

BORDATLAS

MEDIA KIT 2025

DoldeMedien
VERLAG GMBH



THE BOOK



ALSO AVAILABLE AS A WEB APP

Take advantage of the cost-effective combination options!

**BORD
ATLAS**



Bordatlas has been guiding motorhome and caravan drivers to the most beautiful pitches and sites for over 25 years. For the loyal fan community, the annual standard work is still a must. With your advertising, you will be present throughout the year with this part of the target group, because the book is used on every trip.

Target group
Published since
Printed circulation
Publication schedule
Price per copy
Book format

Motorhome and caravan travelers
1995
15,000 copies
Annual
€ 36,90
215 x 280 mm (w x h)

Publication date Issue 2025	Closing date ads/ Printing material	
27.11.2025	Pitch section	29.08.2025
	Magazine/market	10.10.2025

The app offers users additional functions and interesting combination options for you as an advertiser.

DEUTSCHLAND

A DEUTSCHLAND

A

52066 Aachen €23,40
Stellplatz Bad Aachen, Brandenberger Weg 11, ☎ 0241 9090901 im Naherholungsgebiet Giesbachthal, im Stadtteil Burscheid innerhalb der Umweltzone

73431 Aalen €12,00
Wohnmobilstelle bei den Limes-Thermen, Osterbacher Straße, ☎ 07381 921111 in der Nähe der Limes-Thermen

88526 Adorf/Vogland €9,90
Parkplatz Kleins-Vogland, Waldabstraße 5, ☎ 037 423 2247 Offizieller Parkplatz am Stadtrand

52066 Aachen €23,40
Stellplatz Bad Aachen, Brandenberger Weg 11, ☎ 0241 9090901 im Naherholungsgebiet Giesbachthal, im Stadtteil Burscheid innerhalb der Umweltzone

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STELLPLATZCHECK – MOSEL

Mythos Mosel

Von Philipp Pilson

644 | REISEMOBIL BORDATLAS

645 | REISEMOBIL BORDATLAS

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.

STELLPLATZ-TESTER
Philipp Pilson ließ sich Bauschwandplätze für Reisemobilisten zeigen in Hils und Föls. Er hat mit dem ZDF für Genussmenschen.

10 geprüfte Stell- und **6** geprüfte Campingplätze

REISEMOBIL BORDATLAS | 645

Flusslandschaften üben seit jeher eine magische Anziehungskraft auf uns Menschen aus. Da viele das Wasser, das eine Vielzahl an Wassersportmöglichkeiten bis hin zu gemütlichen Flussfahrten 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 vermittelt. Die Moselregion 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 malerischen Wasserorten, die sich wie Perlen aneinanderreihen, und (Weiß-) Wein von Wehrang, der an den berühmten Hängen angebaut wird. Aktive haben die Möglichkeit, die Küsse über den Moseltieg zu erwandern oder über endlose

Stellplatz-Tour zum Nachfahren
GEPRÜFTE PLÄTZE an der Mosel

Schneise von Weinleseern. Spektakulär: die Moselchiffon bei Brunnmosen Europas stolzester Weinberg.

Vor der Anreise empfehlen wir, Kontakt mit dem Betreiber aufzunehmen, um die Auslastung des Stellplatzes abzufragen.

IMAGE ADS

MAGAZINE & MARKET, 4-COLUMNS

AD FORMATS		BASIC PRICES			ADSTYPE AREA (No trim)	BLEED ADS (+5 mm trim on each side)
		Black & White	Spot colour*	4c	Width x Height (mm)	Width x Height (mm)
2/1		€ 3,260	€ 3,915	€ 5,220	395 x 252	430 x 280
1/1		€ 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
	Landscape				184 x 184	215 x 203
1/2	Vertical	€ 815	€ 985	€ 1,305	90 x 252	103 x 280
	Landscape				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.

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](#)

Prices do not include VAT for German customers.

