

BORDATLAS

MEDIA KIT 2023

DoldeMedien
VERLAG GMBH



picture: CIVD

BORD ATLAS PROFILE



For over 25 years, the **Bordatlas** (a specialised travel guide and road atlas) has been leading motor home and caravan drivers to the best sites throughout Europe. It is an annual staple of the industry, an indispensable travel companion that should be kept in every leisure vehicle. The **Bordatlas** lists over 7,000 sites. To improve ease of use, it is available in two editions, one for Germany and one for Europe, which are always sold together.

SCHEDULE

publication date issue 2024	closind date ads/ printing material	
23.11.2023	pitch section	21.08.23
	magazine/market	29.09.23

FACTS

target group	motor home & caravan drivers
founded	1995
printed circulation	20,000 copies
publication schedule	annual
price per copy	€ 29.90
format	215 x 280 mm (width x height)

DEUTSCHLAND

A DEUTSCHLAND

52066 Aachen

Stellplatz Bad Aachen, Branderhorst
Weg 11, 52066 Aachen
Im Naturschutzgebiet Gilsbach, im Stadt-
teil Branderhorst innerhalb der Umwallung

Preis: € 23,-

Kontakt: Kur- und Badgesellschaft mbH, Axel Brühling
Mobil: 0176/40651408
mailto:aachen-camping.de
www.aachen-camping.de

Ordnung: ca. 1,2 km, weitere Restaurants in 0,7 km,
ca. 0,4 km, ca. 0,8 km, ca. 0,8 km

Gastronomie: Immenhof an der Neapoleon: 8:15-4:45 Uhr
Freizeit: ca. 3 km, ca. 1,5 km, ca. 1,5 km, Stadtschleife
Kunstanlagen im Aachen-Burbscheid
Camping-Themen 3,5 km

POI: Centre Charlemagne 2,3 km, Stadtkern mit Rat-
haus, Aachener Dom (UNESCO-Weltkulturerbe)
2,3 km, Aachener Kuppel 0,5 km

73431 Aalen

Wohnmobilstellplatz bei den Limes-
Themen, Osterbacher Straße,
47381, 52111
in der Nähe der Limes-Themen

Preis: € 12,-

Kontakt: www.limes-themen.de

Ordnung: ca. 0,2 km, ca. 0,4 km, ca. 0,4 km, weitere Res-
taurants in 0,4 km, ca. 1 km

Gastronomie: Osterbacher Straße 0,1 km,
Stadtkern, Gollan, Angeln, Kutschfahrten,
Ratten

POI: Rathaus mit oberem Turm, Kloster Marienberg,
Burg Aalenberg

110 | REISEMOBIL BORDATLAS Stellplätze

STELLPLATZCHECK – MOSEL

Mythos Mosel

Von Philipp Pilson

644 | REISEMOBIL BORDATLAS

Autofahrt max. 5 Tage, Ganghöhe geöffnet

Preis: € 14,-

Kontakt: Stadt Aachenberg

Ordnung: ca. 0,2 km, ca. 0,2 km, ca. 0,2 km, weitere Res-
taurants in 0,2 km, ca. 0,2 km

Gastronomie: Dörschütz Express, Frankfurter, Trautwein
Abend, bayerischer Weinmarkt

Freizeit: ca. 0,2 km, ca. 0,2 km, ca. 0,2 km, ca. 0,2 km

POI: Dörschütz Express, Frankfurter, Trautwein
Abend, bayerischer Weinmarkt

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POI: Dörschütz Express, Frankfurter, Trautwein
Abend, bayerischer Weinmarkt

MOSEL – STELLPLATZCHECK

Römer, Reben und Reichsburg –
von Trier aus wandeln Urlauber
auf Bacchus' Spuren Richtung
Koblenz. Doch die Mosel ist
mehr als Riesling. Wandern,
Radfahren, eine ungemein
reizvolle Landschaft: Nicht
umsonst ist die Region ein
gern angesteuertes Ziel
vieler Reisemobilisten.

