

# CAMPING, CARS & CARAVANS

MEDIA KIT 2024

DoldeMedien  
VERLAG GMBH





# THE MAGAZINE

## CONTENT

For 30 years, Camping, Cars & Caravans has been publishing extensive information about camping with caravans.

Comprehensive tests of caravans and traction vehicles as well as interesting articles with practical and technical content all about camping, market overviews, practical advice, novel accessories and service issues deliver information that is useful every day. Travelling tips and recommendations for major camping sites offer inspiration for your next short trip or a big annual vacation.

## TARGET GROUP

Camping, Cars & Caravans is for everyone interested in travelling with a caravan.

For newcomers and veteran campers, solo travellers, couples and families — the editorial content offers a broad spectrum of information and covers a variety of different thematic needs.

## CIRCULATION

**printed circulation:** 32,000 copies on average

**digital reach:** 9,000 e-paper copies on average (more on the following page)



## TEST & TECHNIC

- expert test
- living test
- traction vehicles
- comparisons
- premieres



## SITE & TRAVEL

- site check
- city tip
- travel reports
- travel magazine



picture: Lenggrieser Bergcamping, Kronwitter

## PRACTICE TIPS & SERVICE

- accessory test
- new accessories
- market overview
- practice topics
- advice
- magazine & news



# INCREASED DIGITAL REACH

Camping, Cars &  
**caravans**

When taking out your advert in print, you automatically receive additional reach through our digital channels – at no further cost!  
This way you also reach interested people who use digital offers for reading as an alternative to the print edition and the classic newspaper sales at the kiosk.

## DIGITAL DISTRIBUTION THROUGH THE PUBLISHER'S OWN CHANNELS

### Digital subscription

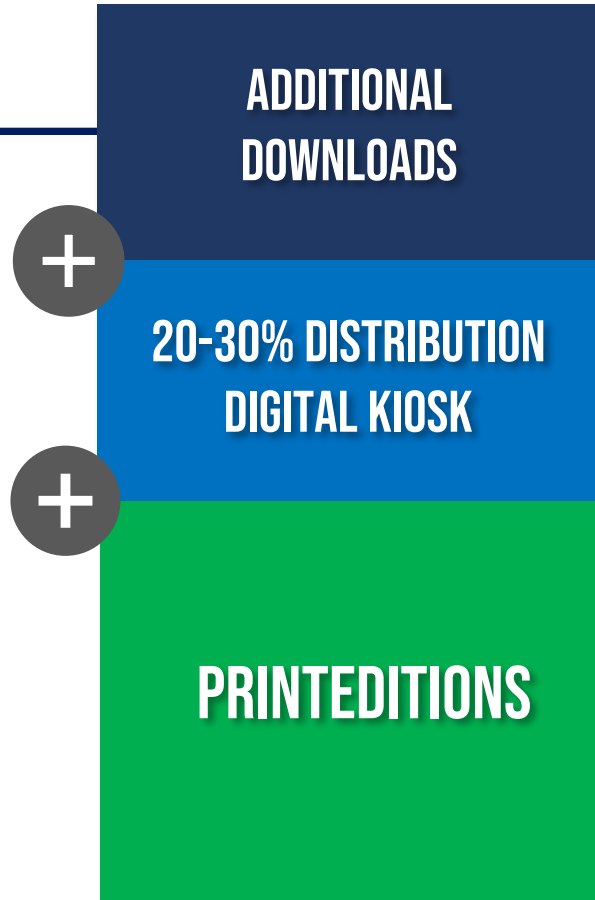
Our periodicals are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

### Individual digital sales

All editions are available through our shop as digital versions – even if they are no longer available for sale at the kiosk.

### Digital downloads

Special editions above all are regularly offered for download.  
We use our editorial newsletter, large-scale cooperations with industry partners (e.g., Caravan Salon Club, trade fairs, online shops etc.) as well as campaigns on Facebook and Instagram to generate additional readers for our digital editions – especially with regard to new segments of the target group.



## DISTRIBUTION THROUGH "DIGITAL KIOSKS"



Readly is an internet service for which readers pay a monthly fee and in return are able to read e-paper editions of many different publications – the same as a digital kiosk with a flat rate. All magazines are also made available in our Readly channel, where many subscribers also read them.



United Kiosk is an online supplier offering both digital subscriptions as well as individual editions for sale.  
All our magazines are available here as digital versions.

# IMAGE ADS

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4-colour	width x height (mm)	width x height (mm)
2/1	inner part	€ 7,520	€ 9,025	€ 12,035	395 x 252	420 x 280
1/1	inner part	€ 3,760	€ 4,515	€ 6,020	184 x 252	210 x 280
3/4	vertical	€ 2,825	€ 3,385	€ 4,515	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 1,880	€ 2,260	€ 3,010	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,260	€ 1,505	€ 2,010	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 945	€ 1,130	€ 1,505	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 475	€ 570	€ 755	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
cover pages						
1/1	2nd	-	-	€ 6,615	-	210 x 280
1/1	4th	-	-	€ 6,915	-	210 x 280

\*spot colours are composed of max. 2 of the Euro scale colours cyan, magenta, yellow.