DISCOUNTS

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

SPECIALS 2025

- CamperCoach: 27.03.25
- Traumziele für Camper: 27.03., 17.10., 19.12.25
- Bordatlas Specials: Dogs 02/25, Winegrower 03/25, Brewery 04/25, Thermal & Spa 06/25
- 4x4 Camper: 12.06., 06.11.25
- Buyer's Guide: 30.10.25
- Bordatlas 2026: 27.11.25

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

IMAGE ADS

PITCH SECTION, 3-COLUMNS

AD FORMATS		BASIC PRICES			ADSTYPE AREA (No trim)	BLEED ADS (+5 mm trim on each side)
		Black & White	Spot colour*	4c	Width x Height (mm)	Width x Height (mm)
2/1		€ 3,260	€ 3,915	€ 5,220	395 x 252	430 x 280
1/1		€ 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
	Landscape				184 x 124	215 x 140
1/3	Vertical	€ 545	€ 655	€ 875	59 x 252	71 x 280
	Landscape				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

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 IBAN DE 2060 0603 9600 1891 9006
 BIC GENODES1UTV

CLASSIFIED ADS

COLOUR PRICE/MM HEIGHT

Black & White	€ 2.00
Spot colour	€ 2.30
Four-coloured	€ 3.20

SIZES

Single column width	43 mm
Double columns width	90 mm
Height variable	Min. 10 mm

Please see price examples on the sample page.

DISCOUNTS

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PLZ 0

Hobby *...wie Liebe auf freier!*

reismobilhessen.de
Individuelle Lösungen für individuelle Anforderungen
Verkauf - Vermietung
Service - Zubehör
Vertragspartner für
PROXIMAX Forster
EURIA MOBIL

MP Mobile Camping Technic GmbH, Steinhilberstr. 2, 36061 Marburg, Tel. 05621/780270

PLZ 1

www.rauert-reisemobile.de

Rauert Reisemobile

Yorckcamp 5, 26555 Marburg, Tel. 04450 90300, Fax: 04450 90325

1sp/20 mm / SW: € 40
S.c.: € 46 / 4c: € 64

Chiptuning
mehr Leistung, mehr Fahrspaß, weniger Verbrauch für Wohnmobile und PKW
www.chiptuning-kiel.de
Digit-Ing. Jan Kemack
ctk-kiel Tel. 0431/3699119

PLZ 2

Caravan-Center Geller
Lindacher Str. 12-19 • 09235 Oberwiesenthal
• Reparaturen • Service • Vermietung • Verkauf • Vermietung

Caravan Service
Rheinstraße 161
45478 Mülheim an der Ruhr
Tel.: +49(0)208 899 288-0
info@caravan-schraub.de

1sp/40 mm
Black & White: € 80
Spot colours: € 92
Four-coloured: € 128

AC Reisemobile
Camping und Freizeit
Onlineshop - Ausbau
Fahrzeugmöbel aller Art
Hotline 04191/8021280
www.ac-reisemobile.de

PLZ 3

Freistufen
Innenmöbelhersteller für Reisemobile
www.freistufe.net

SCHWARZ *auslet freizeit*

IHR EXPERTE FÜR CAMPING, OUTDOOR & FREIZEIT
Mobile Freizeit erleben!
• Wohnwagen & Wohnmobile
• Campervan & Urban Vehicle
• Wohnmobilvermietung
• Vorzelte & Zubehör
• Werkstatt-Service u.v.m.

Egal wie alt... Barankauf aller Reisemobile
www.womo-barankauf.de
Tel. 0800/7745000 gebührenfrei
Gründerwahl gratis Getränke
www.primus.de
Tel. 055 92/77 45 - Fax 055 92/84 26

PLZ 4

MP reismobilhessen.de
Individuelle Lösungen für individuelle Anforderungen
Verkauf - Vermietung
Service - Zubehör
Vertragspartner für
PROXIMAX Forster
EURIA MOBIL

ZIESENER First Class Reisemobile GmbH
Die NEU in Sachen Morelo mit der größten Ausstellung!
31068 Daylesse - Tel. (0 50 63) 9 21 96
info@ziezener.de - www.morelo-reisemobile.de

Wohnmobile Oste
Ceneerde
34212 Melsungen - Tel. 0566/81 051
www.wohnmobil-ost.de

3sp/25 mm / Black & White: € 100
Spot colour: € 115 / Four-coloured: € 160

3sp/30 mm / Black & White: € 180
Spot colour: € 207 / Four-coloured: € 288

4sp/40 mm / Black & White: € 320
Spot colour: € 368 / Four-coloured: € 512

COVER FLAP

Ad special on inside cover page:

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

- 1 + 2** Cover flap front and back
- 3** 1/1 page on the 2nd cover page

SIZES

- 2nd cover page 212 x 280 mm (B x H)
 - Cover flap max. 150 x 280 mm (B x H)
 - Cover flap min. 110 x 280 mm (B x H)
- each plus trimming

€ 6,400

Prices do not include VAT for German customers.

