

BORDATLAS

MEDIA KIT 2026

DoldeMedien
VERLAG GMBH



Picture: CIVD

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 2026 in **Reisemobil International, Camping, Cars & Caravans** or **CamperVans** will be transferred to the special editions.

SPECIALS 2026

- **Traumziele für Camper:** 26.03., 11.05., 16.10., 17.12.
- **Bordatlas Specials:** February: Stay overnight for free, March: Pitches at farms, November: Winegrower
- **4x4 Camper:** 28.05., 05.11.
- **Buyer' Guide:** 19.03., 15.10.
- **Bordatlas:** 26.11.

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

*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:
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BORD ATLAS

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[illegible]

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
Cover flap max.
Cover flap min.

212 x 280 mm (B x H)
150 x 280 mm (B x H)
110 x 280 mm (B x H)
each plus trimming

€ 6,400

Prices do not include VAT for German customers.

STELLPLATZFÜHRER 1. 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

Augen auf beim Packen!
40

644 Mythos Mosel
Stadtfeste im Check, Entlang der rheinischen Weinstraße können Weinliebhaber, Genießer, Geschichtsinteressierte und Freunde romantischer Stadtbilder voll auf ihre Kosten.

Tolle Vorteile
BORDATLAS-Gutscheine 2023. In dieser Ausgabe bieten Stellplatzanbieter wieder attraktive Rabatte für ihre Gäste an. Bis Ende...

655

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Gutscheine
Fahren und sparen... 655

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

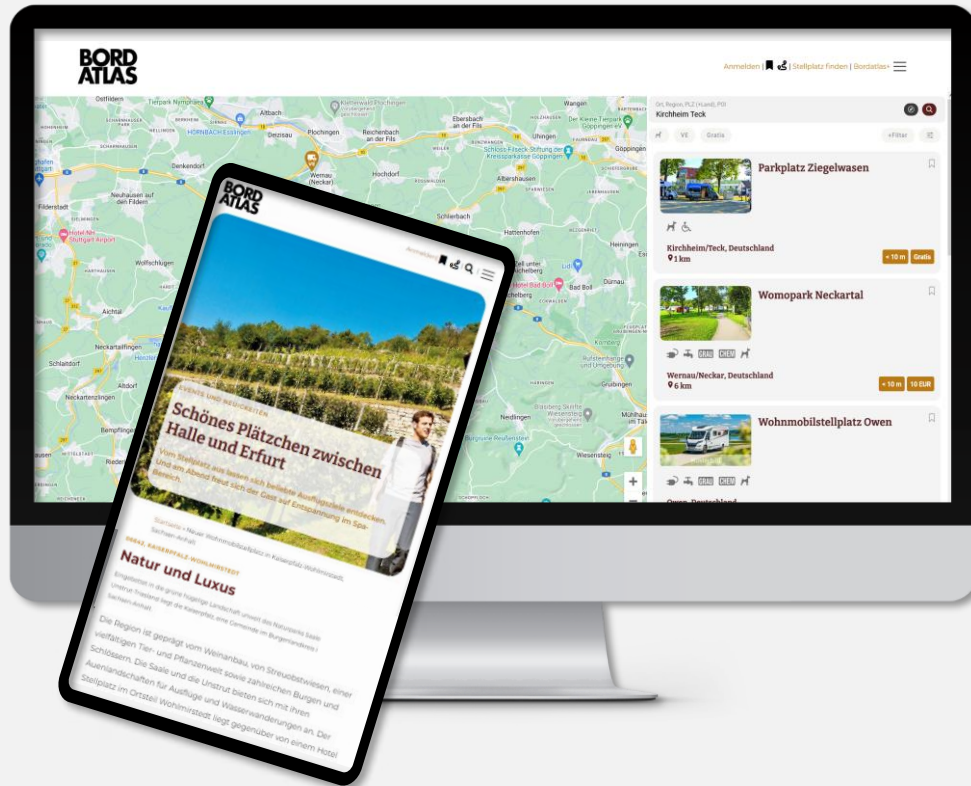
All prices apply for machine-processable texts, per started thousand words. Price increases apply for manual processing. No discounts, agency commission is granted.