[technical information](#)

statutory VAT will be added

## DISCOUNTS

Discount scales for display ads when purchased within the year of subscription (12 editions from the publication of the first edition).

by number of ads		by number of pages	
3+ ads	3%	3+ pages	5%
6+ ads	5%	6+ pages	10%
9+ ads	10%	9+ pages	15%
12+ ads	15%	12+ pages	20%
24+ ads	20%	15+ pages	22%

### combination discount

An additional 10% off when a **Reisemobil International** advert is placed in the same publication month (maximum format difference 50%).

Ads in millimetres (business ads) do not generate a discount for display ads. If the discount for display ads is higher, this can however be also applied to ads in millimetres for the same year of subscription.

## 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



# BUSINESS ADS

colour

black & white

spot colour

four-coloured

sizes

single column width

double columns width

height variable

discounts by number of ads

from 3 ads 3%

from 6 ads 5%

from 9 ads 10%

from 12 ads 15%

from 24 ads 20%

## RUNNING TEXT

commercial use per line

colour photo

cypher fee

Running text will be set by the publisher in an established font, no logos, no individual design possible. Text ads are not added to the annual contract. No agency commission. Discounts will be transferred when contracts are completed for display ads.

statutory VAT will be added

price per millimeter height

€ 4.50

€ 5.10

€ 6.60

43 mm

90 mm

min. 10 mm

combination discount

An additional 10% off when a Camping, Cars & Caravans or CamperVans advert is placed in the same publication month (max. format difference 50%).

price

€ 7.40

€ 47.00

€ 10.00

## Camping, Cars & Caravans MARKT

- Caravans
- Zubehör
- Service
- Versicherung
- Vermietung

**Wir kaufen Wohnmobile**  
03944 - 36160  
Wohnmobilcenter Am Wasserlurm  
www.wm-aw.de

**Wir kaufen Ihr Wohnmobil & Wohnwagen.**  
0600 - 1860000 (kostenlos)  
ankaufwohnmobil.de

**ADRIA**  
www.adria-deutschland.de

**34 CAMPING CENTER**  
Jacobstr. 66, 41836 Hockelshoven  
Tel. 02433 - 93 90 90  
www.34-Camping.de

**CAMPER-ZEIT**  
STREITFELDSTRASSE 9 - 54643 DRUFT  
T: 0736 52-93 43 9-0 - www.camper-zeit.de

**ADRIA**  
04453-351800  
www.rauert-reisemobile.de

**ADRIA**  
Viele Modelle bei uns sofort verfügbar! Dethleffs Caravans.  
Geme machen wir Ihnen ein Angebot.  
www.unnevehr.com  
Tel.: 0541/4405520

**ADRIA**  
Viele Modelle bei uns sofort verfügbar!  
Besuchen Sie uns auf dem Caravan Salon!  
TOP-Preis - guter Service  
WWW.UNNEVEHR.COM  
CARAVAN & REISEMOBILE  
OSMAROCK

**ERIBA**  
Verkauf  
Vermietung  
Werkstatt  
Zubehörservice  
Stellplatz

**ERIBA**  
Fendt  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**ERIBA**  
Fendt  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**ERIBA**  
Fendt  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**FENDT**  
Winkler  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**FENDT**  
Winkler  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**FENDT**  
Winkler  
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www.unnevehr-stuttgart.de 0711/22 11 89-0

**FENDT**  
Winkler  
Ihr Partner im Raum Stuttgart  
Bei uns beginnt Ihr Urlaub!  
www.unnevehr-stuttgart.de 0711/22 11 89-0

**LMC**  
HUIER  
Hannover - Altwarmbüchen  
Tel. 0511/51 00 03 - www.lmc-caravans.de

**KABE**  
www.kabe-se.de

**KNAUS**

**KNAUS & WEINBERG**  
autark by spürkel  
UNABHÄNGIG & FREI SEIN!  
www.spurkel.de

**Holiday**  
www.holiday-heinz-linse.de

**www.knaus-ersatzteile.com**

**LMC**  
HUIER  
Hannover - Altwarmbüchen  
Tel. 0511/51 00 03 - www.lmc-caravans.de

**Rauert**  
04453-351800  
www.rauert-reisemobile.de

**NIEMIADOW**

**NIEMIADOW**  
DEUTSCHLANDS GRÖSSTE  
NIEMIADOW-AUSSTELLUNG  
30 Modelle auf über 2.000 m²  
direkt am Ostseestrand  
Ihr nächster Urlaub beginnt bei uns!  
Fahrradhandel Shop  
24236 Stein - Tel. 0 48 43 / 42 44 40  
info@niemiadow-stein.de  
www.niemiadow-wohnmobil-nord.de

**SILVER**

**CARAVANSERVICE**  
RECHMAUS  
THINGANG-Silver  
Neue - Gebrauchte - Ersatzteile - Reparaturen  
47648 Dattberg - Tel. 02 63/98 50 840  
www.caravans-service-rechmaus.de