1 **2** **3**

STELLPLATZFUHRER 1 IN DEUTSCHLAND
Schnäppchen-Shopping mit dem Wohnmobil
 Sie shoppen gern? Dieser Stellplatzführer verbindet Informationen zu Marken und Angebot von Outlets und Fabrikverkäufen mit den Tipps zu 150 Übernachtungsplätzen in vertretbarer Entfernung für ganz Deutschland!

NEU

43 Camps zum Wohlfühlen im Überblick

TRAUMLIEBE für Camper

DÄNEMARK
 1 Insel Men, Camp Mens Klint

DEUTSCHLAND
 2 • Camping- und Ferienpark Wulfener Hals, Fehmarn
 3 • Camping am Freesenbruch, Zingst
 4 • Camping- und Ferienpark Havelberge, Uckermark
 5 Südde-Camp, Wietzenhof, Lüneburger Heide
 6 Camping Pfäfershof, Bad Urach, Schwäbische Alb
 7 Alpen-Caravanpark Tannsee, Kitzbühel
 8 • Camping Resort Alpeyghellen, Berchtesgaden
 9 • Kur-Gutshof-Camping Arnsdorf, Bad Birnbach
 10 • Vital Camp Bayerbach, Bayerbach

ÖSTERREICH
 11 Seecamping Wimmer, Mauters, Achensee
 12 Alpen Caravan Park Achensee, Achenkirch, Mauters, Achensee
 13 Karwendel Camping & Achensee Hüttenriedl, Mauters, Achensee
 14 • Camping Seeblick Toni, Kramsach, Alpbachtal
 15 Camping Seehof, Kramsach, Alpbachtal
 16 • Seen Camping Stadlerhof, Kramsach, Alpbachtal
 17 • Eurocamp Wilder Kaiser, Kössen, Kaiserwinkl
 18 Camping Seepitz, Walschsee, Kaiserwinkl
 19 Ferienpark Terracescamping Südoes, Walschsee, Kaiserwinkl
 20 • Camping Schlossberg Itzen, Hohe Salve
 21 Camping Ratterhof Högspitzen, Hohe Salve
 22 Ferienparadies Ratterer See, Natters bei Innsbruck
 23 Camping Kranenbitterhof, Innsbruck
 24 • Sonnenplateau Camping Gerberhof, Wildermieming

KÄRNTEN
 25 • Camping Auenfeld, Achau, Zillertal
 26 • Naturlich Hall, Fügen, Zillertal
 27 • Campingsdorf Hofen, Zell am Ziller, Zillertal
 28 Camping Hochellertal, Kalsenbach, Zillertal
 29 Camping Mayrhofer, Mayrhofer, Zillertal
 30 Camping Otztal, Längenfeld, Otztal

STYRIEN
 31 • Seecamping Berghof, Villach, Ossiacher See
 32 Camping Bad Ossiacher See, Annenheim, Ossiacher See

TIROL
 33 Thermenland Camping Fürstenfeld, Thermen- und Vulkanland
 34 Camping Jennersdorf, Thermen- und Vulkanland
 35 Camping im Thermen- und Vulkanland Baisitz Köbberl, Thermen- und Vulkanland
 36 Campingplatz Parktherme Bad Radkersburg, Thermen- und Vulkanland
 37 Camping am Riecksee, Thermen- und Vulkanland
 38 Campingplatz Gosdorf, Thermen- und Vulkanland
 39 Relaxmobilität & Wohnwagen Stellplatz Mureck, Thermen- und Vulkanland
 40 Thermenland Camping Bad Waltersdorf, Thermen- und Vulkanland
 41 Campingplatz Hartberg, Thermen- und Vulkanland

SCHWEIZ
 42 Campofelice Camping Village, Tenero, Tessin

ITALIEN
 43 • Caravanpark Secten, Hochpustertal, Südtirol

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 25 • Camping Auenfeld, Achau, Zillertal
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ITALIEN
 43 • Caravanpark Secten, Hochpustertal, Südtirol

BORDATLAS 2023

Augen auf beim Packen!
 Jedes Baggage zählt. Wenn das Wohnmobil überladen ist – und der Fahrer damit erwacht wird – kostet das nicht nur Geld und möglicherweise steinert Punkt in Pannenberg. Hier finden Sie wertige Infos sowie Tipps und Tricks zum Gewicht sparen.

