

4X4 CAMPER

MEDIA KIT 2026

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.

4x4 Camper



» TEST & VEHICLE TECHNOLOGY

- Novelties
- Practical tests
- Model overviews
- DIY
- Concept checks



» ON THE ROAD

- Scene events
- Roadtrips
- Travel reports
- Travel magazine



» PRACTICE TIPS & SERVICE

- Accessory test
- New accessories
- Shipping
- Equipment
- Drive training
- Tips & tricks
- DIY
- Advice
- Magazine & news



ISSUES 2026

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

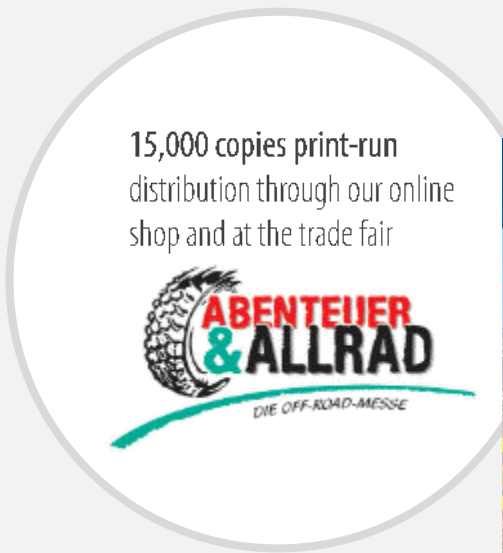
Issue	Publication date	Closing date ads/ Printing material
01/26	28.05.2026	28.04.2026
02/26	05.11.2026	08.10.2026

CIRCULATION

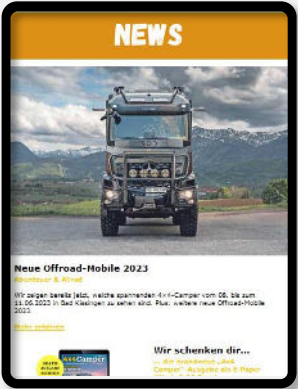
Printed circulation: 15,000 copies
E-paper: 15,000 sold copies
4x4 Newsletter: to 25,000 recipients

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.



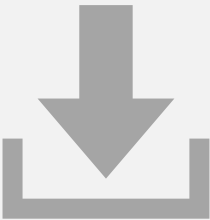
4x4 Camper



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



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



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	TYPE AREA	BLEED ADS
			(No trim)	(+5 mm trim on each side)
		4-colour	Width x Height (mm)	Width x Height (mm)
2/1		€ 5,490	424 x 270	450 x 300
1/1		€ 2,745	197 x 270	225 x 300
3/4	Vertical	€ 2,060	146 x 270	159 x 300
	Landscape		197 x 270	225 x 217
1/2	Vertical	€ 1,375	96 x 270	109 x 300
	Landscape		197 x 132	225 x 148
1/3	Vertical	€ 915	58 x 270	71 x 300
	Landscape		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	-
COVER PAGES				
1/1	2nd	€ 2,850	-	225 x 300
1/1	4th	€ 2,950	-	225 x 300

DISCOUNTS

The highest discount from your current bookings in 2026 in the magazines **Reisemobil International**, **Camping**, **Cars & Caravans** or **CamperVans** will also be applied to bookings in **4x4 Camper**.

Combination discount

We grant a 5% combination discount on all online bookings when combining print and digital ads (website or newsletter).

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

[Technical information](#)

WHITE PAPER/DOSSIER SPONSORING

4x4 Camper

With a white paper or dossier, we provide our readers with comprehensive information on selected topics. The white paper usually provides assistance on a specific issue (e.g., purchasing advice), while the dossier provides a variety of information on a specific topic (e.g., self-construction in general)

In order to download the PDF, the user must enter their e-mail address. In this way, we ensure that there is a high and concrete interest in the topic.

Limited advertising spaces

- The number of advertising spaces is limited, which directs the focus to the offer of the participating sponsors
- The content environment is very eye-catching and is most likely to be read and archived several times (high chance of multiple contacts).
- Participating sponsors secure the right of first refusal for the leads, which will be qualified in the second step. There is no obligation to purchase. As the leads have already come into contact with the brand and offer via the advertising material in the white paper/dossier, a direct follow-up approach can have an even greater impact.

High download rate

The extensive marketing campaign through our channels, as well as enhanced promotions on Facebook and Instagram, generates **at least 10,000 downloads within approximately 10 weeks** after the campaign launch.