**SPRITE**

**SPRITE**  
MADE TO MAKE YOU SMILE  
WWW.SPRITECARAVANS.COM

**TABBERT**

**Holiday**  
www.holiday-heinz-linse.de

**www.leibhammer.com**

**Caravana GmbH**  
Ihr Händler für den Großraum Stuttgart. Kirchheimer Str. 194 + 205, 73265 Dettlingen, www.caravana.de, Tel. 07021/950850

**WEINBERG**

**Caravana GmbH**  
Ihr Händler für den Großraum Stuttgart. Kirchheimer Str. 194 + 205, 73265 Dettlingen, www.caravana.de, Tel. 07021/950850

**DIVERSE MARKEN**

**KABE**  
www.kabe-se.de

## Camping, Cars & Caravans

**SICHER - UNTERGEBRACHT BIS - ZUM NÄCHSTEN URLAUB**  
HÖBEL TRAVELT

**XXL-GARAGEN ZUM KAUF**  
Durchdachtes Konzept: XXL-Großgaragen in umlauer und kamer-überwachter Anlage, 24 h Ein- und Ausfahrt über automatisches Schiebetor, isoliert, mit Strom, Toiletten auf dem Gelände.  
**Aktuell 3 Standorte im Verkauf:**  
91154 Eckersmühlen (LK Roth): 38 Garagen, 1 Größe (11,60 x 3,80 m; Torhöhe 4 m), 10 Roth zwischen A8 und B2 (führt zur A8), Nürnberg ca. 30 min  
94330 Sulzbach (nahe Straubing): 65 XXL-Garagen, 2 Größen (11,7 x 3,84 m / 8,70 x 3,75 m; Torhöhe 4 m bzw. 3,5 m; ca. 45 min Fahrtzeit nach Regensburg  
86971 Peiting (nahe Schongau): 30 XXL-Garagen, 1 Größe (8,60 x 3,75 m; Torhöhe ca. 3,5 m; ca. 1 h Fahrtzeit nach Österreich  
Höbel Immobilien GmbH + GewerbePark-Fürsten 9-11 - 87674 Immenhofen  
Tel.: +49 8341-966499-840 - E-Mail: anfrage@hoebel-imm.de - www.hoebel-imm.de

**MARKT-ANZEIGEN**  
für Camping, Cars & Caravans  
anfragen@marktanzeigen.de  
Tel. 0711/55 66 740

**ANKÄUFE/GESUCHE**

**Wir kaufen Ihr Wohnmobil & Wohnwagen.**  
0800 - 1860000 (kostenlos)  
ankaufwohnmobil.de

**Kaufe Wohnwagen & Wohnmobile aller Größen**  
ab Baujahr 1990 - 2023  
Claus Koch  
Wohnwagenvertrieb  
Tel. 0171/8183623  
clauskoch@t-online.de

**SÜDSEE CARAVANS**  
Freizeithaus, eigener Hersteller  
800 m² Outdoor-Shop  
Caravan-Werkstatt und Ersatzteile  
Wasserpumpen für Freizeithäuser  
Intercompanion/ABC, Vermietung  
26.313,- €  
HOBBY DE Luxe 460 Life  
\*Preis inkl. MwSt. \*Gepäcktransporter, Außenklima, Solaranlage, Wasserpumpe, Wasserversorgung, Sanitär, Heizung  
Nutzen Sie unsere Finanzierungsoptionen!  
Scan mich für mehr Informationen zu Südsee Caravans!  
KNAUS | ADRIA | WEINBERG | FENDT | LUDWIG | GELBO | GELBO  
Südsee Caravans | Am Harberg 2 - 47 Abt. Soltau-Süd | 26649 Wietzenried  
Tel. +49 (0)5181 967 80 - 0 | www.suedsee-caravans.de



# REGISTER OF DISTRIBUTORS

## DISTRIBUTORS OF CARAVAN BRANDS

Address entries for authorized caravan dealers, including email and web address in the requested car brand section.

Alphabetical sorting of the car brands. Within the car brand section, the distributors are sorted by postcodes.

## PRICES

address entry/issue € 25  
optionally: corporate logo black and white € 10

The ads have to be placed in 12 issues all at once. No discounts, no agency commission.

statutory VAT will be added

# Camping, Cars & Caravans

## CARAVAN Marken-Händler Camping, Cars & caravans



41826 Hückelhoven-Schaumburg  
3H Camping-Center GmbH  
Juchestraße 66  
Tel. 02423/999090 - Fax 02423/999099  
info@3h-camping.de  
www.3h-camping.de

acsmobil.de

45481 Mülheim/Ruhr  
Adria Caravan Service GmbH  
Kölner Str. 120  
Tel. 0206/860208-0 - Fax 0206/860208-29  
info@caravan-schulau.de  
www.schulau-caravan.de

67448 Wattenhagen/Kempen  
Wiedemann GmbH  
Düsseldt 1  
Tel. 08303/923623 - Fax 08303/923474  
wiedemann.wattenhagen@v-net.de  
www.caravan-wiedemann.de



