€ 490
medium rectangle	300 x 250	€ 490
skyscraper*	160 x 600	€ 490
brand presence	160 x 600	€ 390

\*banner always in visible area, not displayed on mobile devices

## traffic website

page impressions: 75,000

user: 25,000

share of mobile users (smartphones & tablets): about 69%

averages per month in 2023

statutory VAT will be added

The screenshot shows the website layout with several ad placements highlighted in yellow boxes:

- leaderboard/superbanner**: Located at the top of the page, below the navigation bar.
- skyscraper**: A vertical ad on the right side of the page.
- medium rectangle**: A rectangular ad below the main article.
- ad partner 1, 2, 3, 4**: Four rectangular ads arranged in a 2x2 grid at the bottom of the page.

The website content includes the 4x4 Camper logo, social media icons, a subscription offer, a main article titled "CamperVans goes Balkan" with an image of a 4x4 van, and a section titled "UNSERE WERBEPARTNER".

## SECURE YOUR RUN TIME AND SAVE MONEY!

- 2+ month **5%** discount
- 4+ month **8%** discount
- 6+ month **10%** discount
- 8+ month **12%** discount
- 10+ month **15%** discount
- 12+ month **20%** discount

+ additional **5% combination discount**  
when booking the print edition

# WEBSITE – TIP OF THE MONTH

4x4 Camper

The tip of the month is an advert with editorial characteristics. This short advertorial is especially useful for supporting advertising measures for new products or events over the course of one month.

## Exclusive placement

The tip of the month is featured in the 4x4 part of [www.campervans.de](http://www.campervans.de) directly beneath the editorial opener. This preferred placement grants your advertised product/event special attention. There is only one tip available each month. The show time is four weeks.

## You only need a few documents for this

Send us your photo, short text (max. 250 characters incl. empty spaces), a catchy headline (max. 65 characters incl. empty spaces) and the desired URL to which your tip should be linked. We will design your tip of the month and send you a preview link for approval.

Der Tipp des Monats steht im 4x4-Bereich auf [www.campervans.de](http://www.campervans.de) direkt unterhalb des redaktionellen Aufmachers. Durch diese Vorzugsplatzierung erzielt Ihr beworbenes Produkt/Event besondere Aufmerksamkeit. Pro Monat ist immer nur ein Tipp verfügbar. Die Laufzeit beträgt vier Wochen.

price per month (incl. design and approval link):

€ 490

*statutory VAT will be added*



## 4x4 Tipp des Monats

- Anzeige -



THITRONIK® Einbauaktion vom 1.3. bis 31.5.2023

## Den Camper für die Saison sicher machen

Pünktlich zur Saison startet THITRONIK® vom 1.3. bis 31.5.2023 mit über 100 Partnern eine deutschland- und österreichweite Einbauaktion mit einem exklusiven Angebot: Premium Alarmanlage WiPro III oder WiPro III safe.lock inklusive Funk-Handsender und einem Funk-Magnetkontakt zum Festpreis von 649,- €.

Mehr erfahren

# WEBSEITE – ADVERTORIAL

4x4 Camper

The online advertorial on [www.campervans.de/4x4-camper](http://www.campervans.de/4x4-camper) is similar to an article written by an editor. Readers therefore tend to perceive the content to be information. Catchy headlines and fascinating images can gain high figures of attention.

## Detailed presentation

The online advertorial is a winner when it comes to different creative opportunities. There is almost no product you cannot present in an exciting way and you can also explain any content that is not easily understandable. Present new series of models or a comprehensive portfolio in image galleries, explain technical content in a video, offer further information for download...

## Ongoing presence

Online advertorials continue to remain available on our website, are indexed by search engines and integrated into the menu navigation where that makes sense for a particular topic. This type of advertising is NOT filtered out by ad blockers.

## Additional reach

For every online advertorial, we also publish a teaser on **Facebook** and in the **newsletter**. Right at the start of the campaign, a **teaser is also placed on the home page of the website** for one week. These actions increase the traffic for your online advertorial and are already included in the fee. In addition, you can use our different newsletters to book further reach at a very reasonable combined fee.

price incl. design and approval link:

€ 990

*statutory VAT will be added*



The screenshot shows the website's navigation menu with links for CAMPER, #vanlife, ZUBEHÖR, NEWS & TERMINE, 4x4-CAMPER, and MAGAZIN. Below the menu is a large photograph of a person in a red jacket and green hat cooking over a campfire on a rocky shore next to a lake. The text below the image reads 'AUSRÜSTUNG' and '- Anzeige -'. The main heading is 'TARAN Camping' in orange, followed by the sub-heading 'DER PERFEKTE BEGLEITER FÜR DEIN NÄCHSTES OUTDOOR-ABENTEUER'. The body text describes the product as a portable grill for outdoor adventures. A large 'D' starts a paragraph about two different equipment variants. The first variant is a three-burner grill with a cast iron grate, and the second is a three-burner grill with a large fire pit.

