

CAMPING, CARS & CARAVANS

MEDIA KIT 2025

DoldeMedien
VERLAG GMBH

- The magazine
- Increased digital reach
- Schedule
- Print advertisements
- Print specials
- Digital formats:
Banner, content formats, newsletter,
lotteries, digital specials
- Technical information
- Contacts



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/ISSUE

Printed circulation: 25,000 copies on average
Digital reach: 16,000 e-paper copies on average
(more on the following page)



TEST & VEHICLE TECHNOLOGY

- Expert test
- Living test
- Traction vehicles
- Comparisons
- Premieres



PITCH

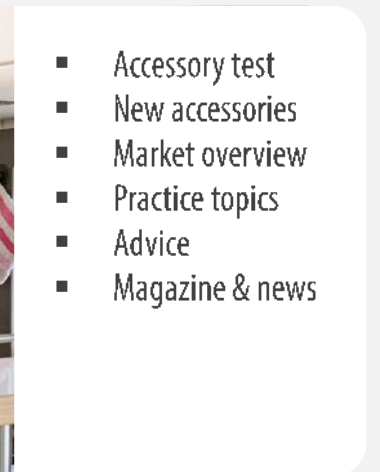
- Pitch check
- City tip
- Travel reports
- Travel magazine



picture: Lehmannsler Baugesellschaft, Krefeld/Weiler

PRACTICE TIPS & SERVICE

- Accessory test
- New accessories
- Market overview
- Practice topics
- Advice
- Magazine & news



INCREASED DIGITAL REACH

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

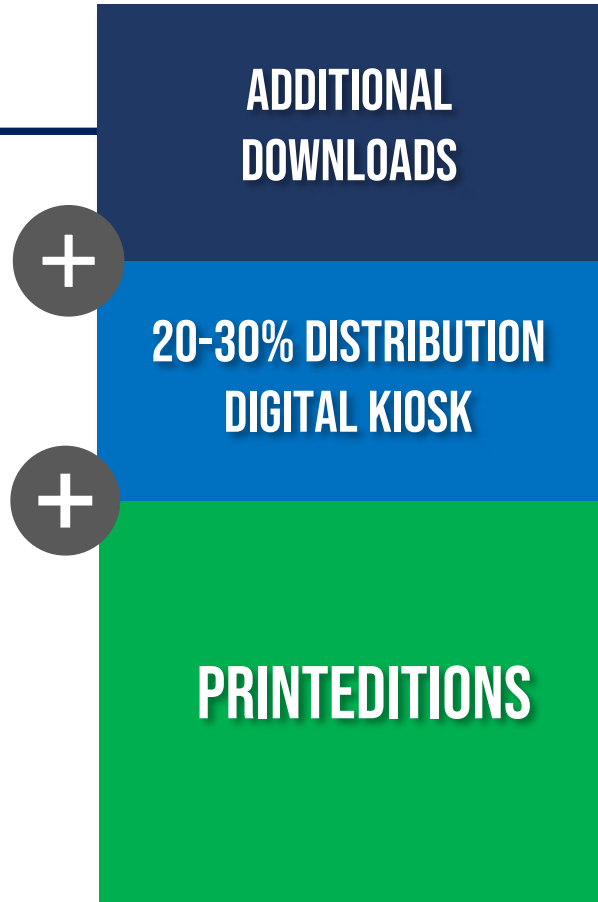
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

Individual digital sales

All magazines 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			TYPE AREA (No trim)	BLEED ADS (+5 mm trim on each side)
		Black & White	Spot colour*	4-colour	Width x Height (mm)	Width x Height (mm)
2/1		€ 7,520	€ 9,025	€ 12,035	395 x 252	420 x 280
1/1		€ 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
	Landscape				184 x 184	210 x 203
1/2	Vertical	€ 1,880	€ 2,260	€ 3,010	90 x 252	103 x 280
	Landscape				184 x 124	210 x 140
1/3	Vertical	€ 1,260	€ 1,505	€ 2,010	55 x 252	67 x 280
	Landscape				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 format advertisements for purchase within your insertion year (12 months from publication of the first advertisement).

By frequency

2+ ads	3%
4+ ads	8%
6+ ads	12%
8+ ads	15%
16+ ads	20%

By volume

2+ pages	5%
3+ pages	10%
4+ pages	15%
6+ pages	18%
8+ pages	20%

Combination discount

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

Classified ads have no discounting effect on format ads.

If your achieved discount for format ads is higher, it can be applied to the millimeter ads of the same insertion year.

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

CLASSIFIED ADS

COLOUR	PRICE/MM HEIGHT
Black & White	€ 4.50
Spot colour	€ 5.10
Four-coloured	€ 6.60
SIZES	
Single column width	43 mm
Double columns width	90 mm
Height variable	Min. 10 mm

Please see price examples on the sample page.

DISCOUNT BY FREQUENCY

for purchase within the insertion year (12 months from the publication of the first ad)

From 2 ads	3%
From 4 ads	5%
From 6 ads	10%
From 8 ads	15%
From 20 ads	20%

COMBINATION DISCOUNT

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

RUNNING TEXT

Commercial use per line	€ 7.40 /mm height
Colour photo	€ 47.00
Cypher fee	€ 10.00

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.

Camping, Cars & caravans

Camping, Cars & caravans MARKT

- Caravans
- Zubehör
- Service
- Versicherung
- Vermietung

3sp/40 mm / Black & White: € 540
Spot colour: € 612 / Four-coloured: € 792

ADRIA



www.adria-deutschland.de

BÜRSTNER

marnet freizeitmobilie

Gude Camper ET-VSCO

Ihr Vertragspartner für Mittelhessen und Rhein-Main

www.gude-camper.de

Tel. 0800 / 250 3 250

DETHLEFFS

RAUERT

04488-861800

REISEMOBIL www.rauert-reisemobile.de

ERIBA

34 CAMPING CENTER

Verkauf Vermietung Werkstatt Zubehörshop Stellplatz

Jacobstraße 66, 41836 Hocklshoven
Tel. 02433 - 93 90 90
www.34-Camping.de

EHYMER CAMPER

ERIBA ADRIA

CAMPER-ZEIT

RHEIN-VOSEL

STREITGERENWEG 9 · 56642 KRUFIT

T: 0 28 92-92 43 9-0 · www.camper-zeit.de

ADRIA POLAR CARAVANS, VANS + REISEMOBILE

MARKT-ANZEIGEN

hier Camping Cars & CARAVANS

Heinz & Lisa

www.holiday-heinz-linse.de

31636 Neustadt/Fläming
Tel. 05032-966700

UNNEWEHR

CARAVAN + WOHNMOBIL SEIT 1987

!Viele Modelle sofort VERFÜGBAR!