36798 Muenberg  
AIRSTREAM Germany  
Rohlschmitt 1  
Tel. 06471/50886-12 - Fax 06471/50886-22  
info@airstream-germany.de  
www.airstream-germany.de



86292 Drosselwitz  
Caravan-Service Breker GmbH  
Zwickauer Str. 76  
Tel. 03763/78161 - Fax 03763/78161  
mail@caravan-breker.de  
www.caravan-breker.de



99047 Bad Langensalza  
Erdbeerschmied  
Eidner + Stangl GmbH & Co. KG  
Gottlieb Landstraße 124  
Tel. 03603/990402 - Fax 03603/990402  
info@erdbeerschmiedmarkt.de  
www.erdbeerschmiedmarkt.de



35917 Hünem  
Wohnwagen Gültner  
Camping, Outdoor, Zubehör & Service  
Industriestraße 31  
Tel. 04541/96090 - Fax 04541/960999  
info@wohnwagen-gueltner.de  
www.wohnwagen-gueltner.de



84086 Langquaid  
Lauschke Caravan und Freizeit  
Gewerbestr. 19  
Tel. 09452/999090 - Fax 09452/999099  
info@campingplus.de  
www.campingplus.de



44887 Bochum  
CAMPWERK GmbH  
Friedrich-Morgensonne 6  
Tel. 02327/40701-0 - Fax 02327/40701-50  
info@campwerk.de  
www.campwerk.de



36986 Laatzen/Hannover  
Andreas Schwarz GmbH  
Lübber Str. 24  
Tel. 05102/2222 - Fax 05102/6398  
info@stiller-caravan.de  
www.stiller-caravan.de



47249 Duisburg  
Caravan-Service Neubaus  
Stiftsbergstr. 23  
Tel. 0203/960495 - Fax 0203/960495  
info@caravan-service-neubaus.de  
www.caravan-service-neubaus.de



90909 München  
Caravan-Center München GmbH  
Ludwigstr. 23  
Tel. 089/6122917 - Fax 089/6121405  
info@caravan-center-muenchen.de  
www.caravan-center-muenchen.de



36465 Wendelside-Moorburg  
Raupert-Reisemobile GmbH  
Friedrichstr. 5  
Tel. 04450/81800 - Fax 04450/81818  
info@raupert-reisemobile.de  
www.raupert-reisemobile.de



66203 Wiesbaden  
Mobile Freizeit  
Reisemobile + Caravan Center GmbH  
Apollonstr. 100  
Tel. 0611/200277 - Fax 0611/261584  
info@mobilefreizeit.de  
www.mobilefreizeit.de



44887 Bochum  
CAMPWERK GmbH  
Friedrich-Morgensonne 6  
Tel. 02327/40701-0 - Fax 02327/40701-50  
info@campwerk.de  
www.campwerk.de



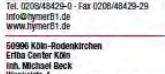
36986 Laatzen/Hannover  
Andreas Schwarz GmbH  
Lübber Str. 24  
Tel. 05102/2222 - Fax 05102/6398  
info@stiller-caravan.de  
www.stiller-caravan.de



26125 Oldenburg  
H.J. Fassbender GmbH  
Wohnwagen & Reisemobile  
Wilhelm-Lamster Str. 223  
Tel. 0441/599089 - Fax 0441/599099  
info@hoyer-hord.de  
www.hoyer-hord.de



41826 Hückelhoven-Schaumburg  
3H Camping-Center GmbH  
Juchestraße 66  
Tel. 02423/999090 - Fax 02423/999099  
info@3h-camping.de  
www.3h-camping.de



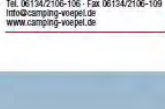
45481 Mülheim  
EHYMER-Zentrum B1  
Obenstr. 35-37  
Tel. 0204/48429-0 - Fax 0204/48429-29  
info@ehymerb1.de  
www.ehymerb1.de



67126 Hochdorf-Assenheim  
Reisemobile Euch e.K.  
Ludwigstr. 22  
Tel. 06231/7579 - Fax 06231/75227  
info@euch.de  
www.euch.de



44663 Herne  
Campingpark Zimmermann GmbH  
Reiser Str. 53  
Tel. 0225/76977 - Fax 0225/53283  
service@camping-zimmermann.de  
www.camping-zimmermann.de



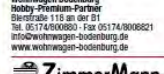
66402 Gustavsburg  
Camping Center Vöpel  
Am Turmstr. 44  
Tel. 06134/2106-106 - Fax 06134/2106-109  
info@camping-voepel.de  
www.camping-voepel.de



08115 Schönefeld  
CARAVANZENTRUM Spitzner GmbH  
Hobby  
Neumarkter Str. 2  
Tel. 037600/2154 - Fax 037600/2422  
caravanzentrum@spitzner.de  
www.caravanzentrum-spitzner.de



30916 Isenbürgen/OT Kirchhorst  
Caravan Center Kirchhorst  
Grüthornstr. 1  
Tel. 05130/7162 - Fax 05130/69919  
info@cc-kirch.de  
www.cc-kirch.de