# NEWSLETTER

With the editorial newsletter approximately 25,000 subscribers receive industry every month in their inboxes, along with product information.

Integrate your advertising message!

## NEWSLETTER ADVERTORIALS

New products are best presented with a newsletter advertorial. In spite of the required mark as "advertising", its editorial look and feel make it very hard to distinguish at a single glance from information content by the editors, and it receives the same number of clicks. Is important that headline and text immediately provoke an interest. You provide the text and the photograph, we take of the layout.

## BANNER

Banners are very good for advertising lotteries, events or discount actions. You provide the finished banner, we integrate it on the desired date.

price per date of shipping and advertising item:

# € 590

statutory VAT will be added

# 4x4 Camper

## REACH NEWSLETTER

recipients: 25,000

opening rate: 0 24%

## MAILING DATES

month	day
January	29.01.
February	26.02.
March	25.03.
April	29.04.
May	27.05. 
June	24.06.
July	29.07. 
August	19.08.  
September	30.09.
October	28.10.
November	25.11.
December	30.12. 


Please book or deliver your data at least five working days before the date of shipping.

[technical information](#)

## 4x4 Camper

präsentiert von **Camper Vans**

- Anzeige -




### BOXIO-WASH – Das mobile Waschbecken

Perfekter Begleiter für jeden Roadtrip mit der Familie

Auf Abenteuer-Trip in der Natur und kein frisches Wasser in Sicht? Keine Sorge, das Rostocker Unternehmen Duschkraft GmbH, bekannt für umweltfreundliches Camping-Zubehör, sorgt für Abhilfe! Ab sofort bieten die Rostocker zusätzlich zur mobilen Toilette (BOXIO-Toilet) ein weiteres mobiles Produkt für moderne Camper an: Die BOXIO WASH, das mobile Waschbecken! UVP: 159,90€


[Mehr erfahren](#)



### Expedition Overland Builds

Continuous innovation, improvement, and built to last. One and done.

Globe Trekker, LLC [Open >](#)



### Neues Offroad-Zubehör

Schönes und Praktisches für unterwegs

Für euch haben wir wieder eine Auswahl an Offroad-Reise-Zubehör zusammengestellt. Mit dabei: Dachzelte, Solarmodul, Holzfenster für den Ausbau, Accessoires für den Van, ein Küchenutensilienset, 4x4-Felgen und mehr.



# STANDALONE NEWSLETTER

With our standalone newsletter your advertising message is delivered as exclusive content to the subscribers of our newsletters – on your chosen date.

## YOUR BENEFITS

- **Editorial environment with high acceptance in the market:**  
For many years, our publications are among the top sources of information for caravan drivers, motor home and van enthusiasts.
- **Recognition value:** A standalone newsletter follows our editorial layout and is sent from the address that sends out our regular newsletter.
- **No waste coverage:** The recipient group is made up of interested users from the target group who have purposefully subscribed to the newsletter.
- **Exclusivity:** the standalone newsletter does not contain further advertising elements, the editorial content is tailored to match your offer.

## REACH AND PRICES

newsletter	recipients	opening rate	basic price
4x4 Camper	25.000	Ø 18-22%	€ 2,500
Reisemobil International	50.000	Ø 18-22%	€ 3,500
CamperVans	21.000	Ø 18-22%	€ 2,500

statutory VAT will be added

[technical information](#)

**4x4 Camper** REISE MOBIL Camper Vans

The standalone newsletter consists of an editorial content part and your special advertising part. The editorial content only contains news that does not directly compete with your offer – the exact content will be agreed upon with you.

## EDITORIAL PART

- intro with editorial news that fit the topic, related to the send date (e.g., start of the season, trade fair, Easter...) or additional information (e.g., travel destinations, service issues, practical tips...)
- no advertising elements
- maximum of three news elements, so that the newsletter does not become too long

## OFFER PART

- You decide on content and look. Recommended: Installation / set-up instructions, explanations regarding functionality, special prices, announcements for events, market introductions
- Delivery in HTML format is possible, tracking links can be added.
- marked as "advertisement" by legal requirement

# TECHNICAL INFORMATION DIGITAL

## WEBSITE • BANNER

<b>filesize</b>	any
<b>file format</b>	html5, gif, jpg, png, AdTag of a third party provider

Data delivery no later than 3 working days before campaign launch to [onlinedaten@doldemedien.de](mailto:onlinedaten@doldemedien.de).