Inklusive Moover bei Neuwagenkauf

ERIBA | CAMPER | Dethleffs

MM, UNNEWEHR.COM

2sp/60 mm
Black & White: € 540
Spot colour: € 612
Four-coloured: € 792

FENDT

WINKLER

FENDT CARAVANS

Ihr Partner im Raum Stuttgart

Bei uns beginnt Ihr Urlaub!

www.winkler-stuttgart.de 0711/22 21 88-0

MARKT-ANZEIGEN

hier Camping Cars & CARAVANS

Heinz & Lisa

www.holiday-heinz-linse.de

31636 Neustadt/Fläming
Tel. 05032-966700

UNNEWEHR

CARAVAN + WOHNMOBIL SEIT 1987

!Viele Modelle sofort VERFÜGBAR!

Inklusive Moover bei Neuwagenkauf

ERIBA | CAMPER | Dethleffs

MM, UNNEWEHR.COM

HOBBY

2sp/35 mm / Black & White: € 315
Spot colour: € 357 / Four-coloured: € 462

KABE

WWW.KABE.SE.DE

KNAUS

www.knaus-ersatzteile.com

Holiday

Heinz & Lisa

www.holiday-heinz-linse.de

CAMPERWELT SCHÖLER

www.camperwelt-schoeler.de

Rauert

04488-861800

REISEMOBIL www.rauert-reisemobile.de

POLAR

TABBERT

Holiday

Heinz & Lisa

www.holiday-heinz-linse.de

1sp/20 mm / BW: € 90
S. c. € 102 / 4c: € 132

www.leibhammer.com

WEINBERG

Delbayerns größtes Angebot!

Bayern Camper

www.bayern-camper.de

Rauert

04488-861800

REISEMOBIL www.rauert-reisemobile.de

Holiday

Heinz & Lisa

www.holiday-heinz-linse.de

DIVERSE MARKEN

KABE

WWW.KABE.SE.DE

ANKÄUFE/GESUCHE

Wir kaufen Wohnmobile

03944 - 36160

Wohnmobiltcenter Am Wiesorfturm
www.wm-sw.de

Wir kaufen Ihr Wohnmobil & Wohnwagen.

0800 - 186 00 00 (kostenlos)
ankaufwohnmobile.de

Kaufe Wohnwagen + Wohnmobile aller Größen

ab Baujahr 1995 - 2024

Claus Koch

Wohnwagenvertrieb

Tel. 0800 2005 420

Das gibt's nicht, auch sonntags!

VERSICHERUNGEN

Günstige Wohnwagenversicherungen

www.Freizeit-Schwarz.de

ZUBEHÖR

SCHAUMSTOFF CENTER

Maßanfertigungen - Näherlei - Polsterlei - Textiles Interieur - Polster & Matratzen

35080 Bad Endbach · Tel. 02776/7332

www.schaumstoffcenter-schomerus.de

DEKALIN

Willkommen im Warmen

Alde

Gas-Warmwasser-Zentralheizungen

www.alde-deutschland.de

Tel. 0 97 26 / 4 65 99 60

World of Yachticon

Einfach gute Preise

www.yachticon.de

1sp/60 mm
Black & White: € 270
Spot colour: € 306
Four-coloured: € 396

www.knaus-ersatzteile.com

Sonnenstrom

KONIG KUNDE ANWAND 2019

SOLARA

Über 25 Jahre Qualität

Made in Germany

REISEMOBIL

MEGASAT

Campingman Portable ECO

www.reich-easydriver.com

DEKALIN

4sp/30 mm / Black & White: € 540
Spot colour: € 612 / Four-coloured: € 792

Statutory VAT will be added

REGISTER OF DISTRIBUTORS

Camping, Cars & Caravans

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

Only annual order for 8 issues possible.
 No discounts, no agency commission.

CARAVAN Marken-Händler Camping, Cars & caravans



EIDNER
IHR ERLEBNISFACHMARKT
96047 Bad Langensalza
Erlebnisfachmarkt
Eidner + Stang GmbH & Co. KG
Gottlieb Landstraße 129
Tel. 03603/992402 - Fax 03603/992402
www.eidnerfachmarkt.de



ADRIA
41836 Hückelhoven-Schaufenberg
3H Camping-Center GmbH
Jacobstraße 66
Tel. 02423/959000 - Fax 02423/959009
info@3h-camping.de
www.3h-camping.de



acsmobil.de
"ADRIA CARAVAN SCHULBÜ"
45491 Mühlheim/Ruhr
Adria Caravan Schraub GmbH
Kölnstr. 130
Tel. 0206/99209-0 - Fax 0206/99209-29
info@caravan-schraub.de
www.schraub-caravan.de
57448 Wallenhorst/Kempten
Wiedemann GmbH
Düsseldt 1
Tel. 06303/923623 - Fax 06303/923474
wiedemann.wallenhorst@t-online.de
www.caravan-wiedemann.de



AIRSTREAM
32790 Merenberg
AIRSTREAM Germany
Rohr-Werk GmbH
Büschel 1
Tel. 06471/50898-12 - Fax 06471/50898-22
info@airstream-germany.de
www.airstream-germany.de



06590 Drebitz
Caravan-Service Breker GmbH
Zwickauer Str. 76
Tel. 03763/79161 - Fax 03763/79161
mail@caravan-breker.de
www.caravan-breker.de



35813 Hemau
Wohnwagen Outdoor
Camping, Outdoor, Zubehör & Service
Industriepl. 31
Tel. 0484/1560990 - Fax 0484/1560999
info@wohnwagen-outdoor.de
www.wohnwagen-outdoor.de



84086 Langgönd
Lauschke Caravan und Freizeit
Gewerbestr. 13
Tel. 09452/9396000 - Fax 09452/9399039
info@campingplus.de
www.campingplus.de



48807 Bochum
CAMP WERK GmbH
Friedrich-Mengenstraße 6
Tel. 02327/40701-0 - Fax 02327/40701-50
info@campwerk.de
www.campwerk.de



30890 Laatzen/Hannover
Andreas Schwarz GmbH
L'Obelier Str. 24
Tel. 05102/2222 - Fax 05102/6398
info@schwarz-caravan.de
www.schwarz-caravan.de



47249 Duisburg
Caravan-Service Neuhäus
Sittlerstraße 11
Tel. 0203/965949 - Fax 0203/965060
info@caravan-service-neuhaus.de
www.caravan-service-neuhaus.de



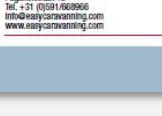
80999 München
Caravan-Center München GmbH
Emsstraße 23
Tel. 089/9122917 - Fax 089/9131405
info@caravan-center-muenchen.de
www.caravan-center-muenchen.de



96655 Wiesentriede-Moorburg
Raupert-Reisemobile GmbH
Völkstraße 5
Tel. 0445/961800 - Fax 0448/961810
info@myer81.de
www.myer81.de



