

CAMPERCOACH

MEDIA KIT 2024

DoldeMedien
VERLAG GMBH



THE MAGAZINE

CONTENT

CamperCoach helps beginners find their way around the leisure vehicle market by offering basic information about different types of vehicles and renting. Experienced campers, though, too will find valuable practical advice. Especially older vehicles often need some optimisation: more modern technical components, improved safety, aesthetic upgrades to the interior, sleeping comfort etc. CamperCoach shows the options and the matching products.

TARGET GROUP

CamperCoach is for everyone who is interested in travelling with a mobile home.

Whether (still) renting, beginning or experienced camper, singles, couples or families, working professionals or pensioners: CamperCoach offers a wide range of information and covers a large variety of issues that need to be addressed.

SCHEDULE

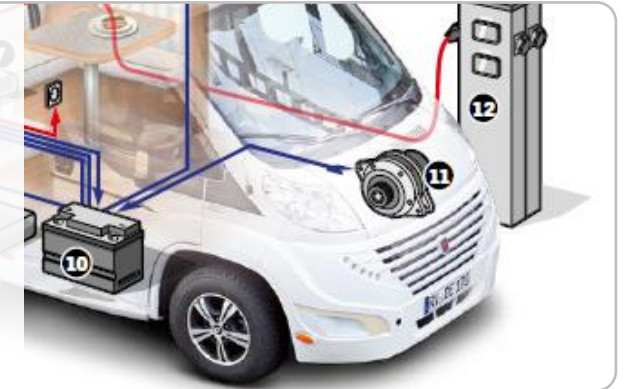
publication date
issue 2025
14.03.2024

closing date ads/
printing material
20.02.2024



TECHNIC

- type guide
- advice for installation and refitting
- heating/cooling
- water, electricity & gas
- sanitation, electric appliances
- accessories
- and much more



ADVICE FOR BUYERS

- buying new
- buying used
- renting
- checklists
- market overviews



PRACTICE TIPS & SERVICE



- advice
- camping etiquette
- help in case of break-down
- insurance
- saving tips
- keeping tidy
- organisation
- advice for travelling
- glossary

CIRCULATION

CamperCoach is distributed both in print and digitally. Reach gained through our digital channels is a fixed part of our distribution concept.

This way you reach your target group through their preferred medium with consideration for different reading habits.

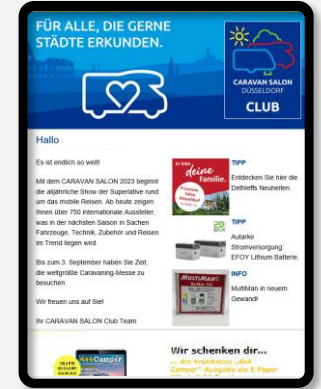
printed circulation 10,000 copies
 e-paper 30,000 sold copies
 newsletter to 75,000 recipients of the Caravan Salon Club Newsletter

additional downloads info on extensive marketing measures

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.



30,000 sold e-paper copies on Readly and United Kiosk plus digital subscribers of Reisemobil International, Camping, Cars & Caravans and CamperVans



distribution of the digital issue to 75,000 recipients of the Caravan Salon Club Newsletter



10,000 copies print circulation sales through kiosk and through our online shop



additional circulation available as download through a wide range of marketing measures in social Media and our digital channels

IMAGE ADS

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
		black & white	spot colour*	4c	width x height (mm)	width x height (mm)
2/1	inner part	€ 5,190	€ 6,230	€ 8,310	424 x 270	450 x 300
1/1	inner part	€ 2,595	€ 3,115	€ 4,155	197 x 270	225 x 300
3/4	vertical	€ 1,950	€ 2,340	€ 3,120	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	€ 1,300	€ 1,560	€ 2,080	96 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/3	vertical	€ 870	€ 1,040	€ 1,390	58 x 270	71 x 300
	lateral				197 x 77	225 x 98
1/4	1 column	€ 655	€ 785	€ 1,040	45 x 270	58 x 300
	2 columns				96 x 133	-
	4 columns				197 x 64	-
1/8	1 column	€ 330	€ 395	€ 520	45 x 133	-
	2 columns				96 x 64	-
	4 columns				197 x 31	-
cover pages						
1/1	2nd	-	-	€ 4,570	-	225 x 300
1/1	4th	-	-	€ 4,770	-	225 x 300

