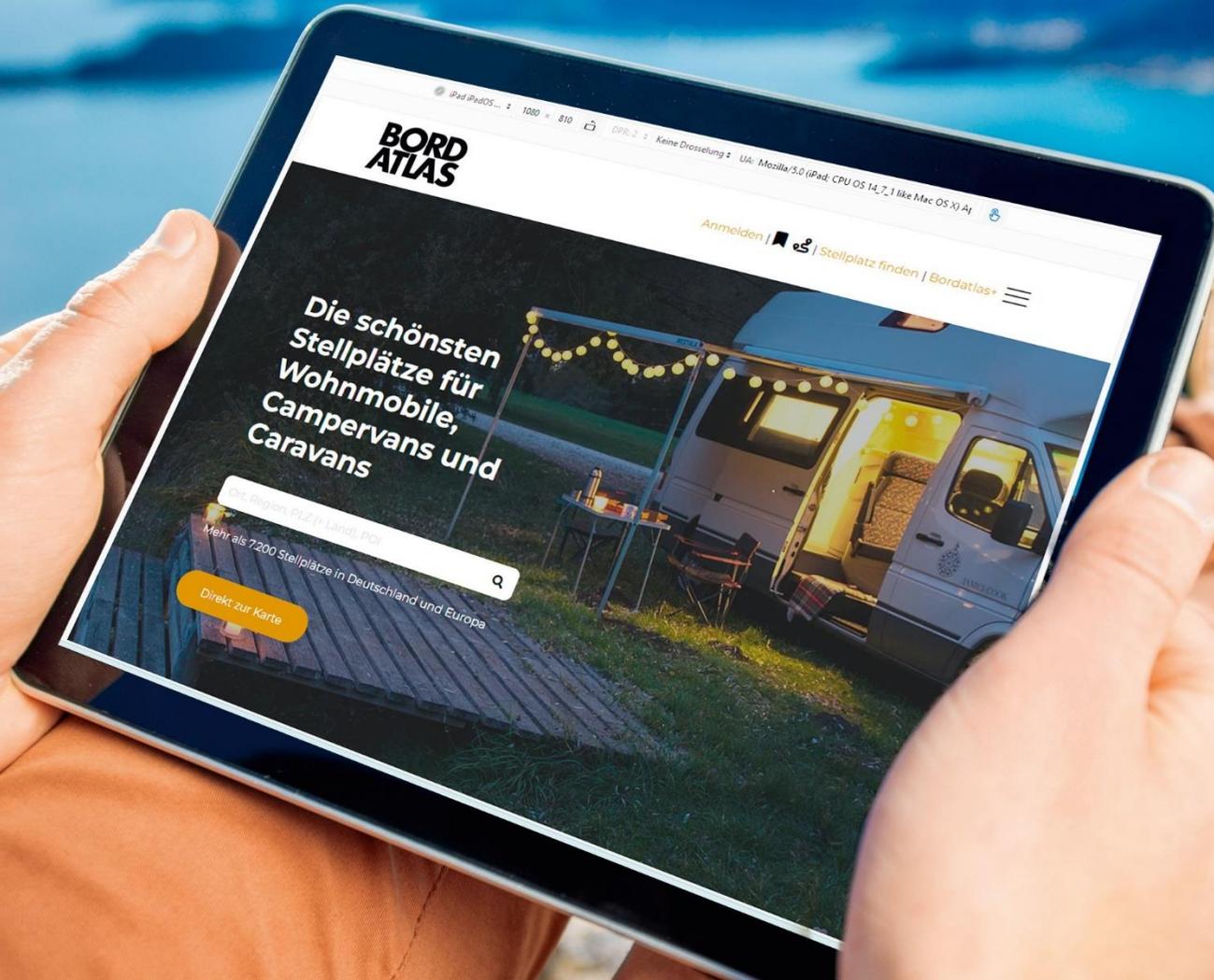


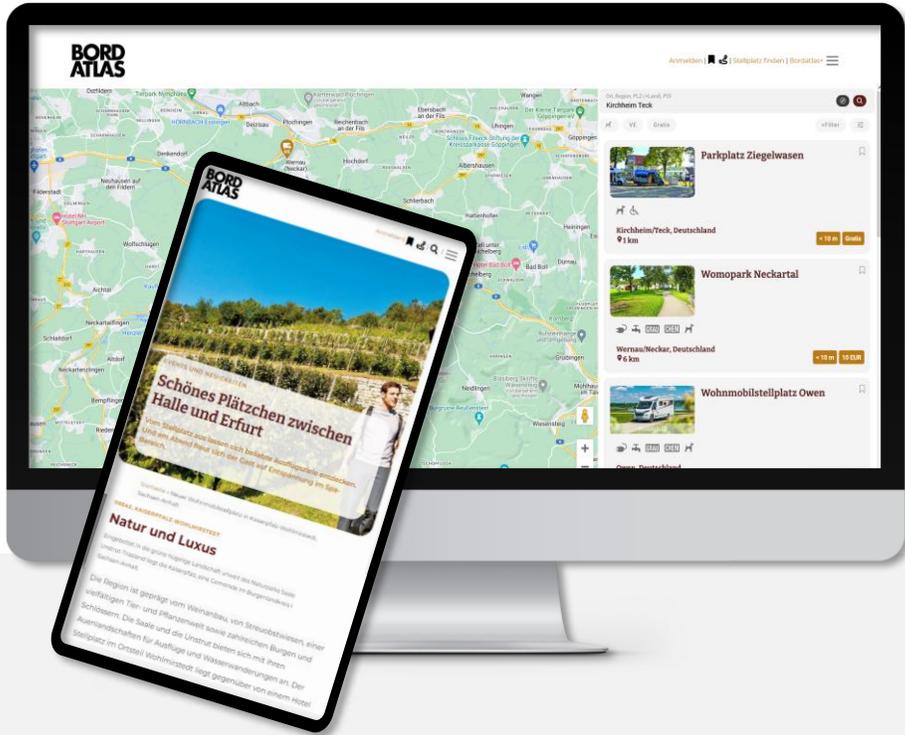
BORDATLAS DIGITAL – a new discovery!

DoldeMedien
VERLAG GMBH



**BORD
ATLAS
RELAUNCH**
Get on-board now
for the start of
spring travel!

EVERYTHING NEW, EVERYTHING DIGITAL!



new website + webapp

BORDATLAS.de is taking off at high-speed after a comprehensive relaunch and offers entirely new functionality in a modern layout, in time for the travel season 2024.

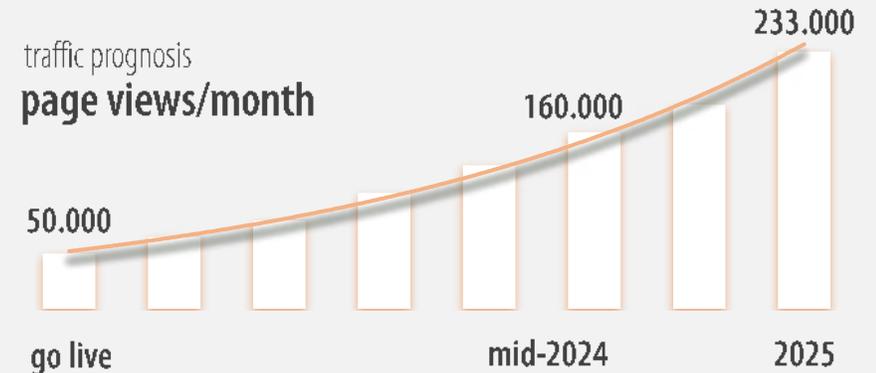
- approximately **7,200 camping sites** from the Bordatlas database in Germany and 36 European countries
- **improved search function:** all sites are displayed based on maps from Google Maps
- new, modern design with **unlimited usability on all devices**
- **detailed search for camping sites function:** Including by type or locations, or by all useful available amenities
- comfort functions, e.g. **lists of favourites, a tool for planning routes**, etc.
- **editorial content** adds to the search for camping sites and offers ongoing inspiration: Articles about entire routes, about individual tourist highlights, as well as checklists and advice to help you plan your trip accordingly.

NEW ADVERTISING OPTIONS

The search for camping sites core function has been added to with written content from our **experienced professional editors** (Reisemobil International, Camping, Cars & Caravans and CamperVans). This provides the app with a wholly **new user experience that includes a wealth of accompanying information**, which is not available yet like this on the market.