21246 Groß Bock  
Wohnwagen Bodenburg  
Hobby-Platz  
Bismarckstr. 118, am der B1  
Tel. 05174/800800 - Fax 05174/8008821  
info@wohnwagen-bodenburg.de  
www.wohnwagen-bodenburg.de



65402 Genssbach  
Camping Center Vöpel  
Am Turmstr. 44  
Tel. 06134/2106-106 - Fax 06134/2106-109  
info@camping-voepel.de  
www.camping-voepel.de



71144 Stettin  
Caravan-Center Schmidtmeier  
GmbH & Co. KG  
Königsstr. 2  
Tel. 07157/53832-0 - Fax 07157/53832-79  
info@caravan-schmidtmeier.de  
www.caravan-schmidtmeier.de



66402 Gustavsburg  
Camping Center Vöpel  
Am Turmstr. 44  
Tel. 06134/2106-106 - Fax 06134/2106-109  
info@camping-voepel.de  
www.camping-voepel.de



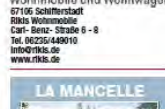
08115 Schönefeld  
CARAVANZENTRUM Spitzner GmbH  
Hobby  
Neumarkter Str. 2  
Tel. 037600/2154 - Fax 037600/2422  
caravanzentrum@spitzner.de  
www.caravanzentrum-spitzner.de



08115 Schönefeld  
CARAVANZENTRUM Spitzner GmbH  
Hobby  
Neumarkter Str. 2  
Tel. 037600/2154 - Fax 037600/2422  
caravanzentrum@spitzner.de  
www.caravanzentrum-spitzner.de



07761 Jena/Isenhardt  
Jena Caravanpark  
Im G. Frank-Ind. Weg  
Wilmersche Str. 5  
Tel. 036425/28994  
info@jma-caravanpark.de  
www.jma-caravanpark.de



Wohnmobile und Wohnwagen  
67106 Schifferstadt  
Rikis Wohnmobile  
Carl-Benz-Str. 6-8  
Tel. 02225/449010  
info@rikis.de  
www.rikis.de



56216 Mülheim-Kärlich  
Knappel Freizeitmobile - Inh. Stefan Knappel  
Hinter der Jungen Straße 9  
Tel. 0201/62164110  
Mobil: 0171/7037706  
www.knappel-freizeitmobile.de



66402 Gustavsburg  
Camping Center Vöpel  
Am Turmstr. 44  
Tel. 06134/2106-106 - Fax 06134/2106-109  
info@camping-voepel.de  
www.camping-voepel.de



46286 Dorsten  
BLISS transporttechnik GmbH  
Bismarckstr. 16  
Tel. 02369/99485-0  
Fax 02369/99485-29  
dorsten@bliss.de  
www.bliss.de



26665 Wusterhude-Moorburg  
Raupert-Reisemobile GmbH  
Volkmarsstr. 3  
Tel. 04450/81800 - Fax 04450/81818  
info@raupert-reisemobile.de  
www.raupert-reisemobile.de



65565 Limburg  
Freizeitfahrzeuge Singhof GmbH & Co. KG  
Homburgstr. 2  
Tel. 06451/77611-0 - Fax 06451/77611-29  
info@singhof.de  
www.singhof.de



75438 Kettlingen  
Jumbo e.K.  
Helm Burger  
Bertha-Benz-Str. 15  
Tel. 07045/564300  
info@jmbu.de  
http://www.jmbu.de



86254 Sulzemoos  
Hofmann Mobile-Freizeit  
Eichentried 5/6, u.d. B. 6/5/6/8/28  
Tel. 07822/5005 - Fax 07822/5054  
info@schoenleber-mobile-freizeit.de  
www.schoenleber-mobile-freizeit.de



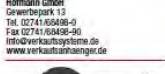
86254 Sulzemoos  
Hofmann Mobile-Freizeit  
Eichentried 5/6, u.d. B. 6/5/6/8/28  
Tel. 07822/5005 - Fax 07822/5054  
info@schoenleber-mobile-freizeit.de  
www.schoenleber-mobile-freizeit.de



46286 Dorsten  
BLISS transporttechnik GmbH  
Bismarckstr. 16  
Tel. 02369/99485-0  
Fax 02369/99485-29  
dorsten@bliss.de  
www.bliss.de



57223 Knechtel  
Predom Deutschland  
L. Weigand Nutzfahrzeuge  
Industriestadt Awiwe 7  
Tel. 02723/590-300-0  
info@predom.info  
www.predom.info



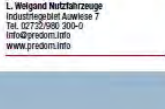
57618 Betdorf  
Hofmann GmbH  
Gewerbeplatz 13  
Tel. 02741/6548-0  
Fax 02741/6548-20  
info@hofmann-gmbh.de  
www.hofmann-gmbh.de



86084 Reichertshausen  
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Düsseldt 1  
Tel. 08453/436792  
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Industriestadt Awiwe 7  
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info@predom.info  
www.predom.info



[illegible]

# 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 + 2 folding page front and back
- 3 1/1 page on the 2nd cover page

## SIZES

2nd cover page 207 x 280 mm (B x H)  
folding page max. 197 x 280 mm (B x H)  
folding page min. 110 x 280 mm (B x H)  
each plus trimming

# € 18,000

statutory VAT will be added



# Camping, Cars & Caravans



# INSERTS

## LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
11 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 320 mm (width x height)  
**minimum size** 125 x 320 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.