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

[technical information](#)

statutory VAT will be added

DISCOUNTS

The highest discounts of current 2024 advertising in the periodicals **Reisemobil International**, **CamperVans** or **Camping, Cars & Caravans** will be transferred to the special editions.

SPECIALS 2024

- CamperCoach: 14.03.
- Traumziele für Camper: 21.03./26.09./20.12. (Kids-Special)
- Bordatlas-Special Winzeratlas: 28.03.
- Bordatlas-Special Bier: 12.04.
- Bordatlas-Special Thermen und Wellness: 12.05.
- 4x4 Camper: 16.05.
- Kaufberater Reisemobile & Campervans: 02.10.
- Bordatlas 2025: 21.11.

PAYMENTS TERMS

For payments made within 7 days of the invoice date, a 2% cash discount is granted. Payments within 14 days, net without deductions. A cash discount of 3% is given for direct debit payments.

banking details

Volksbank am Württemberg eG
 IBAN DE 2060 0603 9600 1891 9006
 BIC GENODES1UTV

BUSINESS ADS

colour	price per millimeter height
black & white	€ 2.90
spot colour	€ 3.40
four-coloured	€ 4.60
sizes	
single column width	43 mm
double columns width	90 mm
height variable	min. 10 mm

DISCOUNT

The highest discounts from the current 2024 advertising in the periodicals *Reisemobil International*, *CamperVans* or *Camping, Cars & Caravans* will be transferred to the special editions.



PLZ 00000

Hobby - was Liebe auf Freizeithobby
Ihr Vertragspartner in 61115 Schindlar
Caravancenter Spitzler GmbH
Neustadtstr. 2 - 61115 Schindlar, Sachsen
Tel. 03 76 00 25 04 - Fax 36 22



COWIN
Camping
Cowman - Ihr Polster Spezialist
Wasserfeste Schlafunterlagen
und Matratzen für Campingbusse.
Alles preiswert direkt
vom Hersteller.
Tel. 0 35 61 / 54 65 0 - info@cowin.de
www.cowin.de
Besuchen Sie uns auch online
www.shop.doldemedien.de

PLZ 20000

Abhilfe statt Ärger
WOMO
NEU: Check von Gebrauchtfahrzeugen
Auch in Zusammenarbeit mit ADAC und GDF
www.womocheck.de

TERGUS
Matratzen
nach Maß!
27419 SITTENSEN
www.mobilbetten.de

SOLARA
Über 25 Jahre
Qualität
Made in Germany
KONIG KUNDE
1. PLATZ
www.solara.de

AAC Reisemobile
Camping und Freizeit
OnlineShop - Ausbau
Fahrzeugmöbel aller Art
Hotline 04 1 91 80 21 280
www.aac-reisemobile.de

Frank
Verkauf / Vermietung / Werkstat / Zubehör
www.frank-reisemobile.de

PLZ 30000

FreizeitMobile
VON DER CAMPER CARE
www.freizzeitmobile-saxonia.de
Helmholtz 1/809 - Tel. 0 44 22 / 5 04 67 0

Traum-Camper
Verkauf
Vermietung
Reparatur
www.trraum-camper.com
31154 Saldern Tel.: 0 52 57 74 64 00