EARLY BIRDS
profit from low fixed prices and a wide range of marketing measures

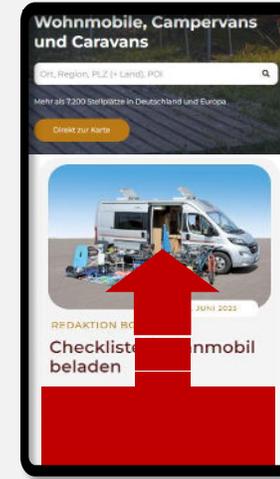
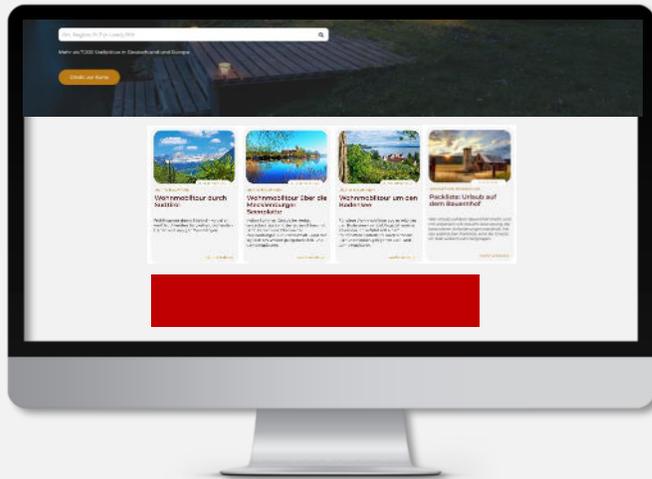
Comprehensive marketing measures during the start phase increase awareness and enable fast development of traffic.



RELAUNCH PACKAGE 1

BILLBOARD + MOBILE CONTENT AD + MOBILE INTERSCROLLER AD

offer limited until
30.04.24



banner offensive 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.

PACKAGE PRICE: €799

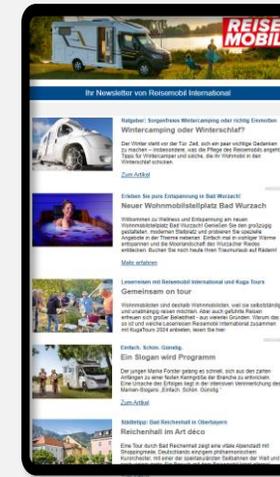
statutory VAT will be added

**FIXED PRICES FOR
8 WEEKS
RUN TIME**
(In rotation with max. 1 other advert)

RELAUNCH PACKAGE 2

ADVERTORIAL + MOBILE CONTENT AD + TEASER IN NEWSLETTER

offer limited until
30.04.24



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

The advertorial package offers lots of room 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.

PACKAGE PRICE: €799

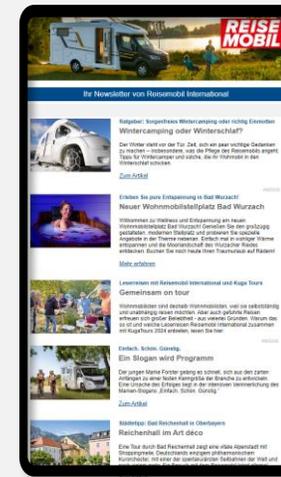
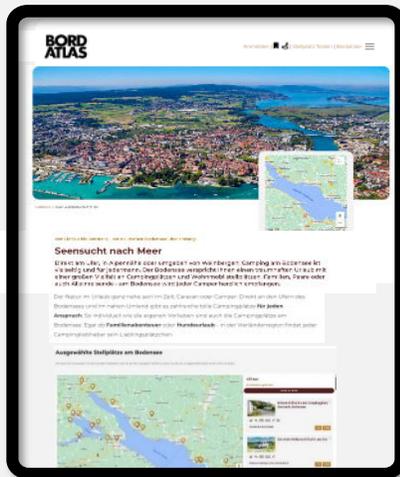
statutory VAT will be added

**FIXED PRICES FOR
8 WEEKS
RUN TIME**

RELAUNCH PACKAGE 3

SPONSORSHIP OF REGIONS + MOBILE CONTENT AD + TEASER IN NEWSLETTER

offer limited until
30.04.24



the package for increased attention to the presentation of your region

The new format is placed in a prominent position in the content area and linked to the search for camping sites. Your content is directly linked to the search function and provides campers with comprehensive information & inspiration. Further, mobile content ad and a teaser in the newsletter of Reisemobil International provide additional reach and traffic.