Additional [postal fees](#) are required for subscription circulation. Partial circulation to regions of Germany or Nielsen areas is possible (NOT for carrier advertisements for glued-in inserts). Minimum circulation 20,000 copies.

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**  
**Herrn Martin Siedler**  
**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](#).

# SCHEDULE

publication month	issue	publication date	closing date ads	special editions	publication date	closing date ads
December 2023	01/24	14.12.2023	21.11.2023			
January 2024	02/24	11.01.2024	14.12.2023	Traumziele für CamperKids	10.01.2024	15.12.2023
February 2024	03/24	15.02.2024	25.01.2024			
March 2024	04/24	14.03.2024	22.02.2024	CamperCoach	14.03.2024	01.02.2024
				Traumziele für Camper Frühjahr/Sommer	21.03.2024	08.02.2024
				Bordatlas-Themenspecial Winzeratlas	28.03.2024	15.02.2024
April 2024	05/24	11.04.2024	19.03.2024	Bordatlas-Themenspecial Thermen und Wellness	12.04.2024	15.02.2024
 jubilee issue 30 years CCC May 2024	06/24	16.05.2024	24.04.2024	4x4 Camper	16.05.2024	18.04.2024
June 2024	07/24	13.06.2024	21.05.2024			
July 2024	08/24	11.07.2024	20.06.2024			
August 2024	09/24	14.08.2024	24.07.2024			
September 2024	10/24	19.09.2024	29.08.2024	Traumziele für Camper Herbst/Winter	26.09.2024	08.08.2024
October 2024	11/24	10.10.2024	17.09.2024	Kaufberater 2025	02.10.2024	06.09.2024
November 2024	12/24	07.11.2024	16.10.2024	Bordatlas 2025	21.11.2024	10.10.2024
December 2024	01/25*	12.12.2024	21.11.2024	Traumziele für CamperKids	20.12.2024	07.11.2024

*\*the new prices 2025 apply*



# WEBSITE – BANNER

banner format	ad space in pixels (width x height)	price per 1,000 impressions
billboard/content bar	970 x 250	€ 55
leaderboard/superbanner	728 x 90	€ 30
medium rectangle	300 x 250	€ 40
half page ad*	300 x 600	€ 55
skyscraper*	160 x 600	€ 40

\*banner always in visible area, not displayed on mobile devices

## traffic website

page impressions: 120,000  
user: 40,000  
share of mobile users (smartphones & tablets): about 64%

averages per month in 2023

*statutory VAT will be added*



# WEBSITE – TIP OF THE MONTH

Camping, Cars &  
**caravans**

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 camping-cars-caravans.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.

## traffic website

page impressions starting page/month: 12.000  
(average per month in 2023)

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

€ 590

*statutory VAT will be added*



## TIPP DES MONATS

- Anzeige -



## LMC - Einmalige Messeaktionen auf dem CSD

Nutzen Sie die LMC Messeaktionen im Zeitraum des Caravan Salon Düsseldorf, direkt auf der Messe oder bei unseren Handelspartnern. Besuchen Sie uns auf dem CSD und finden Sie Ihren Urlaubsbegleiter in Halle 6. Wir beraten Sie gerne.

Jetzt mehr erfahren



# WEBSITE – ADVERTORIAL

Camping, Cars &  
**caravans**

The online advertorial on [www.camping-cars-caravans.de](http://www.camping-cars-caravans.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 **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:

€ 1,990

*statutory VAT will be added*



facebook

+

newsletter

WAGEN-NEUHEITEN | Wohnwagen der Saison 2024

- Anzeige -

## Das ist der neue Hobby-Look

03.08.2023

**Für die Saison 2024 verleiht Hobby allen Wohnwagen ein komplett überarbeitetes Außendesign. Auch im Innenbereich tut sich einiges: Neue Holzdekore, moderne Formen und Lichtkonzepte sorgen für einen deutlich verjüngten Auftritt.**

Fließende Konturen, automotive Rückleuchten, nahtlos mit der Bugpartie verschmelzende Griffe: Die Neuerungen im Außendesign der **Hobby-Wohnwagen** sind dezent, aber dennoch auf den ersten Blick erkennbar. Auch im Innenbereich nahezu aller Baureihen zieht ein modernerer, zeitgemäßer Stil ein. Neue Polster und ein überarbeitetes Möbeldesign sorgen für mehr Leichtigkeit. Nur die bereits im skandinavischen Hygge-Look eingerichtete **MAXIA-Baureihe** bleibt innen unverändert. „Der Erfolg der MAXIA-Baureihe hat uns gezeigt, dass eine gemütliche Inneneinrichtung auch beim mobilen Reisen immer wichtiger wird“, so Thomas Neubert Produktmanager bei Hobby. „Darauf reagieren wir jetzt auch in den anderen Baureihen mit einem neuen Look.“