ZIESENER
First Class Reisemobile GmbH
Die Sachen Morelo
mit der größten
Ausstellung!
31008 Hagen - Tel.: 0 50 63 / 9 21 96
info@ziezener.de www.ziezener-reisemobile.de

rearenobile von tradia
www.rearenobile.de
Rheinstraße 101
45478 Mülheim an der Ruhr
Tel.: +49 (0) 208 880 268 - 0
info@caravan-schraub.de
www.caravan-schraub.de

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

PLZ 40000

FLUCHT FAHRZEUG
www.flucht-fahrzeug.com

Wohnmobil-abc.de
Europäischer
KOSTENLOSER
Online-Ratgeber
+ unabhängig
+ aus der Praxis
+ für Einsteiger
www.wohnmobil-abc.de

Forster
LMC
Ihr Vertragshändler
in Ostwestfalen
Daimlerstr. 7-9, 32130 Enger
Tel. 0 52 24 / 97 67 96

acsmobil.de
www.acsmobil.de
45478 Mülheim an der Ruhr
Tel.: +49 (0) 208 880 268 - 0
info@caravan-schraub.de
www.caravan-schraub.de

Quickin - Outlook
www.quickin-out.de

PLZ 40000

FLUCHT FAHRZEUG
www.flucht-fahrzeug.com

Wohnmobil-abc.de
Europäischer
KOSTENLOSER
Online-Ratgeber
+ unabhängig
+ aus der Praxis
+ für Einsteiger
www.wohnmobil-abc.de

34
CAMPING CENTER
Verkauf
Vermietung
Werkstatt
Zubehöreshop
Stellplatz
www.34-camping.de

acsmobil.de
www.acsmobil.de
45478 Mülheim an der Ruhr
Tel.: +49 (0) 208 880 268 - 0
info@caravan-schraub.de
www.caravan-schraub.de

FOSSIL GROUP CHAUSSON
www.fossil-group.com

PANAMA
www.panama-camping.de
44534 Lünen - Tel. 0 23 06 / 5 04 11

CARAVAN SERVICE
www.caravan-service.de

PLZ 50000

**WIR STILLEN FERNWEH
FAHREN SIE EINFACH LOS**
www.einer-caravans.de

Heiro
Riesige Auswahl
an Möbelstoffen
kostenloser
Musterversand
www.polsterebedarf-online.de

acsmobil.de
www.acsmobil.de
45478 Mülheim an der Ruhr
Tel.: +49 (0) 208 880 268 - 0
info@caravan-schraub.de
www.caravan-schraub.de

**Der Rundumservice
für Ihre Reise**
www.brumburg-reisemobile.de

SOG
Technik direkt Online!
www.sog.de

www.hymer-koeln.de
Tel. 0 22 36 / 37 85 - 0

Koller
Caravan - Service
www.koller-caravan-service.de

PLZ 60000

**Alles für Reisemobile,
Camping & Caravans**
Zubehör-Profis anfordern
www.reimo.com • Fax 06103-42064

SpaceCamper
PKW, Transporter und
Wohnmobil in einem!
www.spacecamper.de • 06151-4273650

**Wohnmobile
United**
www.wohnmobil-united.de

**CAMPING
VOEPEL**
Rhein-Main-Gebiet
Knaus-Premium-Händler
Weinsberg Profi-Partner
Tel.: 0 61 34 / 21 06 116
www.camping-voepel.de
KNAUS WEINBERG

KANTOP
Wohnmobil Isolierungen
www.kantop-isomatten.de

www.hymer-koeln.de
Tel. 0 22 36 / 37 85 - 0

PLZ 70000
www.leibhammer.com

SCHMIDTMEIER
www.es-schmidtmeier.de

WINKLER
www.winkler-camping.de

SINGHOF
www.singhof.de

Wohnmobile Eder GmbH
www.womo-eder.de

KANTOP
Wohnmobil Isolierungen
www.kantop-isomatten.de

KANTOP
Wohnmobil Isolierungen
www.kantop-isomatten.de

www.hymer-koeln.de
Tel. 0 22 36 / 37 85 - 0

statutory VAT will be added

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 222 x 300 mm (B x H)
 folding page max. 212 x 300 mm (B x H)
 folding page min. 112 x 300 mm (B x H)
each plus trimming