40

Mythos Mosel
 Stiefelzieher im Check: Entlang der rheinischen Weinstraße können Weinliebhaber, Genießer, Geschichtsbrenner und Freunde romanischer Stiefelzieher voll auf ihre Kosten.

644

Inhalt

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- Paderborn bis Paderborn 471
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- Thuringen bis Thuringen 578
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- Wernitz bis Wernitz 636

Gutscheine

Fahren und sparen – Geschäfte 2023 655

Tolle Vorteile
 BORDATLAS-Gutscheine 2023. In dieser Ausgabe bieten Stellplatzbetreiber wieder attraktive Vorteile für eine Saison. Bis Ende

655

50,00 €

%

PLZ 0

REISEMOBIL BORDATLAS | 3

INSERTS

LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

Up to 10 gram	€ 63
10 to 20 grams	€ 71
21 to 30 grams	€ 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 inserts are printed matter firmly integrated in the magazine.

Up to 10 gram	€ 79
10 to 20 grams	€ 89
21 to 30 grams	€ 100
Additional to each further gram	€ 1

Delivery folded and untrimmed.

Statutory VAT will be added

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 is not possible.

Postcard	€ 40
Booklet up to 10 gram	€ 56
Booklet 11-20 grams	€ 61
Booklet 21-30 grams	€ 66
Additional to each further gram	€ 0.60

All prices apply for machine-processable texts, per started thousand words. 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

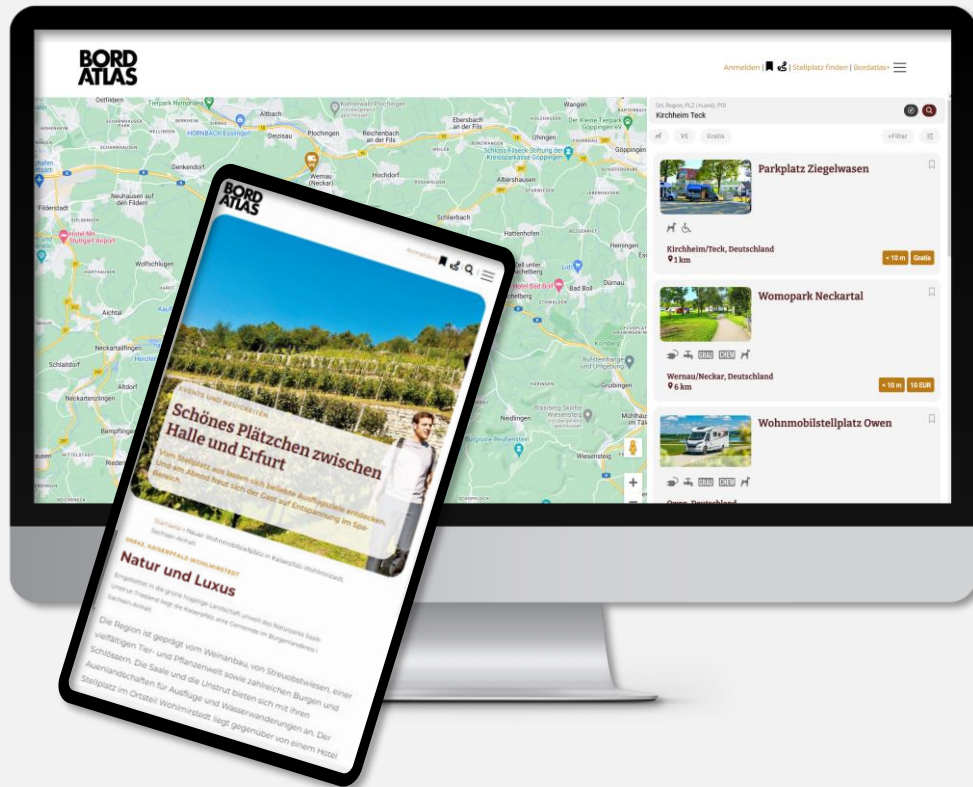
Warenannahme

Herr Thorsten Schmittner

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](#)