# NEWSLETTER

With the editorial newsletter approximately 25,000 subscribers receive industry news twice per 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 very good for advertising lotteries, events or discount actions. You provide the finished banner, we integrate it on the desired date.

price per date of shipping and advertising item:

€ 1,290

statutory VAT will be added

discount price  
**€ 1,935**  
for booking  
2 advertising items within  
six weeks

Camping, Cars & **caravans**

Ihr Newsletter von Camping, Cars & Caravans

- Anzeige -

**LMC – einfach verlässlich**  
**Einmalige Messeaktionen auf dem CSD**

Nutzen Sie die LMC Messeaktionen im Zeitraum des Caravan Salon Düsseldorf, direkt auf der Messe oder bei unseren Handelspartnern. Besuchen Sie uns auf dem CSD und finden Sie Ihren Urlaubsbegleiter in Halle 6. Wir beraten Sie gerne.

Besuchen Sie uns ab dem 25. August 2023 auf dem Caravan Salon Düsseldorf oder schauen Sie gerne [hier](#) vorbei.

**Kostenlos bei Winzern übernachten. Jetzt bestellen!**

Versandkostenfrei bis 31.03.

**Ausflugstipps für Camper**  
**Sechs spannende Ausflugstipps im Spätsommer und Frühherbst**

Konzerte und großes Schauspiel bei den Salzburger Festspielen, Hopfenwochen im Nürnberger Land, Motorsportrennen bei der DTM auf dem Lausitzring, U-Boote im Technik Museum Speyer und mehr.

[Zum Artikel](#)

Camping, Cars & **caravans**

## REACH NEWSLETTER

recipients: 25,000

opening rate: Ø 18–22%

## MAILING DATES

month	day
January	10./17./31.
February	14./28.
March	13./27.
April	10./24.
May	15./29.
June	12./26.
July	10./24.
August	07./21./28.
September	04./18.
October	02./16./30.
November	13./27.
December	11./27.

Please book or deliver your data at least five working days before the date of shipping.

[technical information](#)



# 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 waste 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	50,000	Ø 18-22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 18-22%	€ 2,500
CamperVans	21,000	Ø 18-22%	€ 2,500

statutory VAT will be added

[technical requirements](#)



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

# DIGITAL LOTTERIES

The large presentation in the lottery zone directs traffic straight to your website. While solving the questions, users spend a more than average length of time with intense focus on your brand and your offer.

## HOW IT WORKS

- Beneath the fields in the lottery zone there are many hidden prizes.
- A click on your field opens your **presentation site**. There, users will find more information about the prize you are giving away, and the and your **lottery question**. In order to answer this correctly, participants in the lottery have to search for the answer on YOUR website. Users need the correct answer to participate in the lottery.
- We will draw the winners at the end of the promotion period. You send the prize to the winner in a timely manner.

## YOUR BENEFITS

- Your **participation will gain a lot of attention** and feature your logo.
- Your own lottery site for extensive text and image promotion of the product you are giving away.
- While searching for the answer to your lottery question, participants generate **traffic on YOUR website**.
- We will promote the digital lotteries via all our media channels, print and digital, which gains **extra attention for your product with no extra costs!**





# DEAL OF THE MONTH

Present your purchase benefits to the entire community of Reisemobil International, Camping, Cars & Caravans or CamperVans.

## YOUR SPECIAL OFFER

You offer an exclusive reduced price to our community with at least 20% discount.

## YOUR ACTION WILL BE ADVERTISED ON ALL CHANNELS

- exclusive teaser on the cover of the magazine of your choice, including your logo
- presentation of the deal on 2/1 pages inside the magazine
- teaser for the deal of the month in the newsletter
- advertising for the deal on the website
- advertising integrated into social media channels
- duration of digital advertising measures: 1 month from the publication of the print edition

## PRICES

	Fixed price when at the same time booking an advert in the same magazine edition (min. 1/2 page)	Fixed price for booking without parallel booking of advert
Reisemobil International	€ 2,900 + fee for advert	€ 7,700
Camping, Cars & Caravans	€ 2,900 + fee for advert	€ 7,300
CamperVans	€ 2,900 + fee for advert	€ 5,500

statutory VAT will be added



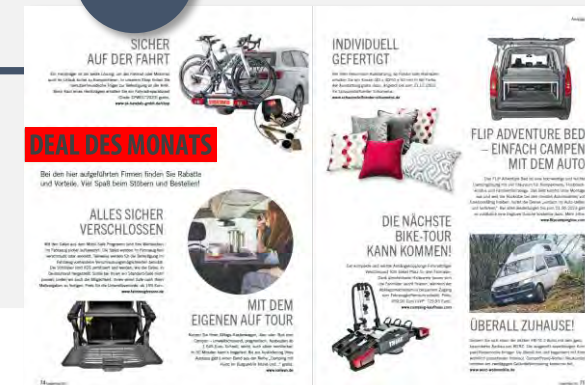
comprehensive digital campaign to advertise the deal

- ✓ facebook
- ✓ instagram
- ✓ newsletter
- ✓ website

+



double page inside the magazine includes detailed presentation of the deal and its advantages



example

large teaser of your discount price on the front page

# PRODUCT TEST

Camping, Cars &  
**caravans**

Product and tech tests are a part of every edition as a rule and one of our favourite categories. The new advertising format product test gives you the opportunity to determine the product and the publishing date of your test yourself, independent from the frame conditions set by editing.