62203 Wiesbaden
Mobile Freizeit
Reisemobile + Caravan Center GmbH
Appelallee 100
Tel. 0611/200577 - Fax 0611/261584
info@mobilefreizeit.de
www.mobilefreizeit.de



NL-7921 AA Emmen
Easy Caravanning B.V.
Pijnsteindijk 12
Tel. +31 (0)91 1809960
info@easy-caravanning.com
www.easy-caravanning.com



28125 Oldenburg
H.J. Fassbender GmbH
Wohnwagen u. Reisevorne
Wilhelmshaven Heerstr. 223
Tel. 0441/939089 - Fax 0441/939090
info@hoyer-hord.de
www.caravanzentrum-splzner.de



45481 Mühlheim
HYMER-Zentrum B1
Obenau GmbH
Kölner Straße 35-37
Tel. 0209/48429-0 - Fax 0209/48429-29
info@hymer81.de
www.hymer81.de



67126 Hochdorf-Asselheim
Reisemobile Euch e.K.
Ludwigshofener Str. 22
Tel. 06321/7579 - Fax 06321/2227
info@euch.de
www.euch.de



44663 Herne
Campingpark Zimmermann GmbH
Reiser Str. 53
Tel. 0225/70997 - Fax 0225/53283
service@camping-zimmermann.de
www.camping-zimmermann.de



66482 Gustanburg
Camping Center Vöpel
Am Turfbusch, C. 44
Tel. 06134/2106-106 - Fax 06134/2106-109
info@camping-voepel.de
www.camping-voepel.de



08115 Schönfels
CARAVANZENTRUM Splzner GmbH
Neumärker Str. 2
Tel. 02760/21594 - Fax 02760/94222
caravanzentrum@voel.de
www.caravanzentrum-splzner.de



30916 Isenbagen/OT Kirchhorst
Caravan Center Kirchhorst
Großhorst 1
Tel. 05138/77162 - Fax 05138/95918
info@ckw.de
www.ckw.de



31246 Groß Ronne
Wohnwagen Bodenburg
Hobby-Premium-Park
Blumstraße 116 an der B1
Tel. 05174/900800 - Fax 05174/900821
info@wohnwagen-bodenburg.de
www.wohnwagen-bodenburg.de



44663 Herne
Campingpark Zimmermann GmbH
Reiser Str. 53
Tel. 0225/70997 - Fax 0225/53283
service@camping-zimmermann.de
www.camping-zimmermann.de



65482 Galsburg
Camping Center Vöpel
Am Flurgraben 42 - 44
Tel. 06134/2106-106 - Fax 06134/2106-109
info@camping-voepel.de
www.camping-voepel.de



08115 Schönfels
CARAVANZENTRUM Splzner GmbH
Neumärker Str. 2
Tel. 02760/21594 - Fax 02760/94222
caravanzentrum@voel.de
www.caravanzentrum-splzner.de



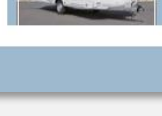
07751 Jena/Isserstadt
Jens Caravanpark
Inh. G. Franke-Poiz
Weinstraße 31, 5
Tel. 036245/219884
info@jens-caravanpark.de
www.jens-caravanpark.de



Wohnmobile und Wohnwagen
67106 Schifferstadt
Rikis Wohnmobile
Carl-Benz-Straße 6 - 8
Tel. 02235/448010
info@rikis.de
www.rikis.de



65216 Mühlheim-Kirchhof
Kneppel Freizeitmobile - Inh. Stefan Kneppel
Hilfer der Augen Straße 9
Tel. 0241/6542440
Mobil: 0171/7027796
www.kneppel-caravan.de
www.trigano-faltcaravan.de



86254 Sulzemoos
Kneppel Freizeitmobile - Inh. Stefan Kneppel
Stachusstr. 5
Telefon: 0822/9941441
Mobil: 0171/7027796
info@trigano-faltcaravan.de
www.trigano-faltcaravan.de



46286 Dorsten
BLISS transporttechnik GmbH
Burgweg 19
Tel. 02369/9848-0
Fax 02369/9848-29
center@bliss.de
www.nielwadow.de



20665 Westerland-Moorburg
Raupert-Reisemobile GmbH
Völkstraße 5
Tel. 0448/961800 - Fax 0448/961810
info@raupert-reisemobile.de
www.raupert-reisemobile.de



75438 Kottlingen
Jimbu e.K.
Helmold Burger
Bertha-Benz-Straße 15
Tel. 07143/65430
info@jimbu.de
http://www.jimbu.de



86284 Reichertshausen
BLISS transporttechnik GmbH
Düsseldt 5
Tel. 08453/437900
Fax: 08453/437904
rhd@bliss.de
www.nielwadow.de



38723 Seesen
BLISS transporttechnik GmbH
Sommergrüt: 5a
Tel. 05281/9070-0
Fax 05281/9070-20
caravan@bliss.de
www.nielwadow.de



46286 Dorsten
BLISS transporttechnik GmbH
Burgweg 19
Tel. 02369/9848-0
Fax 02369/9848-29
center@bliss.de
www.nielwadow.de



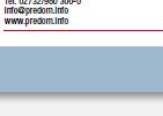
57223 Kreuztal
Predom Deutschland
L. Weigand Nutzfahrzeuge
Industriegebiet Aulweide 7
Tel. 0272/580 300-0
info@predom.info
www.predom.info



57618 Betzdorf
Hofmann GmbH
Gewerbestr. 12
Tel. 02741/65848-0
Fax 02741/65848-20
info@werkstattsysteme.de
www.werkstattsysteme.de



86284 Reichertshausen
BLISS transporttechnik GmbH
Düsseldt 5
Tel. 08453/437900
Fax: 08453/437904
rhd@bliss.de
www.nielwadow.de



57223 Kreuztal
Predom Deutschland
L. Weigand Nutzfahrzeuge
Industriegebiet Aulweide 7
Tel. 0272/580 300-0
info@predom.info
www.predom.info

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 207 x 280 mm (B x H)
- Cover flap max. 197 x 280 mm (B x H)
- Cover flap min. 110 x 280 mm (B x H)
- each plus trimming

€ 15,000

Statutory VAT will be added



© Camping & Caravans 2023

CROSSWORD

You choose five questions on your company or your products as well as one solution word. We incorporate them in our two-page crossword puzzle. In this way, the reader spends an above-average amount of time and effort on your brand and your offers when solving the crossword puzzle. It would be hard to find a way to give your brand more focused attention! **Exclusivity:** Only one puzzle can be published per issue. We advise you to book early.

REQUEST & HANDLING

- Text about 2,000 characters maximum
- 1-3 photos (please adjust the text length)
- 5 questions and answers, 1 solution word
- One attractive prize or several smaller prizes of your choice (e. g. equipment, overnight stays, merchandise items etc.)