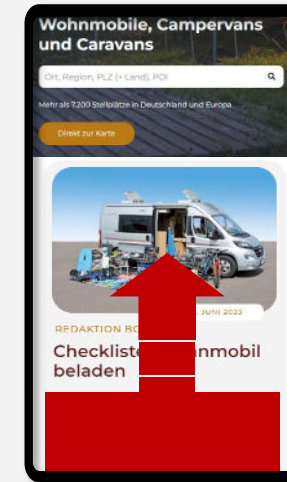
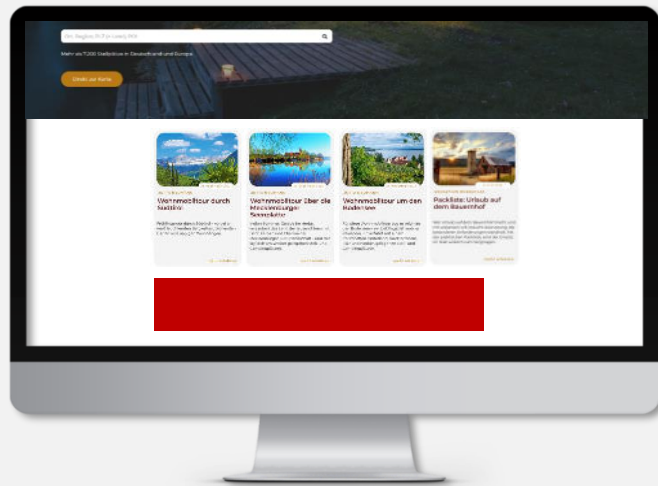
WEBSITE + WEBAPP

The core pitch search function is enriched with editorial content from our experienced specialist editorial team (Reisemobil International, Camping, Cars & Caravans and CamperVans). As a result, the app offers a completely new user experience with lots of accompanying information that is not yet available on the market.

- Approximately **7,200 camping sites** in Germany and 36 European countries from the Bordatlas database
- **Improved search function:** display of all pitches on the map basis of Google Maps
- New, modern design and **device-independent usability**
- **Targeted pitch search:** By type or location as well as by available amenities
- **Convenient functions** such as watch lists, a route planning tool and much more
- **Editorial articles** round off the pitch search and offer lots of inspiration: articles on complete routes, individual tourist highlights as well as checklists and guides to help you prepare for your trip.

AD BUNDLE

BILLBOARD + MOBILE CONTENT AD + MOBILE INTERSCROLLER AD



Banner campaign for optimum visibility

Follow our new web app from the start and secure your premium placement in the content area!
Different formats that match the content of each page guarantee maximum attention for your brand.

BUNDLE PRICE: € 899

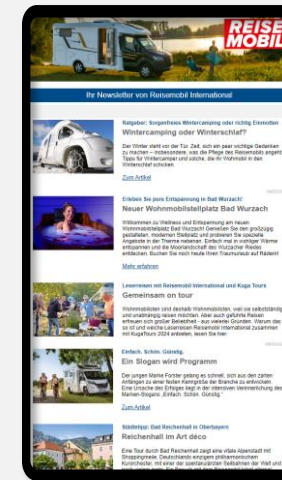
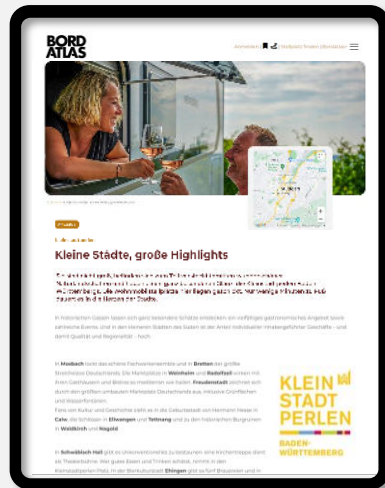
Prices do not include VAT for German customers.

**FIXED RATE FOR
8 WEEKS
RUN TIME**

(In rotation with max.
1 other advert)

BANNER CONTENT MIX

ADVERTORIAL + MOBILE CONTENT AD + TEASER IN NEWSLETTER



Content advertising within the matching environment and additional reach across different channels

The advertorial package offers lots of space for information and design elements like images and videos. Embedded within the content area, the advert is more likely to be understood as a source of information. In addition, mobile content ad and a teaser within the newsletter of Reisemobil International provide additional reach and traffic.