In the event of late delivery, it is no longer possible to ensure correct fulfilment of the campaign. A refund in the form of a credit note is not possible.

Please comply with the maximum file size and deliver all necessary additional information with:

- customer name
- campaign name
- booking period
- placement
- banner size
- landing page

## DEAL OF THE MONTH

<b>picture</b>	300 dpi resolution
<b>text</b>	300-350 characters incl. blanks

## WEBSITE • ADVERTORIAL

<b>cover picture</b>	1,600 x 900 pixels
<b>article picture</b>	1,024 x 683 pixels
<b>gallery picture</b>	1,024 x 683 pixels
<b>image rows for article and gallery pictures</b>	each max. 65 characters incl. blanks plus if necessary, image credit
<b>headline</b>	max. 50 characters incl. blanks
<b>summary</b>	max. 40 characters incl. blanks
<b>text</b>	max. 200 characters incl. blanks
<b>optional landing page</b>	max. 2,000 characters incl. blanks please specify

### possible extensions

- own keywords
- bold words (max. 5 words in a row)
- video (YouTube or Vimeo link)
- picture galleries (with captions and credits)

### Tip

Write your text as an editorial, use spicy headlines and evocative images.

## WEBSITE • TIP OF THE MONTH

<b>cover picture</b>	1,600 x 900 pixels
<b>optional</b>	image row max. 65 characters incl. blanks + if necessary, image credit
<b>headline</b>	max. 65 characters incl. blanks
<b>text</b>	max. 250 characters incl. blanks
<b>caption</b>	max. 65 characters incl. blanks
<b>landing page</b>	please specify

## STANDALONE NEWSLETTER

<b>pictures</b>	cover picture + max. 4 further pictures 600 x 400 px filesize: max. 250 kb file formats: jpg, gif or png
<b>headline</b>	max. 50 characters incl. blanks can be integrated into title image, if necessary
<b>text</b>	max. 80 characters incl. blanks can be integrated into title image, if necessary
<b>in addition</b>	max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters) desired colour for buttons, etc. as hex colour code, tracking links

## NEWSLETTER BANNER

<b>size</b>	570 x 120 pixels
<b>filesize</b>	max. 100 kb
<b>file formats</b>	jpg, gif or png

## NEWSLETTER ADVERTORIAL

<b>picture</b>	300 x 200 pixels
<b>optional</b>	image row max. 65 characters incl. Blanks + if necessary, image credit
<b>headline</b>	max. 50 characters incl. blanks
<b>text</b>	max. 40 characters incl. blanks
<b>optional landing page</b>	max. 350 characters incl. blanks please specify

## COMPETITIONS

<b>cover picture</b>	1,600 x 900 pixels
<b>article picture</b>	1,024 x 683 pixels
<b>headline</b>	max. 40 characters incl. blanks
<b>text</b>	max. 1,500 characters incl. blanks
<b>landing page</b>	URL where participants can find the answer to the lucky question
<b>in addition</b>	company logo value of prize given away number or prizes given away lucky question

# TECHNICAL INFORMATION PRINT

## PRINT

**colour advertisements:** European Scale DIN 16539. If the primary colour black is not used in the colour advertisements, this does not affect the cost calculation. Special colours or shades which cannot be created out of the basic colour range will be separately calculated (details given on request). Slight variations in shade may occur within normal tolerances of the printing process. Discounts are given on additional colours.

**advertisement types:** Differences are made between print space ads and trimmed ads (or also bleed advertisements and trimmed). Print space ads do not come in contact with the edges of the page, but are placed in varying size within the print space. Trimmed ads on the other hand touch one or more edges of a page and therefore need 5 mm on all sides for trimming. This is technically defined due to the fact that the magazine is trimmed to its final size after the printing process is complete.

**print space ads:** For all advertisement sizes please see the table to the respective format specification. When designing your advertisement you may use your preferred size to its full extent. Don't add bleed space.

**trimmed ads:** An additional 5 mm should be added to each side of a trimmed ad, whether it touches an edge or the binding. This is to compensate for the trimming process. Important contents should be kept 10 mm away from the trimming edge. If you wish to use the same advertisement in several different magazines (they generally have slight variations in sizes), then the smallest advertisement size for the magazine in question is applicable to the size of your ad.