We carry out the draw and send you the winners' contact details. You send the prizes directly to the winners.

DISCOUNT

Additional 10% combination discount by booking a crossword in **Reisemobil International** in the same or the following month of publication. No further discounts. Agency commission is granted.

€ 1,960 incl. production

Statutory VAT will be added

Camping, Cars & caravans

Preisrätsel

Reiseüberlassung	antarktisches Volk	Stadt im Oberen Taifland	berühmt	regelmäßiges Weck	mongol. Hierarchietitel	Lösungsmittel	sehr schank, trocken	biblischer Prophet	Stem in Pagarau	Nicht im Berg im Kaukasus	Insulruder	Rufname von Guayana, 1967
Hautschaber					Behauptung d. Campingplatz		franz. Meereskoch (H. Paul)	d. Legende 1. 1928	kreiert		Auftraggeber eines Amtes	
Falschmeldung in der Presse		Fremdwort: nicht	offizieller Ratgeber	Teil des Hubschraubers	ehemaliger Schach-Personen	Erwerbstätigkeit			Stammherzog (H. Borer)	Witzverbreiter		
Stoffstück Stofftrest		Sp. Kammerteil		Campinggegenstand	Kater im Roman	60 Sekunden	gotterfüchtigt				so weit, so lange	
deutsche Vorsilbe	heilig in Städte-namen	Ornamentengruppe		Behälter für Reiserisikobewertung	französischer Umwelt-Arbeits		modisch elegant	Landesplatz für Flugzeuge			zugige Fuß-wanderrichtung	
Nutzweiches, Busch			munter, aktiv	Sitz-möbel Camping	Wärmegürtel	deutschsprachig (H. Paul)		Prägerstempelabdruck			Kühlschrank	
Papierwürde	Benzinrohstoff	Leitung bei Film-aufnahmen		innisch-nordische Bau-stellung	ein Vieh-halter	Schiffwaffe	Ausdruck des Danks					
Zahl unter dem Dampf-trieb		Zigaretten-papiermüll	leg-stadt		Klein-stadt in Mecklen-burg	ab. Berliner Flug-hafen	spanischer Sonnen-segel			kleines Fern-segeln		zu den Akten (ad...)
tschechisch: drei	dt. Staats-politiker	vor-ergr-nommen		Quadr-ritze-figur	afrikanische Stoppeln-ber	Fuß-hobel	spanische Ähre (Frau)	shulländische Währung		Teil einer Zeitung		Sprechweise einer dt. Ligatur
Echsen-länder (Kw.)												
monch		vor-ergr-nommen										
Boch-scherbe-stange	figur in Pflanz-und Bese			unterster Teil des Schiffs-raums	Teil des Schiffs-schuhs	Fremd-wortteil, entspre-chend	Abk.: Neben-kosten	Abk.: Neben-kosten	Abk.: Neben-kosten	Abk.: Neben-kosten		
Wienach, andere zu über-traffen	Abk.: Trans-Europä-Express	Koos-name für Vater										
nord-schwe-dische Güterge-schichte	ethio-pische Güterde-pflanze	Energie-quelle										

Lösungs-wort: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

Anzeige

GEWINNEN SIE UNSEREN NEUEN STELLPLATZFÖHRER GRATIS ÜBERNACHTEN

Deutschland, Reiseland Nummer eins. Das zeigt sich unter anderem an dem Netz der Reisemobilstellplätze, das immer dichter wird. Der Grund: Viele Städte und Gemeinden haben den wirtschaftlichen Wert der Reisemobilisten als nicht gerade unvernünftige Urlaubergruppe erkannt. Damit sie zu ihnen kommen, richten sie Übernachtungsplätze ein - manche sogar gebührenfrei, allenfalls der Service kostet etwas.

Um die geht es hier: Dieser kompakte Führer nennt Ihnen eine Auswahl von 324 solcher Gratis-Stellplätze. Sie erfahren alles Wissenswerte - Kontaktadresse und Ausstattung, Sehenswertes und Freizeittipps - für den jeweiligen Ort. Damit Sie sich wohlfühlen und etwas erleben. Obendrein eignet sich dieser Stellplatzführer für Urlauber, die - etwa auf der Durchreise - nicht gern auf Rastplätzen der Autobahnen übernachten. Die Redaktion nennt für einen Großteil der Plätze die Entfernung zur Autobahn bis 15 Kilometer - eine zumutbare Distanz, wie wir finden. Außerdem erfahren Sie auf einen Blick, ob Sie vor Ort in den Genuss von Gratis-WLAN kommen.

Tatsächlich: Mit diesen Informationen reisen Sie kostengünstig. Ihre Urlaubskasse steht Ihnen dann für andere Dinge zur Verfügung. Davon haben die gastgebenden Gemeinden etwas. So hat jeder der Beteiligten einen Anteil daran, wenn Sie gebührenfrei auf einem Stellplatz übernachten. Ich wünsche Ihnen allezeit gute Fahrt, viel Spaß auf Ihren Reisen - und bleiben Sie gesund.

GEWINNEN SIE: 3x 1 Stellplatzführer Gratis Übernachten

Teilnahmebedingungen
Hier nehmen Sie teil indem Sie online bei www.reisemobilinternational.de teilnehmen!
Einmalig bis: 9. März 2021
Der Rechtsweg ist ausgeschlossen, es besteht kein Anspruch auf die Auszahlung des entsprechenden finanziellen Gegenwertes.

Die richtige Lösung des Rätsels in Heft 1/2021 lautet:
AUSZEIT VOM ALLTAG
Der Gewinner wurde bereits benachrichtigt. Herzlichen Glückwunsch.

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.

PRINTED CIRCULATION

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 10,000 copies.

DIGITAL CIRCULATION

Digital circulation can also be booked additionally (no postal charge).