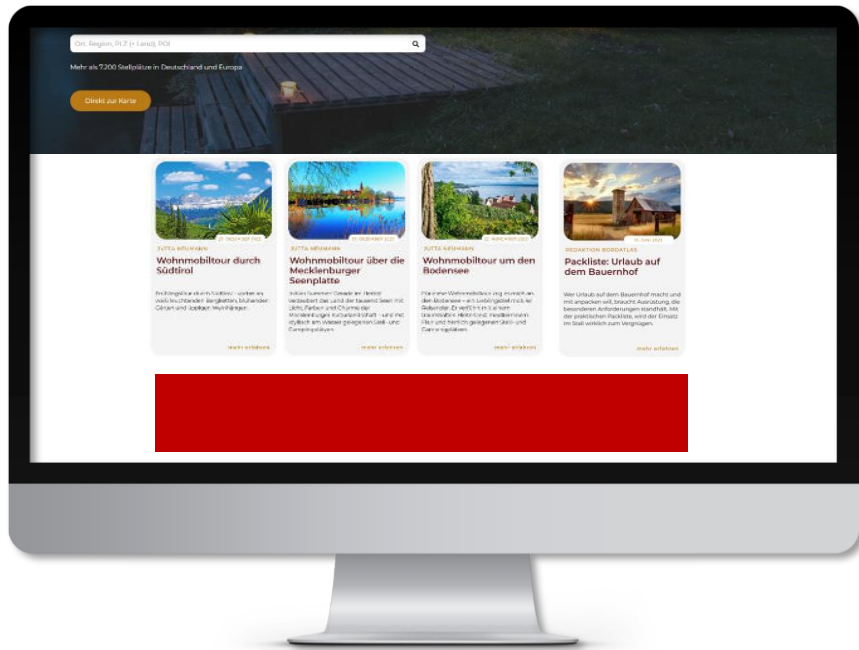
BUNDLE PRICE: € 899

Prices do not include VAT for German customers.

**FIXED RATE FOR
8 WEEKS
RUN TIME**

BANNER FORMATS

BILLBOARD



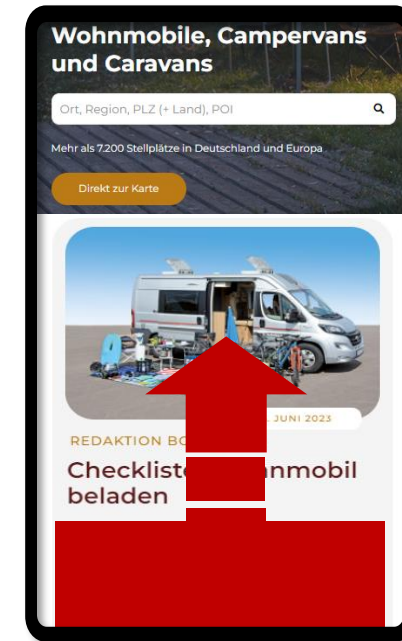
Ad format: 970 x 250 px width x height
Price: € 55 per 1,000 impressions

MOBILE CONTENT AD



Ad format: 640 x 300 px (width x height)
Price: € 50 (per 1,000 impressions)

MOBILE INTERSCROLLER AD



Ad format: 640 x 960 px (width x height)
Price: € 55 (per 1,000 impressions)

The advert scrolls between items with editorial content and remains in the user's field of vision.

TIP OF THE MONTH

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 on the home page of bordatlas.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.