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

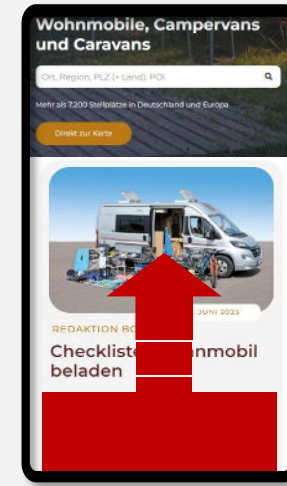
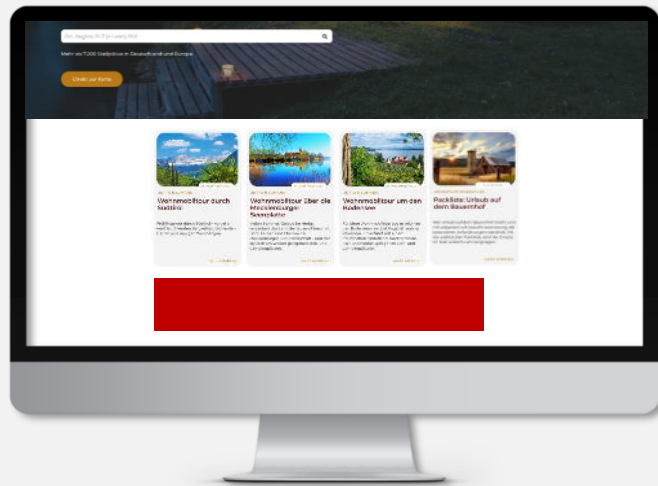
The core pitch search function is enriched with editorial content from our experienced specialist editorial team (Reisemobil International, Camping, Cars & Caravans and CamperVans). As a result, the app offers a completely new user experience with lots of accompanying information that is not yet available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

**BORD
ATLAS**

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.

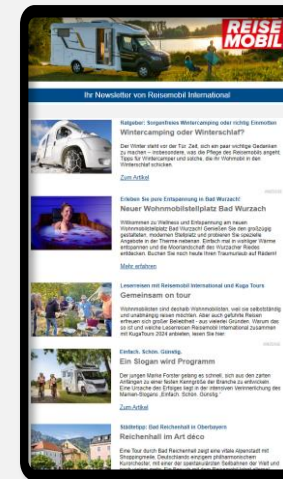
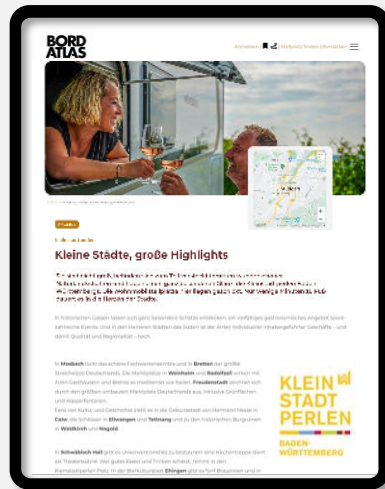
**FIXED RATE FOR
8 WEEKS
RUN TIME**

*(In rotation with max.
1 other advert)*

BANNER CONTENT MIX

**BORD
ATLAS**

ADVERTORIAL + MOBILE CONTENT AD + TEASER IM 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.