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:

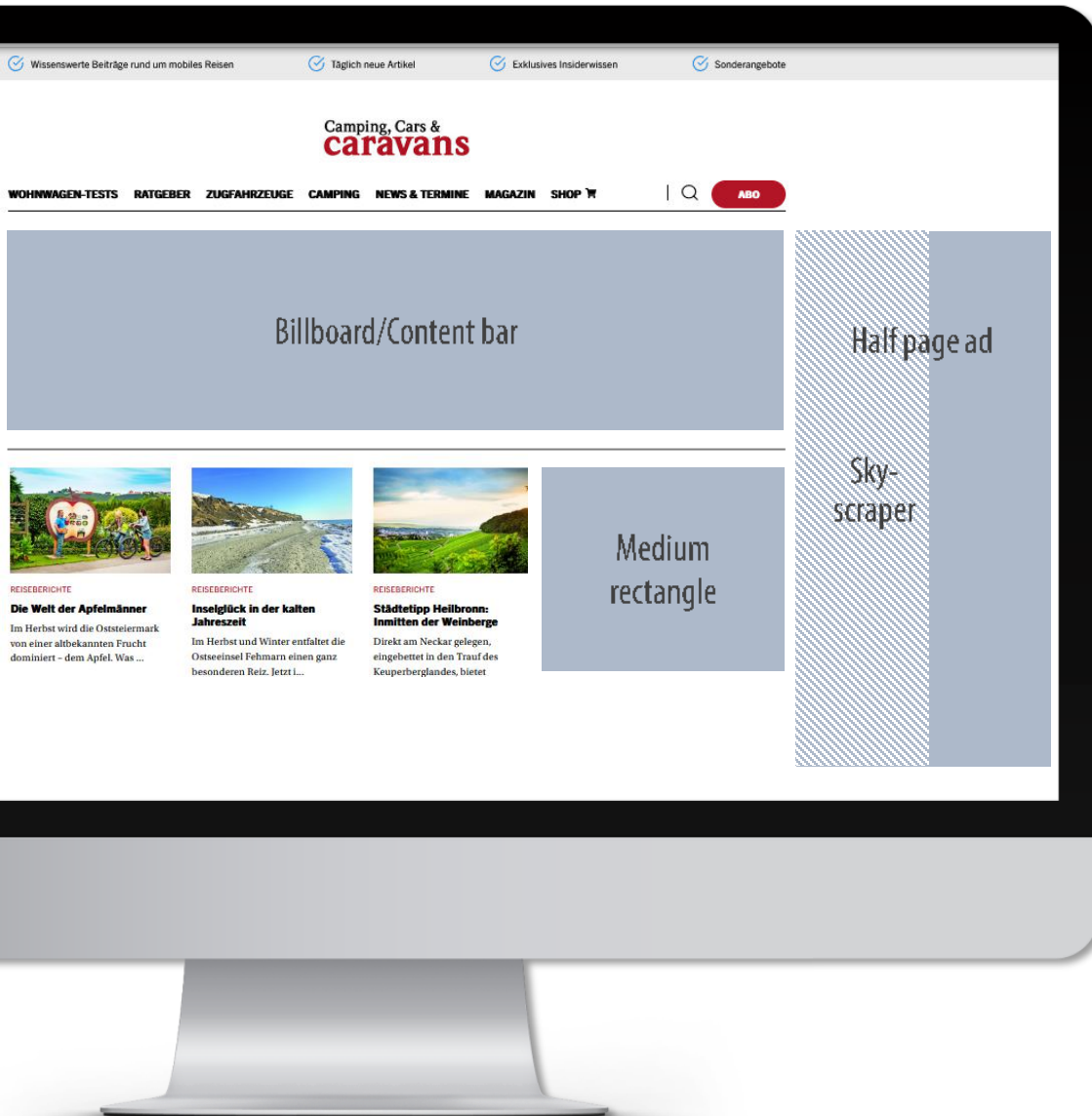
Vogel Druck und Medienservice GmbH
Warenannahme
Herrn Thorsten Schmittner
Leibnizstraße 5
97204 Höchberg

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

SCHEDULE

PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS	SPECIAL EDITIONS	PUBLICATION DATE	CLOSING DATE ADS
December 2024				Camper Kids	19.12.2024	07.11.2024
January 2025	01/25	09.01.2025	05.12.2024			
February 2025				Bordatlas Dog Special	26.02.2025	15.01.2025
March 2025	02/25	13.03.2025	19.02.2025	CamperCoach	27.03.2025	28.02.2025
				Traumziele für Camper Spring/Summer	27.03.2025	13.02.2025
				Bordatlas Winegrower Special	27.03.2025	17.02.2025
April 2025	03/25	24.04.2025	31.03.2025	Bordatlas Brewery Special	30.04.2025	19.03.2025
May 2025	04/25	28.05.2025	06.05.2025	Traumziele für Camper Short Trips	15.05.2025	03.04.2025
June 2025				4x4 Camper	12.06.2025	15.05.2025
				Bordatlas Thermal-Spa Special	30.06.2025	19.05.2025
July 2025	05/25	17.07.2025	26.06.2025			
August 2025	06/25	21.08.2025	29.07.2025			
September 2025	07/25	25.09.2025	03.09.2025			
October 2025				Traumziele für Camper Fall/Winter	17.10.2025	11.09.2025
				Buyer's Guide 2026	30.10.2025	02.10.2025
November 2025	08/25	20.11.2025	29.10.2025	4x4 Camper	06.11.2025	09.10.2025
				Bordatlas 2026	27.11.2025	10.10.2025
December 2025				Camper Kids	18.12.2025	06.11.2025

WEBSITE – BANNER FORMATS



Camping, Cars & caravans

DISPLAY ADS	AD SIZE (width x height in px)	CPM
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

MOBILE ADS	AD SIZE (width x height in px)	CPM
Mobile interscroller ad	640x 960	€ 55
Mobile content ad	640x 300	€ 50
Mobile medium rectangle	300 x 250	€ 40

AD BUNDLE

728 x 90 + 160 x 600 + 300 x 250 | € 35

*Banner always scroll in visible area, not displayed on mobile devices

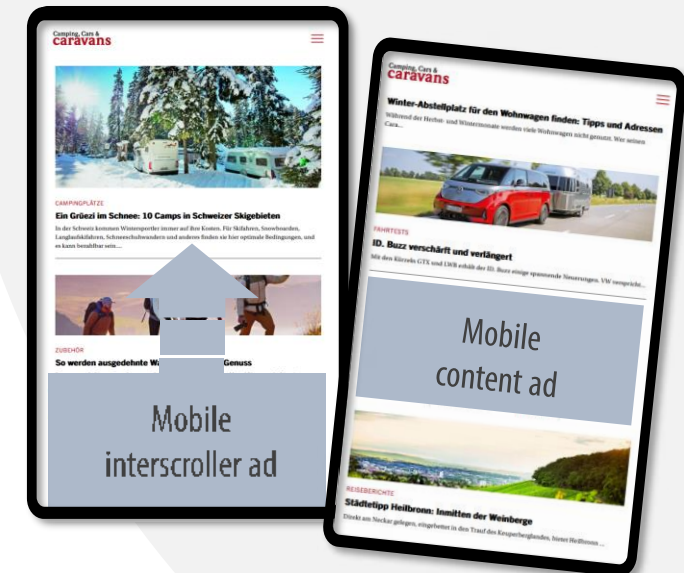
TRAFFIC WEBSITE

Page impressions/month: 120,000

Unique user/month: 50,000

Share of mobile users (smartphones & tablets): 65%

Averages per month in 2024



Statutory VAT will be added

HOMEPAGE – EVENT

100% concentrated attention and brand visibility.