## YOU SEND US:

- the test product
- press communication texts and further documentation
- product photos
- product videos (if available and desired)

Our editing team then will test the product, take additional photographs and then publish a test report on our website (marked as advertising). We will advertise the entry through teasers in our digital channels.

## WE PUBLISH:

- ✓ editorial teaser on [camping-cars-caravans.de](https://camping-cars-caravans.de)  
+ dedicated contribution page with text and images
- ✓ teaser in the newsletter (25,000 recipients)
- ✓ Facebook post (26,162 followers)

total price incl. design and approval link:

€ 2,990

statutory VAT will be added



PRODUKTTTESTS | Kurz-Check: Kaffeemaschinen im Wohnmobil

## Campers Kaffee

RM & Test: Kaffee im Wohnmobil | 28.01.2020

**Mit einer guten Tasse Kaffee starten viele Reisemobilisten in den Tag – Immer häufiger aus dem Vollautomaten. Doch wie sieht es mit dem Stromverbrauch der Kaffeemaschinen im Wohnmobil aus?**

Die unangefochtene Nr. 1 bei deutschen Reisemobilisten: der Filterkaffee. Er ist quasi der geschätzte Dauerbrenner. Laut aktuellem Kaffeereport trinken 58 Prozent der Deutschen regelmäßig Filterkaffee, gefolgt vom Kaffee aus dem Vollautomaten – oder dem aus der Kapselmaschine. Auch im Wohnmobil ist der Filterkaffee eine gute Option: Wasser auf dem Gasherd erhitzen, aufbrühen, fertig. Ob beim Autarkcampen oder auf dem Stellplatz: Der Gasverbrauch ist minimal.

Ganz anders sieht das mit Vollautomaten aus. Die verlangen nach 230 Volt Netzspannung und sind wahre Stromfresser. Der Trend geht daher zu etwas kompakteren Maschinen – einige Camper setzen dabei auf reine Espresso-Maschinen. Der kleine schwarze nach dem Essen gehört hin und wieder einfach dazu.



Wer ein wenig den Blick schärft, findet zudem Modelle, die mit vergleichsweise wenig Strom auskommen – drei davon hat die Redaktion zu einem „Verbrauchs-Check“ geladen. Die Maschinen im Test ziehen zwischen 1.050 und 1.350 Watt, können somit von einem 1.500- bis 1.600-Watt-Wechselrichter befeuert werden, eine Standardgröße im Reisemobil, wenn auch mal Fön oder schwächere Wasserkocher in Betrieb gehen. Hier im Vergleich vertreten: die DeLonghi Nespresso Vertuo Plus, die Tchibo Cafissimo Classic Hot und die Siebträgermaschine DeLonghi Dedica Style.

## YOUR PRODUCT ONLINE:

- text with about 3,000 characters
- headline
- teaser
- links
- 1-3 images/image gallery
- video integration if desired





# TECHNICAL INFORMATION DIGITAL

Camping, Cars &  
**caravans**

## 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](mailto: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

## DEAL OF THE MONTH

**picture** 300 dpi resolution  
**text** 300-350 characters incl. blanks

## 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  
**headline** max. 50 characters incl. blanks  
**summary** max. 40 characters incl. blanks  
**text** max. 200 characters incl. blanks  
**optional** max. 2,000 characters incl. blanks  
**landing page** max. two 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)

### Tip

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

## 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

## STANDALONE NEWSLETTER

**pictures** cover picture + max. 4 further pictures 600 x 400 px  
filesize: max. 250 kb  
file formats: jpg, gif or png  
**headline** max. 50 characters incl. blanks  
can be integrated into title image, if necessary  
**text** max. 80 characters incl. blanks  
can be integrated into title image, if necessary  
**in addition** max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters)  
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  
**headline** max. 50 characters incl. blanks  
**text** max. 40 characters incl. blanks  
**landing page** max. 350 characters incl. blanks  
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

# 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\_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](mailto:druckunterlagen@doldemedien.de)

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

- adobe Illustrator up to CC2022
- adobe InDesign up to CC2022
- adobe Photoshop up to CC2022

**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:** 210 mm (width) x 280 mm (height)



# CONTACTS

## DoldeMedien VERLAG GMBH

DoldeMedien Verlag GmbH  
Naststraße 19 B  
D-70376 Stuttgart  
phone: +49 (0) 711/55 349-0  
Fax: +49 (0) 711/55 349-400  
[anzeigen@doldemedien.de](mailto:anzeigen@doldemedien.de)  
[vermarktung.doldemedien.de](http://vermarktung.doldemedien.de)

[general terms & conditions](#)

### HEAD OF SALES



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