€ 12,880

statutory VAT will be added

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

TRAUMLIEBE 3 für Camper

43 Camps zum Wohlfühlen im Überblick

DÄNEMARK
 1 Insel Men, Camp Mens Klint

DEUTSCHLAND
 2 • Camping- und Ferienpark Wulfener Hals, Fehmarn
 3 • Camping am Freesenbruch, Zingst
 4 • Camping- und Ferienpark Havelberge, Uckermark
 5 Süddee-Camp, Wietzendorf, Lüneburger Heide
 6 Camping Pfäfershof, Bad Urach, Schwäbische Alb
 7 Alpen-Caravanpark Tannsee, Kall-Kröll
 8 • Camping Resort Alpengärten, Berchtesgaden
 9 • Kur-Gutshof-Camping Arnsdorf, Bad Binz
 10 • Vital Camp Bayerbach, Bayerbach

ÖSTERREICH
 11 SeeCamping Wimser, Mauterbach, Achensee
 12 Alpen Caravan Park Achensee, Achensee
 13 Karwendel Camping & Achensee Höfendörf, Mauterbach, Achensee
 14 • Camping Seefeld Toni, Kramsach, Alpbachtal
 15 Camping Seehof, Kramsach, Alpbachtal
 16 • Seen Camping Stadlerhof, Kramsach, Alpbachtal
 17 • Eurocamp Wilder Kaiser, Kössen, Kaiserwinde
 18 Camping Seefeld, Walschsee, Kaiserwinde
 19 Ferienpark Terrassen-Camping Südtirol, Walschsee, Kaiserwinde
 20 • Camping Schlossberg Itten, Hohe Salve
 21 Camping Ratterhof Hofgarten, Hohe Salve
 22 Ferienparadies Natzersee, Natters bei Innsbruck
 23 Camping Kranzbitterhof, Innsbruck
 24 • Sonnenplateau Camping Gerberdörf, Wildermieming

TIROL
 25 • Camping Auenfeld, Achau, Zillertal
 26 • Naturlich Hall, Fügen, Zillertal
 27 • Campingsdorf Hofer, Zell am Ziller, Zillertal
 28 Camping Hochzellertal, Kalfenbach, Zillertal
 29 Camping Mayrhofer, Mayrhofer, Zillertal
 30 Camping Ötztal, Längenfeld, Ötztal

KÄRNTEN
 31 • SeeCamping Berghof, Villach, Ossiacher See
 32 Camping Bad Ossiacher See, Annenheim, Ossiacher See

STIERMARK
 33 Thermaland Camping Fürstenfeld, Thermen- und Vulkanland
 34 Camping Jenneisdorf, Thermen- und Vulkanland

SCHWEIZ
 41 • Wellness-Campingplatz
 42 Campofelice Camping Village, Tenero, Tessin

ITALIEN
 43 • Caravanpark Sacten, Hochpustertal, Südtirol

Alles Unikate
 Alles Unikate...
 Daniel Schlicke
 Co-Editor

INSERTS

LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
10 to 20 grams	€ 71
21 to 30 grams	€ 79
additional to each further gram	€ 0.80

maximum size 215 x 290 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 215 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.

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:

Silberdruck GmbH & Co. KG
Herrn Thorsten Siemon
Otto-Hahn-Str. 25
34253 Lohfelden

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

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: PS0coated_v3_eci.icc
- content: PS0coated_v3_eci.icc

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 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: 215 mm (width) x 300 mm (height)

CONTACTS

DoldeMedien VERLAG GMBH

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anzeigen@doldemedien.de
vermarktung.doldemedien.de

[general terms & conditions](#)

HEAD OF SALES



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Sabine Dittrich
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DATA MANAGEMENT



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digital: onlinedaten@doldemedien.de