FOCUS ON YOUR CAMPAIGN

The homepage event combines billboard, half page ad and medium rectangle with an additional coloring of the background. It directs the focus of website users specifically to your campaign, ideal for the launch of market introduction campaigns or special promotions, where concentrated presence and maximum visibility at a specific time are most important.

EXCLUSIVE AD BUYOUT

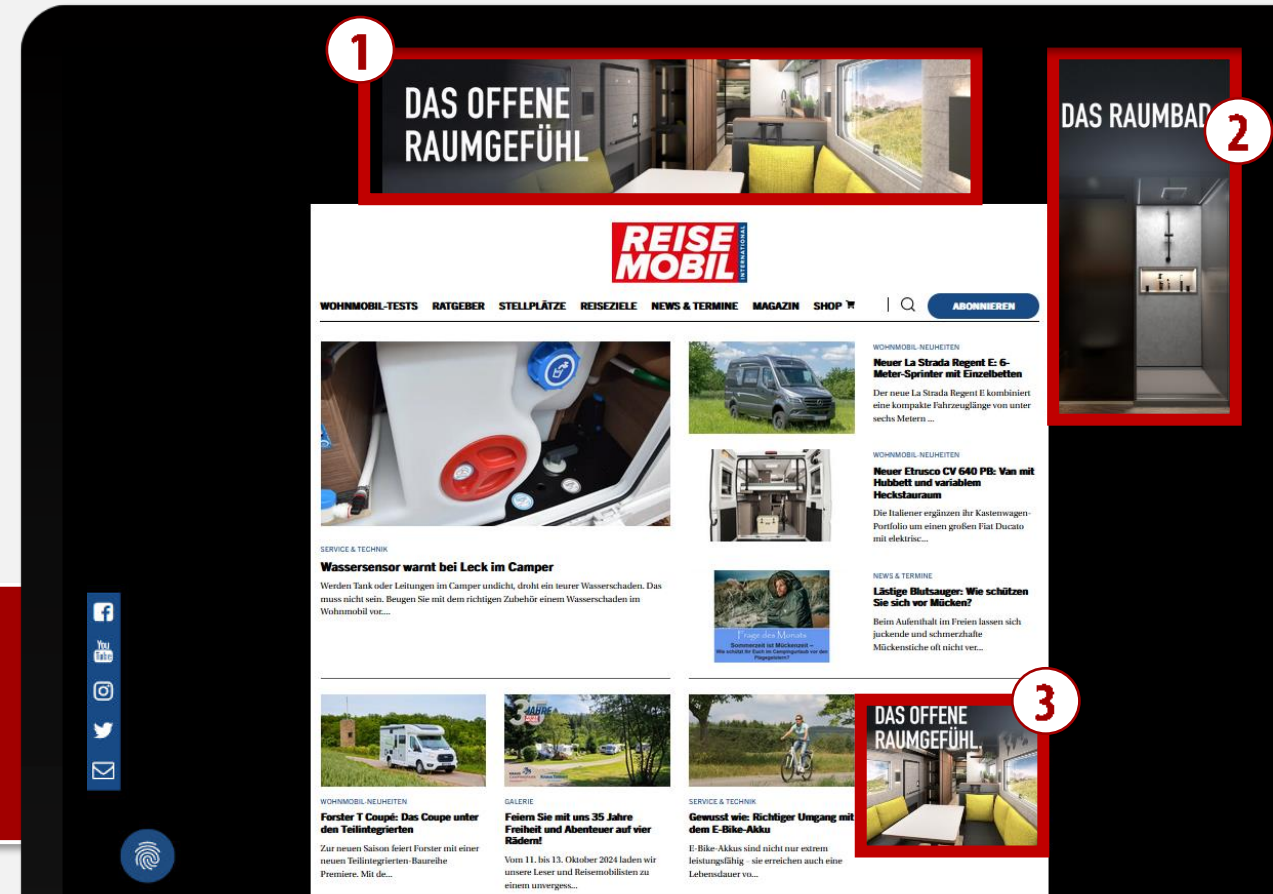
Only your banners will be displayed during the booked period. The homepage event is displayed on the homepage and on all subpages with banner positions.

DETAILS & RATE

- Three banner formats displayed simultaneously:
 - 1) Billboard (970 x 250 pixels)
 - 2) Half page ad (300 x 600 pixels)
 - 3) Medium rectangle (300 x 250 pixels)
- Up to five alternating motifs possible per banner
- Individual background color (please specify desired hex color code)
- CPM € 95
- Expect 15–30k impressions per day (depending on the website).
A concrete traffic forecast is provided as soon as the desired period has been determined.

TELL YOUR STORY!
Ideally use motifs that
present the advertising
message in sequence.

Statutory VAT will be added



WEBSEITE – ADVERTORIAL

The online advertorial on www.reisemobil-international.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.

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 remain permanently available on our website, are found by search engines and are thematically integrated into the menu navigation. The advertising format is NOT filtered out by ad blockers.

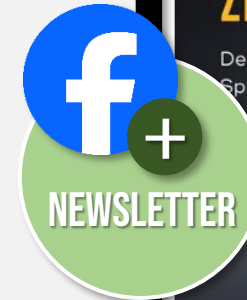
Additional reach

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.

TRAFFIC RATES & PRICES

Website	Page impressions Average/month 2024	Unique User Average/month 2024	Price per month Incl. design and approval link
www.reisemobil-international.de	350,000	118,000	€ 2,490
www.camping-cars-caravans.de	120,000	50,000	€ 1,990
www.campervans.de	310,000	75,000	€ 2,490
www.campervans.de/4x4-camper.de	50,000	25,000	€ 990
www.bordatlas.de	180,000	25,000	€ 690

Statutory VAT will be added



News & Termine > Der neue Arto – von NIESMANN+BISCHOFF

Der erste Liner auf Mercedes Sprinter

DER NEUE ARTO

ZIEL ERREICHT.

Der erste Liner auf Mercedes Sprinter Basis.

Anzeige

15.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter

Der neue Arto – Der erste Liner auf Mercedes Sprinter

Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

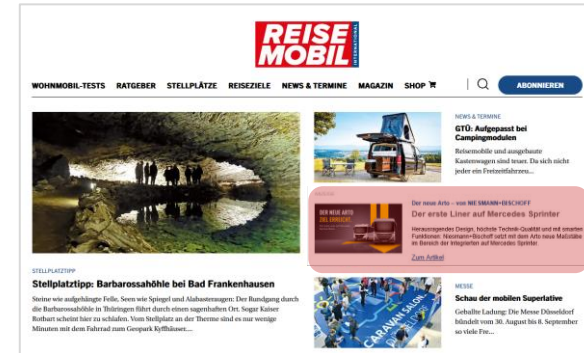
Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung als Fahrzeug der Liner-Klasse.