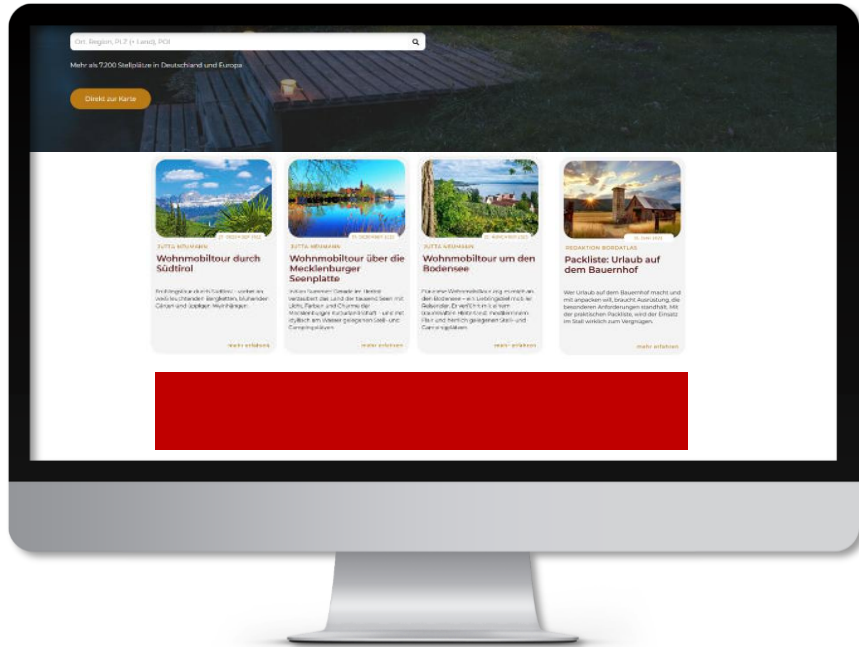
BUNDLE PRICE: € 899

Prices do not include VAT for German customers.

**FIXED RATE FOR
8 WEEKS
RUN TIME**

BANNER FORMATS

BILLBOARD



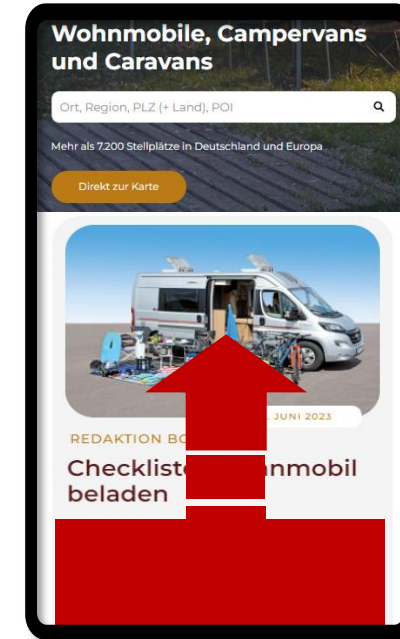
Ad format: 970 x 250 px width x height
Price: € 55 per 1,000 impressions

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.

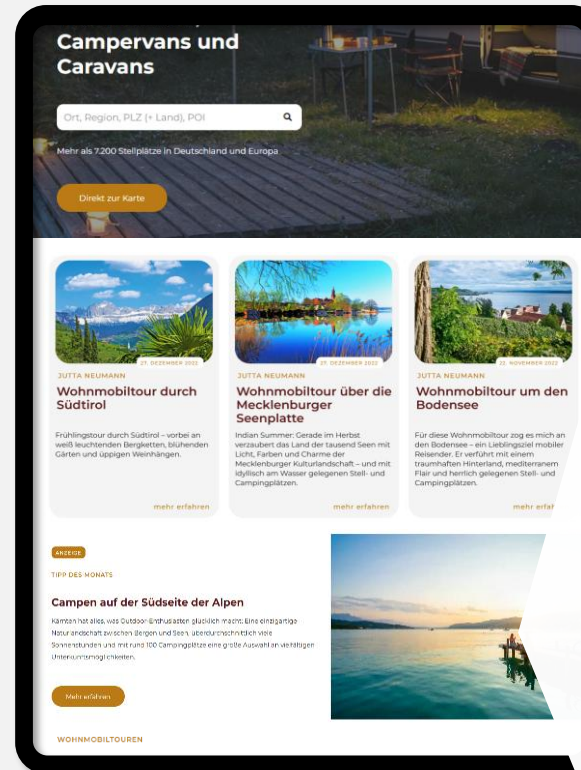
Website traffic

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

**BORD
ATLAS**

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.



**BORD
ATLAS**Anmelden | | | | [Stellplatz finden](#) | [Bordatlas+](#)

ANZEIGE

Kleinstadtperlen

Kleine Städte, große Highlights

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.

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.

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 Wasserfontänen.

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**.

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

**KLEIN
STADT
PERLEN**
**BADEN-
WÜRTTEMBERG**

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 CC2025
- Adobe InDesign up to CC2025
- Adobe Photoshop up to CC2025

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*

CONTACTS

DoldeMedien VERLAG GMBH

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vermarktung.doldemedien.de

[General terms & conditions](#)

HEAD OF SALES



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DATA MANAGEMENT



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