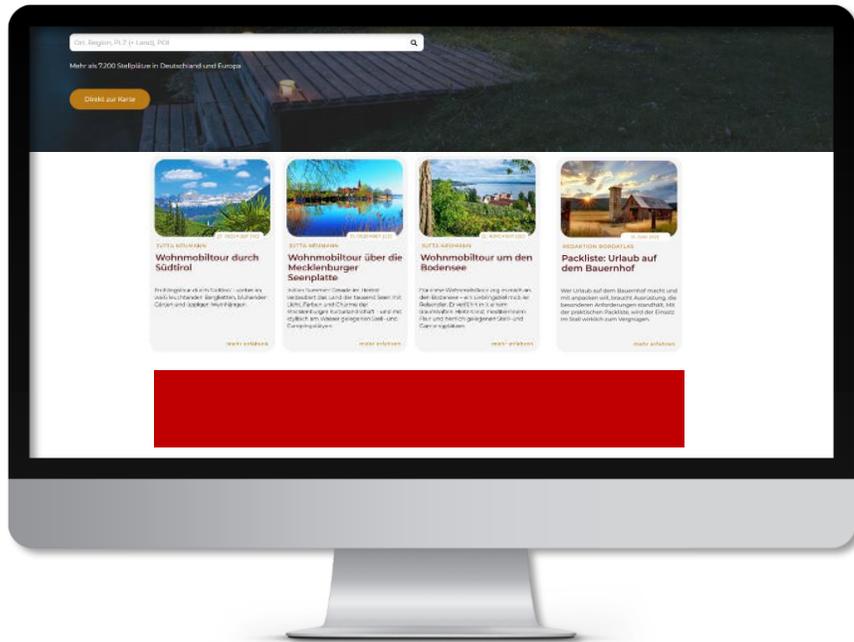
PACKAGE PRICE: €999

statutory VAT will be added

**FIXED PRICES FOR
8 WEEKS
RUN TIME**

BANNER FORMATS

BILLBOARD



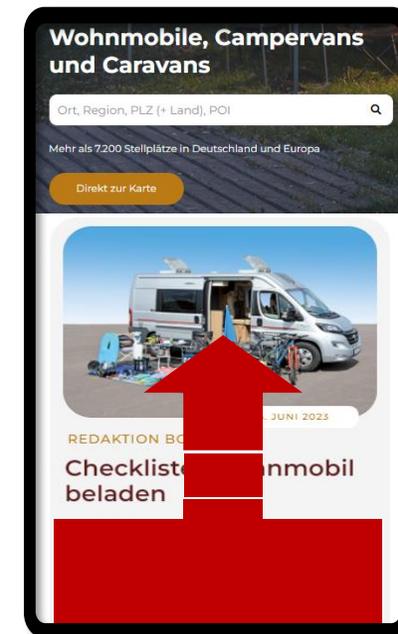
format: 970 x 250 px width x height
price: € 30 per 1,000 impressions

MOBILE CONTENT AD



format: 640 x 300 px (width x height)
price: € 30 (per 1,000 impressions)

MOBILE INTERSCROLLER AD



format: 640 x 960 px (width x height)
price: € 30 (per 1,000 impressions)

The advert scrolls between items with editorial content and does not leave 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.

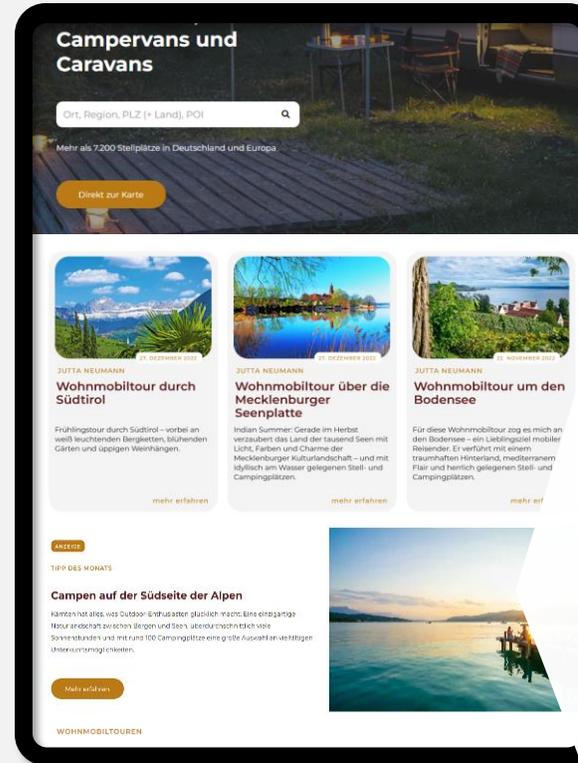
you only need a few documents for this

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.