Advertising space

1/1 page in PDF

Format (width x height) 184 x 252 mm or 210 x 280 mm

Sponsoring
€4,900
Price per ad and topic
plus VAT



WHITE PAPER/DOSSIER BRAND PRESENCE

4x4 Camper

With a white paper or dossier, we provide our readers with comprehensive information on selected topics. The white paper usually provides assistance on a specific issue (e.g., purchasing advice), while the dossier provides a variety of information on a specific topic (e.g., self-construction in general)

To download the PDF, the user must provide their email address. This ensures that there is a high and specific interest in the topic.

Brand presence as an equipment partner

- The number of advertising spaces is limited, which directs the focus to the offer of the participating sponsors
- The content environment is very eye-catching and is most likely to be read and archived several times (high chance of multiple contacts).
- Participating sponsors secure the right of first refusal for the leads, which will be qualified in the second step. There is no obligation to purchase. As the leads have already come into contact with the brand and offer via the advertising material in the white paper/dossier, a direct follow-up approach can have an even greater impact.

High download rate

The extensive marketing campaign through our channels, as well as enhanced promotions on Facebook and Instagram, generates **at least 10,000 downloads within approximately 10 weeks** after the campaign launch.

Advertising space

Logo integration in PDF

Format (width x height) 43 x 30 mm

Brand presence
€ 990
Price per ad and PDF
plus VAT

WEBSITE - BANNER

4x4 Camper

Banner format	Ad size 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 scroll in visible area, not displayed on mobile devices

Traffic website

Page impressions/month: 50,000

Unique user/month: 25,000

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

Averages per month in 2024

Statutory VAT will be added

4x4 Camper


Leaderboard/Superbanner



CamperVans goes Balkan
Mit CamperVans ins Abenteuer Balkan! Zusammen mit experience bieten wir vom 14. bis 22.10. eine Lesereise an, die es in sich hat. Du wolltest immer schon die schönsten 4x4-Strecken im Balkan befahren, aber mit Guide und Genehmigung? Dann hier...

Medium rectangle

Skyscraper

UNSERE WERBEPARTNER

Ad partner 1

Ad partner 2

Ad partner 3

Ad partner 4

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 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.

Price 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

WEBSITE – ADVERTORIAL

4x4 Camper

The online advertorial on 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



[CAMPER](#) [#vanlife](#) [ZUBEHÖR](#) [NEWS & TERMINE](#) [4x4-CAMPER](#) [MAGAZIN](#)



AUSRÜSTUNG - Anzeige -

TARAN Camping

DER PERFEKTE BEGLEITER FÜR DEIN NÄCHSTES OUTDOOR-ABENTEUER

Beim Camping in der freien Natur gehört das Grillen mit Holzkohle für Menschen einfach dazu. Egal, ob du mit Freunden oder alleine unterwegs bist, mit den TARAN Camping-Varianten bist du bestens ausgestattet.

Den TARAN Camping gibt es in zwei verschiedenen Ausstattungsvarianten und somit ist für jeden Geschmack das passende Modell dabei:

Die erste Variante ist das Dreibein inklusive Grillrost aus Eisenguss. Dieser TARAN ist leicht und kompakt und damit perfekt für Wanderungen oder Radtouren. Einfach aufstellen, Holz darunter zu einem Feuer entfachen und das Grillgut auflegen – so einfach ist das.

Die zweite Variante ist das Dreibein inklusive dem TARAN Feuertopf. Dieser TARAN Camping ist ideal für Reisen mit dem Wohnmobil. Durch das große Füllvolumen des Feuertopfs ist er perfekt für die ganze Familie oder eine größere Gruppe geeignet.

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 particularly suitable for advertising raffles, events or sales promotions.

Price per advertising media and dispatch

€ 590

Statutory VAT will be added

REACH NEWSLETTER

Recipients: 25,000

Opening rate: Ø 22%

MAILING DATES 2026

Month	Day
January	26.01.
February	23.02.
March	30.03.
April	27.04.
May	26.05. 
June	29.06.  Review
August	28.08. 
October	26.10.
December	28.12. 

Booking/data delivery possible no later than five working days before the dispatch date.

[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.