F

huss und Schuppen über den Kopf
eine magische Anziehungskraft
auf uns Menschen aus. Da wäre das
Wasser, das eine Vielzahl an Wassersport-
möglichkeiten bis hin zu gemütlichen Fluss-
fahrten erlaubt und an hochsommerlichen
Tagen eine gewisse Frische verspricht. Es
ist aber auch die beruhigende Kraft des
Wassers, die bereits beim Blick über die
Wasseroberfläche ein gutes Gefühl vermit-
telt. Die Mosellegeren setzt hier noch einen
drauf und liefert zahlreiche Argumente, die
sie bei vielen Reisefreudigen zu Recht ganz
oben auf die Wunschliste setzt: Die Fülle
an schönen mittelalterlichen Wasserburgen,
die sich wie Perlen aneinanderreihen, und
(Weiß-)Wein von Wehring, der an den
berühmten Hängen angebaut wird. Aktive
haben die Möglichkeit, die Kasse über den
Moselleiter zu erwarpen oder über endlose

10
geprüfte
Stell- und
6
geprüfte
Campingplätze

REISEMOBIL BORDATLAS | 645

STELLPLATZ-TOUR
ZUM NACHFAHREN
GEPRÜFTE PLATZE
an der Mosel

STELLPLATZ-TESTER
Philipp Pilson hat sich Bac-
chus' Spuren in Trier und
Koblenz gemacht und stellt
uns seine besten Tipps
für Reisemobilisten.

10
geprüfte
Stell- und
6
geprüfte
Campingplätze

REISEMOBIL BORDATLAS | 645

BORDATLAS IMAGE ADS

SIZES & PRIZES

magazine & market, 4 columns

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4c	width x height (mm)	width x height (mm)
2/1	inner part	€ 3,260	€ 3,915	€ 5,220	395 x 252	430 x 280
1/1	inner part	€ 1,630	€ 1,960	€ 2,610	184 x 252	215 x 280
3/4	vertical	€ 1,225	€ 1,475	€ 1,960	137 x 252	150 x 280
	lateral				184 x 184	215 x 203
1/2	vertical	€ 815	€ 985	€ 1,305	90 x 252	103 x 280
	lateral				184 x 124	215 x 140
1/4	1 column	€ 410	€ 495	€ 655	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 210	€ 250	€ 330	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
cover pages						
1/1	2nd	-	-	€ 2,875	-	215 x 280
1/1	4th	-	-	€ 3,000	-	215 x 280

*spot colours are composed of max. 2 of the Euro scale colours cyan, magenta, yellow; statutory VAT will be added;
Due to the book format, your bleed advert needs a larger distance of 15mm to the binding on the left side. For more information see:

[technical information](#)

DISCOUNTS

The current discounts of advertising in the periodicals **Reisemobil International**, **CamperVans** or **Camping, Cars & Caravans** will be transferred to the special editions.

special editions 2023:

- Traumziele für Camper: 20.03./25.09.
- CamperPraxis: 20.04.
- Bordatlas Special Winzeratlas: 29.03.
- Kaufberater Reisemobile & Campervans: 21.08.
- Bordatlas 2024: 23.11.

PAYMENT 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

BORDATLAS IMAGE ADS

SIZES & PRIZES

pitch section, 3 columns

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4c	width x height (mm)	width x height (mm)
2/1	inner part	€ 3,260	€ 3,915	€ 5,220	395 x 252	430 x 280
1/1	inner part	€ 1,630	€ 1,960	€ 2,610	184 x 252	215 x 280
2/3	vertical	€ 1,090	€ 1,305	€ 1,745	121 x 252	133 x 280
1/2	vertical	€ 815	€ 985	€ 1,305	90 x 252	103 x 280
	lateral				184 x 124	215 x 140
1/3	vertical	€ 545	€ 655	€ 875	59 x 252	71 x 280
	lateral				184 x 80	215 x 97
1/4	4 columns	€ 410	€ 495	€ 655	184 x 60	-
1/6	vertical	€ 305	€ 330	€ 440	59 x 124	-
	lateral				121 x 60	-
1/12	vertical	€ 155	€ 185	€ 245	59 x 60	-
cover pages						
1/1	2nd	-	-	€ 2,875	-	215 x 280
1/1	4th	-	-	€ 3,000	-	215 x 280

**spot colours are composed of max. 2 of the Euro scale colours cyan, magenta, yellow; statutory VAI will be added;
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[technical information](#)