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

€ 499

statutory VAT will be added



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 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 the Facebook page of www.reisemobil-international.de** and in the **newsletter of Traumziele für Camper**. 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:

€ 695

statutory VAT will be added



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

Startseite • Kleinstädterlen • Kleine Städte, große Highlights

ANZEIGE

Kleinstädterlen

Kleine Städte, große Highlights

Sie sind nicht groß, befinden sich zum Teil versteckt inmitten wunderschöner Naturlandschaften und haben einen ganz besonderen Glanz: die Kleinstädterlen 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 Wassertonnen.

Fans von Kultur und Geschichte zieht es in die Geburtsstadt von Hermann Hesse in **Calw**, die Schlösser in **Eilwangen** 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 Kleinstädterlen Platz. In der Bierkulturstadt **Ehingen** gibt es fünf Brauereien und in

KLEIN STADT PERLEN
BADEN-WÜRTTEMBERG

REGIONS SPONSORING

Present the most beautiful attractions in your region, to invite travelling van enthusiasts and campers to your destination. As a highlight, within the article, the camping sites in your region are displayed together with our search for camping sites. In addition, your regional camp sites are displayed to the reader in a comfortable map view.

detailed presentation

The regions sponsoring I is a winner when it comes to different creative opportunities. There is almost no region you cannot present in an exciting way including useful travel advice all about your region. You are welcome to present regional attractions, your camping sites with a selection of photographs and videos, as well as 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 presented region, we also publish a **teaser on the Facebook page of www.reisemobil-international.de** and in the **newsletter of Traumziele für Camper**. Right at the start of the campaign, a **teaser is also placed on the home page** of bordatlas.de for two weeks. 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:

€ 749

statutory VAT will be added

BORD ATLAS Anmelden | | Stellplatz finden | Bordatlas |

Von Lindau bis Konstanz – am deutschen Bodensee-Ufer entlang.

Seensucht nach Meer

Direkt am Ufer, in Alpennähe oder umgeben von Weinbergen: Camping am Bodensee ist vielseitig und für jedermann. Der Bodensee verspricht Ihnen einen traumhaften Urlaub mit einer großen Vielfalt an Campingplätzen und Wohnmobilstellplätzen. Familien, Paare oder auch Alleinreisende - am Bodensee wird jeder Camper herzlich empfangen.

Der Natur im Urlaub ganz nahe sein im Zelt, Caravan oder Camper: Direkt an den Ufern des Bodensees und im nahen Umland gibt es zahlreiche tolle Campingplätze **für jeden Anspruch**. So individuell wie die eigenen Vorlieben sind auch die Campingplätze am Bodensee. Egal ob **Familienabenteurer** oder **Hundeurlaub** - in der Vierländerregion findet jeder Campingliebhaber sein Lieblingsplätzchen.

Ausgewählte Stellplätze am Bodensee

Hier finden Sie eine Auswahl mit den schönsten Stellplätzen rund um den See. Ganz gleich welcher Camping-Typ Sie sind, im eigenen Stellort ist es sich nicht an sein.

Filter:
25 Stellplätze gefunden

Suchen sie weiter

- Reisemobilisten am Campingplatz**
Stöckach-Bodensee
Herzlich, Deutschland
- Der erste Wohnmobilstellen am See**
Bodensee Lehighplatz, Deutschland

TECHNICAL INFORMATION

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

ADVERTORIAL

cover picture	1,600 x 683 pixels
article picture	1,024 x 683 pixels
gallery picture	1,024 x 683 pixels

Should you need help cropping the images, we will be happy to assist you. Ideally, the images should neither contain graphics nor logos.

image rows for article and gallery pictures	each max. 65 characters incl. blanks plus if necessary, image credit
headline	max. 60 characters incl. blanks
summary	max. 40 characters incl. blanks
text	max. 300 characters incl. blanks
optional	max. 3,000 characters incl. blanks
landing page	subheads within the text 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)

REGIONS SPONSORING

Image sizes, amount of text & extensions correspond to advertorial (left)

possible extensions

- Double the amount of text possible (6,000 characters including blank spaces)
- Your own teaser on the landing page (4 weeks run time)
- Direct embedding in the search for camping sites function, pre-set to your region
- If desired, links to matching content by our editors

tip

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

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

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[general terms & conditions](#)

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