WEBSITE – ADVERTORIAL/REFRESH

The refresh offers you a cost-effective way to draw attention to your advertorial once again.

Your campaign is advertised again and reaches even more potential customers. The package includes refreshing the booked advertorial on www.reisemobil-international.de. Teasers in other newsletters can also be used to reach additional (secondary) target groups (see “reach extension” package).

TEASER ON THE HOMEPAGE



TEASER WITHIN THE NEWSLETTER



Bundle price
€ 990

For the one-time repetition of
the teaser on the website and
in the newsletter

We use your already existing advertorial presence on the website as a basis (sample image)



WEBSITE – ADVERTORIAL/REACH EXTENSION

The advertorial package already includes a teaser on the website, in the newsletter and on Facebook. Network the campaign with other channels and increase your reach.

Your campaign is advertised even more strongly for a low budget and you generate interest among other target groups for whom your offer is also suitable. This is ideal, for example, for vehicles for which several advertising channels are suitable, for accessories that are used across vehicles and for all tourist offers.

TEASER IN FURTHER CHANNELS

News

StädteTipp
Ratzburg: Mitten im Wasser
 Nur über drei Dämme ist Ratzburg zu erreichen. Wander- und Radwege führen um die gerade mal 30 Quadratkilometer große Inselstadt sowie um die Seen herum. Bade- und Rastplätze sind überall vorhanden. Einer davon ist der gemütliche Stellplatz der Stadt.
[Zum Artikel](#)

ANZEIGE

**DER NEUE ARTO
 ZIEL ERREICHT.**
 Der erste Liner auf Mercedes Sprinter

Der neue Arto – von NIESMANN+BISCHOFF
Der erste Liner auf Mercedes Sprinter
 Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.
[Zum Artikel](#)

Price/teaser

€ 490

For each additional booking in one of the channels

We use your already existing advertorial presence on the website as a basis (sample image)

REISE MOBIL

News & Termine > Der neue Arto – von NIESMANN+BISCHOFF

Der erste Liner auf Mercedes Sprinter

**DER NEUE ARTO
 ZIEL ERREICHT.**
 Der erste Liner auf Mercedes Sprinter Basis.

19.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter

Der neue Arto – Der erste Liner auf Mercedes Sprinter
 Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung als Fahrzeug der Liner-Klasse.

Newsletter	Subscribers	Target group
Reisemobil International	45,000	Motorhomes of all types
Camping, Cars & Caravans	25,000	Caravans
CamperVans	20,000	Campers/Vans
Traumziele für Camper	30,000	all vehicle categories
4x4-Camper	25,000	Offroad topics

Facebook post	Subscribers	Target group
Reisemobil International	20,000	Motorhomes of all types
Camping, Cars & Caravans	26,000	Caravans
CamperVans	25,000	Campers/Vans

Instagram story	Subscribers	Target group
CamperVans	22,000	Campers/Vans

Statutory VAT will be added

WEBSITE – 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 reisemobil-international.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.

Can be implemented with only a few documents

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 WEBSEIT & PRICES

Website	Impressions/homepage Average/month 2024	Price per month Incl. design and approval link
reisemobil-international.de	30,000	€ 1,490
camping-cars-caravans.de	10,000	€ 590
campervans.de	11,000	€ 890
campervans.de/4x4-camper	5,000	€ 490
bordatlas.de	10,000	€ 890



Bundle price
€1,790
for reisemobil-international.de
plus camping-cars-caravans.de
or campervans.de



Ahorn Camp A690 - Wohnqualität auf knapp 7 Metern

Die neue Alkovenversion des beliebten T690 bietet nicht nur einen abtrennbaren Schlafbereich im Heck, sondern schafft zwei weitere Schlafplätze im Alkoven. Seit 2022 ist das Modell verfügbar und schon kurz darauf zum Liebling der Ahorn Camp Fans gewählt worden.

Länge: 6,98 m, Sitzplätze: 4, Schlafplätze: 5

[Mehr erfahren](#)

NEWSLETTER

With the editorial newsletter, around 25,000 subscribers receive industry news and product information up to three times a month directly to their e-mail inbox.

Include your advertising message!

NEWSLETTER ADVERTORIALS

The best way to present new products is with a newsletter advertorial. Due to the editorial design, it is indistinguishable from editorial information at first glance despite the mandatory labeling with the word "advertisement" and is clicked on just as often. It is important that the headline and text immediately arouse interest. You supply the text and photo, we take care of the layout.

BANNER

Banners are particularly suitable for advertising raffles, events or sales promotions.

Price per advertising media and dispatch

€ 1,290

Statutory VAT will be added

Special offer
€ 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](#)

PERFORMANCE

Subscribers: 25,000

Opening rate: 0 20%

MAILING DATES

Month	Day
January	08./16./22.
February	05./13./19.
March	05./13./19.
April	16./24.
May	07./28.
June	04./18.
July	09./17.
August	06./20./28.
September	03./11./17.
October	01./29.
November	12./26.
December	10./18.

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.