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banking details

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

BORD ATLAS MARKET

BUSINESS ADS

colour	price per millimeter height
black & white	€ 2.00
spot colour	€ 2.30
four-coloured	€ 3.20
single column width	43 mm
double columns width	90 mm
height	variable
minimum height	10 mm

DISCOUNTS

The current discounts of advertising in the periodicals Reisemobil International, CamperVans or Camping, Cars & Caravans will be transferred to Bordatlas.

statutory VAT will be added

Caravan-Center Geller
Lindacher Str. 17-19 • 09505 Gellerau
• Reparaturen • Service
• Verkauf • Vermietung
SHYMER SERIBA
Grundgeräte
Tel. 0372345130 • Fax 0372345131
www.caravan-geller.de • info@caravan-geller.de

AAC Reisemobile
Camping und Freizeit
Onlineshop • Ausbau
Fahrzeugmöbel aller Art
Hotline 04191/8021280
www.aac-reisemobile.de

Spenglerallee 23
04442 Zwenkau
Tel. 0342 03 / 43 35 40
www.neuseenlandcaravaning.de

TERGUS
Matratzen
nach Maß!
HB-X-HH
27419 SITTENSEN
www.mobilbetten.de

SCHWARZ
MOBILE FREIZEIT
IHR EXPORTE
FÜR CAMPING,
OUTDOOR & FREIZEIT
Wohnwagen & Wohnmobile
Campervan & Urban Vehicle
Wohnmobilvermietung
Vorzelte & Zubehör
• Werkstat-Service u. v. m.
• Globecar
• CROSSCAMP
• MOVIERA
• BEHOLD
• SUNLIGHT
Segeberger Str. 5
23863 Kayhude
T 040 - 63 91 706
schwarz-mobile-freizeit.de

www.biberbox.de
Campingmodule

Caribotec
Mit uns in Zukunft
CARIBOTEC GmbH
Karl-Liebknecht-Str. 182
15711 Königs Wusterhausen
www.caribotec.de

Hobby ... die Liebe zur Freiheit!
Ihr Vertragspartner in 06115 Schönefeld
Caravanzentrum Spitzner GmbH
Neumarkt 2 • 19115 Schönefeld-Garten
Tel. 03760/5584 • Fax 3432

sundrive
Reisemobilbedarf
Campingbusausbau seit 1980
VW, Mercedes, Fiat...
Bäume • SCA • Polyroof
Tel. 030 321 20 40

BRESLER
MOBILE
REISEN UND GENIEßEN
+49 3763 440833
www.bresler-mobile.de

Chiptuning
mehr Leistung, mehr Fahrspaß, weniger
Verbrauch für Wohnmobile und PKW
www.chiptuning-kiel.de
Dipl.-Ing. Jan Nienzack
CTK KIEL Tel. 0431/3699119

Wohnmobil-Galerie.de
Burgviert 5-7
25582 Hohenasperg
Tel.: 04893 - 37 33 3
www.Ankauf-Wohnmobile.de
Wir kaufen jedes
gebrauchte
Wohnmobil!

Rauert Reisemobile
Vordamm 5 • 26465 Marburg
Tel. 04488-881800 • Fax 04488-881818

Wohnmobile Oester
Concedo
3470 Munkwitz • Tel. 0355/581
www.wohnmobil-oester.de

www.womo-boer.de
Tel. -49 (0)6653 / 91 10 91

Traum Camper
• Verkauf
• Vermietung
• Beratung
31154 Salzhemmendorf • Tel. 0555 / 244460
www.traum-camper.com

caravans von tradac
34236 Vellmar (Kassel) • Tel. 0551/89079040
Reisemobile aus Leidenschaft

Freistufen
Ihre Fachhändler für Wohnmobile
www.freistufen.net

MP Reisemobile Hesse GmbH
Individuelle Lösungen für
Individualisierte Anforderungen
Verkauf • Vermietung (Standard/Gesetz)
Service • Zubehör (Standard/Markung)
Vertragspartner für
Protonix Forster
EURO MOBIL
Kampfer
MP Reisemobile Hesse GmbH,
Golfhof-Deister-Str. 16,
35081 Gießen, Tel. 0641/5779500
MP Mobile Camping Technik GmbH,
Stammesstr. 2, 35041 Marburg,
Tel. 06421/2802570