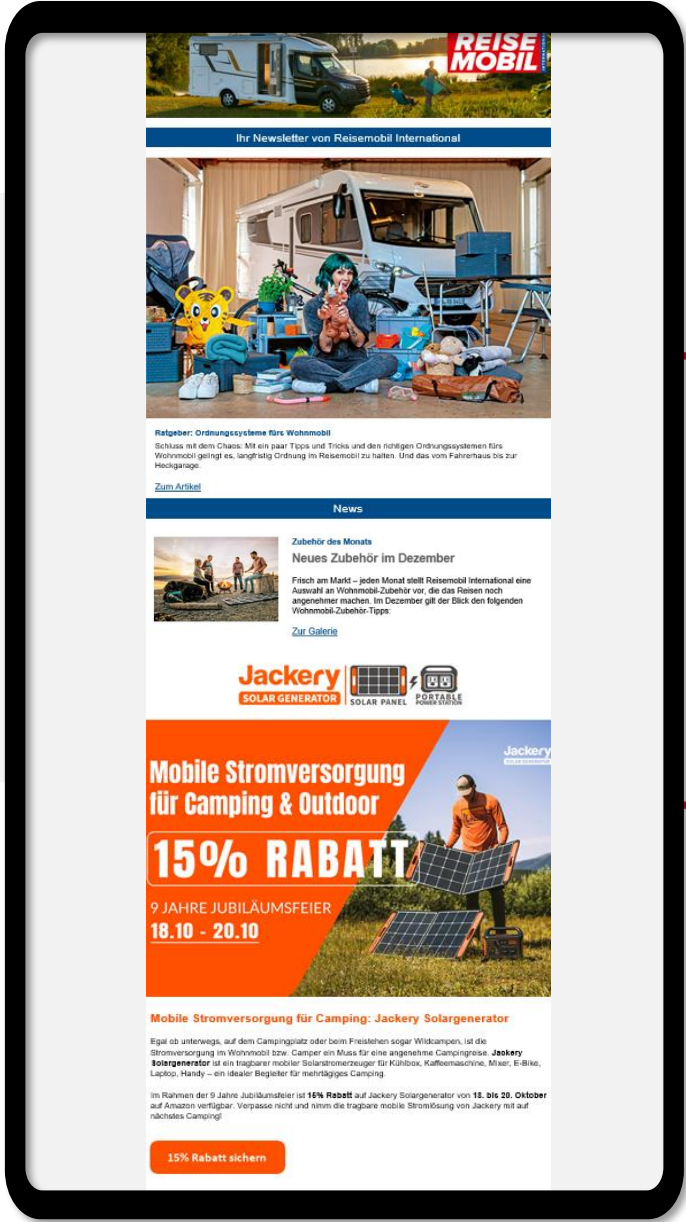
YOUR BENEFITS

- **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 wasted 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
Reisemobil International	45,000	Ø 22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 20%	€ 2,500
CamperVans	20,000	Ø 22%	€ 2,500
4x4 Camper	25,000	Ø 22%	€ 2,500
Traumziele für Camper	50,000	Ø 24%	€ 2,500

Statutory VAT will be added



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

WEBSEITE • BANNER

Filesize	Any
File format	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.

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

WEBSEITE • TIP OF THE MONTH

Cover picture	1,600 x 900 pixels
Optional	Image row max. 65 characters incl. blanks + if necessary, image credit
Headline	Max. 65 characters incl. blanks
Text	Max. 250 characters incl. blanks
Caption	Max. 65 characters incl. blanks
Landing page	Please specify

WEBSEITE • ADVERTORIAL

Cover picture	1,600 x 900 pixels
Article picture	1,024 x 683 pixels
Gallery picture	1,024 x 683 pixels
Image rows for article and gallery pictures	Each max. 65 characters incl. blanks plus if necessary, image credit
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Summary	Max. 200 characters incl. blanks
Text	Max. 2,000 characters incl. blanks
Optional	Max. two subheads within the text
Landing page	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.

DEAL OF THE MONTH

Picture	300 dpi resolution
Text	300-350 characters incl. blanks

STANDALONE NEWSLETTER

Pictures	Cover picture + max. 4 further pictures 600 x 400 px Filesize: max. 250 kb File formats: jpg, gif or png
Overline	Max. 50 characters incl. blanks can be integrated into title image, if necessary
Headline	Max. 80 characters incl. blanks can be integrated into title image, if necessary
Text	Max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters)
In addition	Desired colour for buttons, etc. as hex colour code, tracking links

NEWSLETTER BANNER

Size	570 x 120 pixels
Filesize	Max. 100 kb
File formats	jpg, gif or png

NEWSLETTER ADVERTORIAL

Picture	300 x 200 pixels
Optional	Image row max. 65 characters incl. blanks + if necessary, image credit
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Text	Max. 350 characters incl. blanks
Landing page	Please specify

DIGITAL LOTTERIES

Cover picture	1,600 x 900 pixels
Article picture	1,024 x 683 pixels
Headline	Max. 40 characters incl. blanks
Text	Max. 1,500 characters incl. blanks
Landing page	URL where participants can find the answer to the lucky question
In addition	Company logo Value of prize given away Number or prizes given away Lucky question

INSTAGRAM-STORY

Wallpaper	570 x 120 pixels
File format	Max. 100 kb
Text	jpg, gif or png
Landing page	Please specify

All advertorials are marked with the word Anzeige

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

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

- Adobe Illustrator up to CC2024
- Adobe InDesign up to CC2024
- Adobe Photoshop up to CC2024

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 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

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[General terms & conditions](#)

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