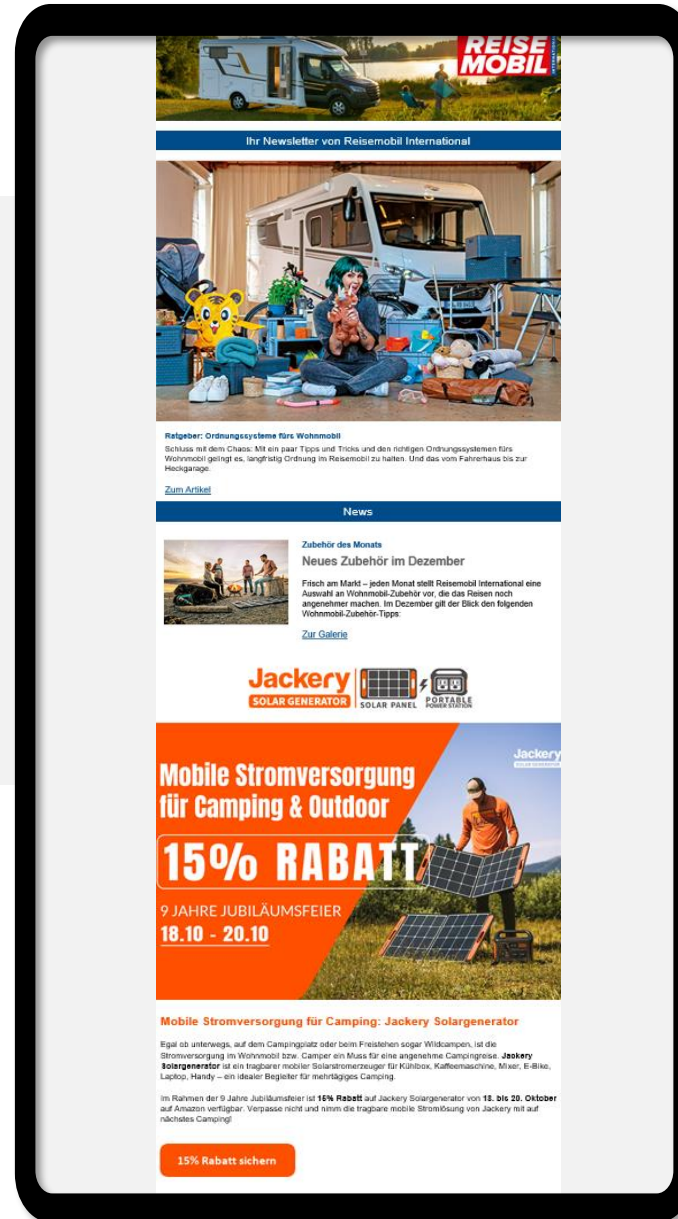
YOUR BENEFITS

- **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 wasted 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	45,000	Ø 22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 20%	€ 2,500
CamperVans	20,000	Ø 22%	€ 2,500
4x4 Camper	25,000	Ø 22%	€ 2,500
Traumziele für Camper	30,000	Ø 24%	€ 2,500

Statutory VAT will be added



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

- Many great prizes are hidden under the fields.
- Click on your field to open your presentation page. There you promote your innovation or your portfolio and ask the lucky question. To answer this question, the raffle participant must search for the answer on YOUR website. The user will only be entered into the prize draw if the answer is correct.
- 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

- Attention-grabbing presence with your logo
- Your own landing page within the lottery content area for extensive text and image promotion
- While searching for the answer to your lottery question, participants generate traffic on YOUR website.
- Additional advertising effect through our extensive accompanying marketing campaign in Reisemobil International, CamperVans and Camping, Cars & Caravans.

Price per field and lottery
€ 699



GALLERY ENTRY

High-quality camping accessories can make a significant contribution to an unforgettable trip and avoid some stressful experiences. The interest in accessories is correspondingly high and product tests and advice topics are among the most popular content on our websites.

Our accessories editorial team filters out the most interesting products from the multitude of trends and innovations and provides tips on purchasing, installation and use every month.

Present your accessory products in this highly relevant content area, where campers find inspiration and information for potential new purchases.

SCHEDULE

Booking deadline:	First working day of the month
Data delivery:	No later than the 7th of the month
Caravan-Salon-Gallery 25:	Booking for exhibitors until 18.08. Data delivery until 22.08.

Presentation of your product in the
ACCESSORY GALLERY OF THE MONTH:

- Image
- Short text (max. 1,000 characters)
- Link



The gallery is also advertised via newsletters and social media channels.

€ 490 Special offer

Prices do not include VAT for German customers

The screenshot shows a website page for 'REISE MOBIL INTERNATIONAL'. The navigation bar includes 'WOHNMOBIL-TESTS', 'RATGEBER', 'STELLPLÄTZE', 'REISEZIELE', 'NEWS & TERMINE', 'MAGAZIN', and 'SHOP'. A search icon and 'ABONNIEREN' button are also present. The main heading is 'Galerie: Induktions-Kochsets im Test'. The text below reads: 'Induktionskochfelder finden im Camper immer häufiger Verwendung – doch sie benötigen spezielle Töpfe. Reisemobil International hat fünf geeignete Kochsets getestet – diese finden Sie in der Bildergalerie. Den vollständigen Test mit allen Ergebnissen gibt es in Reisemobil International 7/2024.' Below this is a pagination control showing '1 2 ... 10' and 'Alle Galerien'. The main image shows a black induction cooktop with a lid and a frying pan. The caption below the image reads: 'Foto: Maren Siepmann' and '1 / 10'. The product name is 'Brunner: Pirate Spacemaster Mini'. The description states: 'Brunners Kochset Pirate Spacemaster Mini besteht aus zwei Töpfen und einer Pfanne sowie einem Deckel, der sowohl auf Pfanne als auch den größeren Topf passt. Neben Tragetasche und Topfschutz ist im Lieferumfang zudem ein abnehmbarer Griff enthalten, der sich an beiden Töpfen und der Pfanne befestigen lässt. Einerseits praktisch, andererseits muss der Koch den Griff mehrmals „umbauen“, wenn er mehrere Töpfe oder Pfannen gleichzeitig in Betrieb hat. Ein weiterer Pluspunkt des Brunner-Sets: Die Griffe der Glasdeckel mit Silikonrand sind bereits vormontiert – hier muss der Camper nicht mehr zum Schraubenzieher greifen.'

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 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

Reisemobil International
Camping, Cars & Caravans
CamperVans

Fixed price for simultaneous booking of an advertisement in the same magazine and issue (min. 1/2 page)

€ 2,900 + media cost for advert
€ 2,900 + media cost for advert
€ 2,900 + media cost for advert

Fixed price for booking without simultaneous ad placement

€ 7,700
€ 7,300
€ 5,500

Statutory VAT will be added



+



Example

Large teaser for your discount offer directly on the front page
Design can be customized according to your wishes.

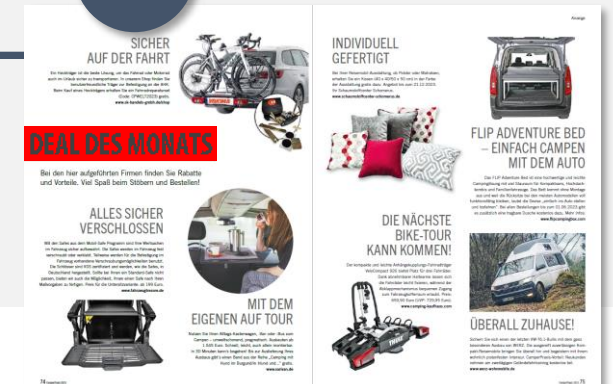
Extensive digital campaign to promote the deal

- ✓ Facebook
- ✓ Instagram
- ✓ Newsletter
- ✓ Website

+

Double-page spread in the magazine

With a detailed presentation of the deal and the benefits



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: PSOcoated_v3_eci.icc
- Content: PSO_LWC_improved

Please request our detailed instructions for the necessary Acrobat Distiller settings! If you deliver open data (source files) in the software standards listed below, this will cause additional work and extra costs. Please send files with all fonts and correctly placed links!

Data storage mediums: CD-ROM (Apple MacOS lesbar), DVD (Apple Macintosh lesbar)

Data transfer per ftp: On request, you can receive the exact access information for our ftp server.

Compression: Aladdin DropStuff, WinZip, SmartZip

E-mail: druckunterlagen@doldemedien.de

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

- Adobe Illustrator up to 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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[General terms & conditions](#)

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