EHYMER SERIBA
APÖSSL burstner carado
Hobby VAN-OURER ROAD CAR
NTERNATIONAL
Dörbergstr. 15 + 17 • 34233 Falsdorf a. Kassel
Dienst an der Kasse • Tel. 0561/98167-0
www.wohnen-becker.de
Nordhessens und Südhessens
erste Adresse für Caravaning

Forster LMC
Ihr Vertragshändler
in Ostwestfalen
WAP-MOBIL.de
Daimlerstr. 7-9, 32130 Enger
Tel. 05224 / 976796

**Egal wie alt...
Barankauf
aller Reisemobile**
www.womo-barankauf.de
Tel. 0800/774500 gebührenfrei
Großauswahl guter Gebrauchter
www.Raumobil.de
Tel. 055 52/77 45 • Fax 055 52/84 26

DoldeMedien
VERLAG GMBH
Lernen Sie unseren
Online-Shop kennen:
✓ Reiseliteratur für
unterwegs
✓ Camping- und
Stellplatzführer
BORDATLAS,
Wohnmobil-Touren u.v.m.
✓ Aktuelle Hefte
✓ Schneller Versand
✓ Einfache und
sichere Zahlung
Unsere Bestseller
aus dem Shop:
Jetzt stöbern unter:
shop.doldemedien.de

BORD ATLAS FOLD-OUT

Ad special on inside cover page:

A fold-out is added to the inside cover page, enabling you to take a total of **three pages** for your advertising message: Both sides of the fold-out and the second cover page, which form a double-page spread together with the back side of the fold out, right next to the editorial. This prominent placement and the high paper quality of the cover guarantee heightened attention. Fold-out inside covers must be finally booked three weeks BEFORE the advertising deadline.

1 positioned on the 2nd cover page

2 3 + 2 folding pages

SIZES

2nd cover page	212 x 280 mm width x height
folding page max.	150 x 280 mm width x height
folding page min.	110 x 280 mm width x height

each plus trimming

€ 8,095 basic price*

*(discountable) additional technical costs folding page: € 57/1,000 (subject to change), no discounts, agency commission is granted, statutory VAT will be added



BORD ATLAS INSERTS

LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
11 to 20 gram	€ 71
21 to 30 gram	€ 79
additional to each further gram	€ 0.80

maximum size 195 x 270 mm (width x height)

minimum size 105 x 148 mm (width x height)

BOUND INSERTS

Bound-in supplements are printed matter firmly integrated in the magazine.

up to 10 gram	€ 79
11 to 20 gram	€ 89
21 to 30 gram	€ 100
additional to each further gram	€ 1

Delivery folded and untrimmed.

MAXI LOOSE INSERTS

Head standing over 20 mm. Once per issue.

maximum size 195 x 300 mm (width x height)

minimum size 125 x 300 mm (width x height)

additional costs € 13*

**added to the regular price per thousand for loose inserts*

GLUED-IN INSERTS

Glued-in inserts are printed matter or items glued onto a 1/1 page carrier ad. Glueing on smaller formats isn't possible.

postcard	€ 40
booklet up to 10 gram	€ 56
booklet 11-20 gram	€ 61
booklet 21-30 gram	€ 66
additional to each further gram	€ 0.60



All prices apply for machine-processable texts, per started thousand words, plus VAT. Price increases apply for manual processing. No discounts, agency commission is granted. Inserts cannot contain any adverts or paid elements for third parties.

Please send a (blind) sample to check the processing possibilities. Free house delivery no later than 8 days after advertising closing date to:

Vogel Druck und Medienservice GmbH, Warenannahme, Herr Brenner, Leibnizstraße 5, 97204 Höchberg

Please pay attention to our [delivery guidelines](#) (you will receive the specifications with the order confirmation). For further details please see [technical information](#).

BORD ATLAS TECHNICAL INFORMATION

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 15 mm away from the trimming edge and 10 mm away from the other edges of the advertisements bleed size. 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: ISOcoated_v2_eci.icc
- content: PSO_LWC_improved

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 CC2021
- adobe InDesign up to CC2021
- adobe Photoshop up to CC2021

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: 215 mm (width) x 280 mm (height)

CONTACTS

DoldeMedien VERLAG GMBH

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[E] anzeigen@doldemedien.de

[W] vermarktung.doldemedien.de

[general terms & conditions](#)

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