**bleed ads:** Ads that run through double pages must have a special layout. The visual restriction arises due to the bend in the magazine at the binding: a section of the motif is absorbed into the binding. This must be taken into consideration when designing and choosing the layout of your advertisement.

It is very important to remember that there has to be a 3 mm repetition of the motif (motif overlap) per page, i. e. if there is the possibility that a picture runs through the binding, it has to be placed 3 mm away from the binding, while at the same time leaving no white edge along the inside edge. In addition to this, the usual 5 mm trimming edge must also remain the same.

Text that runs through the binding must also be separated by 3 mm along the inside edge. Both sides of a double page advertisement must be sent as single pages. Please remember that all other relevant ad components must be placed 10 mm away from binding and the edges.

You will appreciate that the publisher cannot and may not correct sent data without authority. If you wish to use the same advertisement in several different magazines (they generally have slight variations in sizes), then the smallest advertisement size for the magazine in question is applicable to the size of your ad.

## DATA

**delivery of data:** Fundamentally, all advertisements must be sent as a high resolution Print PDF file in the PDF/X1a standard, separated according to the following profiles:

- cover: PS0coated\_x3\_eci.icc
- content: PS0coated\_x3\_eci.icc

Please request our detailed instructions for the necessary Acrobat Distiller settings! If you deliver open data (source files) in the software standards listed below, this will cause additional work and extra costs. Please send files with all fonts and correctly placed links!

**data storage mediums:** CD-ROM (Apple MacOS lesbar), DVD (Apple Macintosh lesbar)

**data transfer per ftp:** On request, you can receive the exact access information for our ftp server.

**compression:** Aladdin DropStuff, WinZip, SmartZip

**e-mail:** [druckunterlagen@doldemedien.de](mailto:druckunterlagen@doldemedien.de)

**information for sent files:** *Software Standards (Apple):*

- adobe Illustrator up to CC2022
- adobe InDesign up to CC2022
- adobe Photoshop up to CC2022

**fonts:** All fonts used must be entirely enclosed in the file, especially with EPS files. Please convert alternative fonts into vectors.

**files:** Attach data files in CMYK Colours, as well as special colours in their CMYK equivalent. Please save as Apple MacOS readable files.

**graphics/pictures:** All data must be attached. Accepted picture formats: EPS or TIFF in CMYK format, min. 300 dpi at 100%.

The resolution of internet pictures is inadequate for printing!

**proofs:** A legally binding colour proof is needed for each page. Colour copies are not proof quality.

**color profiles:** ISO Coated Fogra27 or Fogra39

**guarantee:** Only data found on the data storage mediums may be processed. The publisher does not accept liability for variations (text, pictures, colours).

**other:** We retain the right to charge costs for the re-working of incomplete, inaccurate and/or faulty data.

**printing process:** Reel-fed offset, screen: 70 lines per cm, Binding: Adhesive binding, Print sequence for color ads : Black, blue, red, yellow

**magazine format:** 210 mm (width) x 280 mm (height)

# CONTACTS

## DoldeMedien VERLAG GMBH

DoldeMedien Verlag GmbH  
Naststraße 19 B  
D-70376 Stuttgart  
phone: +49 (0) 711/55 349-0  
Fax: +49 (0) 711/55 349-400  
[anzeigen@doldemedien.de](mailto:anzeigen@doldemedien.de)  
[vermarktung.doldemedien.de](http://vermarktung.doldemedien.de)

[general terms & conditions](#)

### HEAD OF SALES



Sylke Wohlschiess  
phone: +49 (0) 711/55 349-192  
[sylke.wohlschiess@doldemedien.de](mailto:sylke.wohlschiess@doldemedien.de)

### MEDIA CONSULTING



Roland Trotzko  
phone: +49 (0) 711/55 349-195  
[roland.trotzko@doldemedien.de](mailto:roland.trotzko@doldemedien.de)



Jürgen Elser  
phone: +49 (0) 711/55349-240  
[juergen.elser@doldemedien.de](mailto:juergen.elser@doldemedien.de)



freelance sales representative  
Sabine Dittrich  
phone: +49 (0) 7472/96 25 399  
[sabine.dittrich@doldemedien.de](mailto:sabine.dittrich@doldemedien.de)

### DATA MANAGEMENT



Monica Albrecht  
phone: +49 (0) 711/55 349-49  
print: [druckunterlagen@doldemedien.de](mailto:druckunterlagen@doldemedien.de)  
digital: [onlinedaten@doldemedien.de](mailto:onlinedaten@doldemedien.de)