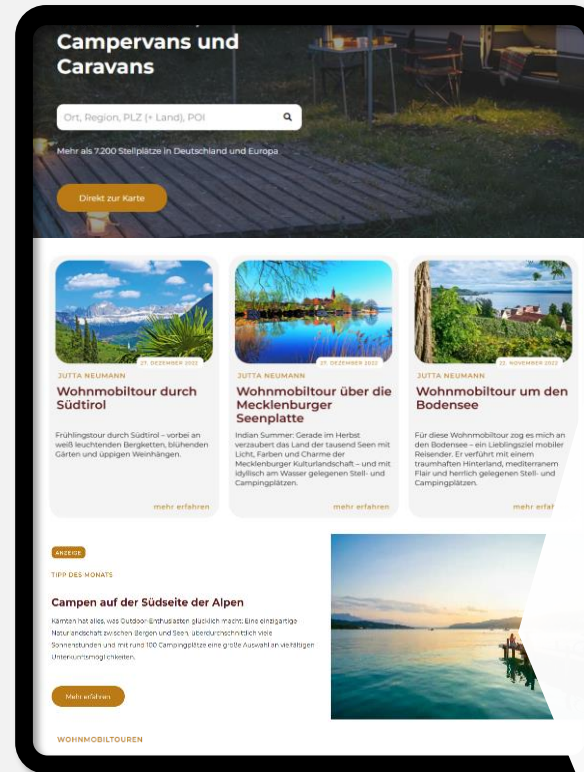
Website traffic

Pageimpressions homepage/month: 10,000
(monthly average in 2024)

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

€ 890

Prices do not include VAT for German customers.



mobile view



ANZEIGE

TIPP DES MONATS

Campen auf der Südseite der Alpen

Kärnten hat alles, was Outdoor-Enthusiasten glücklich macht: Eine einzigartige Naturlandschaft zwischen Bergen und Seen, überdurchschnittlich viele Sonnenstunden und mit rund 100 Campingplätze eine große Auswahl an vielfältigen Unterkunftsmöglichkeiten.

Mehr erfahren

ADVERTORIAL

The online advertorial on www.bordatlas.de 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 scores with a wide range of design options. You can present your product or the special features of your destination in an exciting way and also explain content that requires explanation. Use image galleries and videos for a comprehensive presentation of your offer and provide 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

We publish a teaser for each online advertorial on the **Facebook** page of www.reisemobil-international.de and in the **Traumziele für Camper newsletter**. These measures increase the traffic to your online advertorial and are already included in the price. You can also book additional reach via our various newsletters at attractive combined prices.

Price incl. design and approval link:

€ 690

Prices do not include VAT for German customers.



The screenshot shows the BORD ATLAS website interface. At the top left is the logo 'BORD ATLAS'. At the top right are navigation links: 'Anmelden', a user icon, 'Stellplatz finden', and 'Bordatlas+'. Below the navigation is a large image of a woman and a man smiling and clinking wine glasses on a campervan balcony. To the right of the image is a map of Baden-Württemberg with a red location pin. Below the image is a small text line: 'Kleinstadtperlen - Kleine Städte, große Highlights'. Below that is an orange 'ANZEIGE' badge. The main headline is 'Kleine Städte, große Highlights' in a large, bold, dark font. Below the headline is a paragraph: 'Sie sind nicht groß, befinden sich zum Teil versteckt inmitten wunderschöner Naturlandschaften und haben einen ganz besonderen Glanz: die Kleinstadtperlen Baden-Württembergs. Die Wohnmobilstellplätze hier liegen geschickt. Nur wenige Minuten zu Fuß dauert es in die Herzen der Städte.' Below this is a smaller paragraph: 'In historischen Gassen lassen sich ganz besondere Schätze entdecken: ein vielfältiges gastronomisches Angebot sowie zahlreiche Events. Und in den kleineren Städten des Südens ist der Anteil individueller inhabergeführter Geschäfte – und damit Qualität und Regionalität – hoch.' Below that is another paragraph: 'In Mosbach lockt das schöne Fachwerkensemble und in Bretten der größte Streichelzoo Deutschlands. Die Marktplätze in Weinheim und Radolfzell wirken mit ihren Gasthäusern und Bistros so mediterran wie Italien. Freudenstadt zeichnet sich durch den größten umbauten Marktplatz Deutschlands aus, inklusive Grünflächen und Wassertonnen. Fans von Kultur und Geschichte zieht es in die Geburtsstadt von Hermann Hesse in Calw: die Schlösser in Elfwangen und Tettngang und zu den historischen Burgruinen in Waldkirch und Nagold.' Below that is a final paragraph: 'In Schwäbisch Hall gibt es Unkonventionelles zu bestaunen: eine Kirchentreppe dient als Theaterbühne. Wer gutes Essen und Trinken schätzt, nimmt in den Kleinstadtperlen Platz. In der Bierkulturstadt: Ehingen gibt es fünf Brauereien und in...' To the right of the text is a graphic for 'KLEIN STADT PERLEN BADEN-WÜRTTEMBERG' with a colorful bar.

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: ISOcoated_v2_eri.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 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)

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

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