

CAMPERDOGS

MEDIA KIT 2025

DoldeMedien
VERLAG GMBH



THE CONCEPT



28-32 PAGE
INSERT
6 TIMES/YEAR



Camping lovers who own dogs, or dog lovers who have tried camping to please their four-legged friend and are staying on board: an interesting target group in any case, and with special interests and needs!

We are pooling our expertise and bringing our popular magazines together as a unique platform for your marketing presence!

MOTORHOMES



CARAVANS

As of now, CamperDogs will appear as an insert in the magazines (print + digital). Further, the magazines DER HUND, Reisemobil International, CamperVans and Camping, Cars & Caravans offer additional high coverage of the target group of dog owners and camping lovers through their digital channels.

CAMPERVANS



DOGS



the digital channels
of the magazines
www.camperdogs.eu

THE REACH OF EACH ISSUE



Ø 15.000 PRINT SUBSCRIBERS

Subscribers of CamperDogs, DER HUND, Reisemobil International, CamperVans and Camping, Cars & Caravans

Ø 29.000 DIGITAL PAPER BUYERS

CamperDogs, DER HUND, DER HUND Club, Reisemobil International, CamperVans, Camping, Cars & Caravans

> 120.000 FACEBOOK FOLLOWER

CamperDogs, DER HUND, Reisemobil International, CamperVans, Camping, Cars & Caravans

Ø 129.000 NEWSLETTER RECIPIENTS

DER HUND, DER HUND Club, Reisemobil International, CamperVans, Camping, Cars & Caravans

Each issue of CamperDogs is integrated into the carrier media as a printed insert as well as a digital series of editorial articles.

The digital version of the insert will also be distributed through newsletters and the magazines' Facebook channels.

TARGET GROUP



CAMPING LOVERS WHO OWN DOGS

People who enjoy travelling and own recreational vehicles, for example motor homes, camping vans, trailers etc. and who are also dog owners.

DOG OWNERS GETTING INTO CAMPING

The increasing variety of experiences on offer leads many dog owners to discover camping trips as a new, uncomplicated form of vacation. This way, their four-legged family member can always be with them and the needs of all those involved are met.

BOTH TARGET GROUPS HAVE COMMON INTERESTS:

- The needs of the dog while travelling/camping
- Interest in travelling, outdoor activities, sports, nature and hiking with dogs
- Interest in accessories, equipment, aspects of travel with regard to dogs and camping

EDITORIAL TOPICS

All issues surrounding dogs, camping, recreation and travel.
Presentation of dog-friendly camping sites, travel destinations,
recreational vehicles and equipment.

TRAVELLING WITH DOGS

Tips and trends for the travelling dog

TRAVEL DESTINATIONS

Presentation of especially dog-friendly camping sites,
travel routes, parking information, in-depth reports

NEWS & TRENDS

Camping novelties for humans & dogs

HEALTH & TRAINING

Practical information and travelling tips

The listed categories will appear regularly, in different combinations from issue to issue.



SCHEDULE

Publication month	CamperDogs issue	Closing date ads print	Closing date ads e-paper
February	01/25	22.01.2025	10.02.2025
April	02/25	19.02.2025	07.03.2025
June	03/25	23.04.2025	09.05.2025
August	04/25	16.07.2025	04.08.2025
October	05/25	20.08.2025	10.09.2025
December	06/25	22.10.2025	10.11.2025



CamperDogs is published in the respective print and e-paper issues and in the newsletters of:

- Reisemobil International
- Camping, Cars & Caravans
- CamperVans
- DER HUND



In addition, the opportunity to download the digital paper via the magazines' Facebook channels

IMAGE ADS

SIZES		PRICES	TYPE AREA (No trim)	BLEED ADS (+5 mm trimming on each side)
			Width x Height (mm)	Width x Height (mm)
1/1	2nd cover page	€ 4,000	Only bleed ads	195 x 270
1/1	4th cover page	€ 4,000	Only bleed ads	195 x 270
1/1		€ 3,800	157 x 230	195 x 270
1/2	Vertical	€ 1,900	76 x 230	101 x 270
	Landscape		157 x 112	195 x 127
1/3	Vertical	€ 1,270	Only bleed ads	74 x 270
	Landscape		157 x 74	195 x 89
1/4	1 column	€ 950	Only bleed ads	60 x 270
	2 columns		76 x 112	101 x 127
	4 columns		157 x 54	195 x 69
1/8	2 columns	€ 475	76 x 54	Only type area ads

Print format of the insert: 195 x 270 mm
Statutory VAT will be added

Image ads appear throughout the complete issue (print insert and all digital editions; about 45,000 issues)

DISCOUNTS

Discount scale for designed advertisements if purchased within the discount year (12 months from publication of the first advertisement):

- 2+ ads 5%
- 4+ ads 10%
- 6+ ads 15%

Combination discount

Combination discounts for booking **Reisemobil International, Camping, Cars & Caravans, CamperVans** or **DER HUND** at the same time on request.

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

ADVERTORIALS (E-PAPER)

SIZES	BASIC PRICES*	AD SIZES (+5 mm trim all around)	NUMBER OF CHARACTERS** Including blanks	PICTURES* Min. 300 dpi
2/1 page	€ 4,900	390 x 270 mm (width x height)	4,000	Max. 8
1/1 page	€ 2,900	195 x 270 mm (width x height)	2,000	Max. 5
1/2 page, landscape	€ 1,450	195 x 127 mm (width x height)	1,200	Max. 3

You send us text and pictures, we create your advertorial without extra costs.

Advertorials are convincing due to their **large information content** and added value to the reader. They present **visually as an article by an editor** and integrate smoothly into the flow of reading.

Natur, soweit die Schnauze reicht...

Die Mecklenburgische Seenplatte ist nicht ohne Grund bei vertiebt Gästen beliebt und schon längst kein Geheimtipp mehr, denn wer gerne in der Natur unterwegs ist, der wird hier ganz sicher seine Urlaubstage erleben. Der Camping- und Ferienpark Havelberge am Woblitzsee bietet für Hundebesitzer ein einzigartiges Naturerlebnis. Den Wald im Rücken, vor sich die weite Seen- & Badeslandschaft. So soll Urlaub sein. Dabei verfügt der Platz über einen extra für Hunde ausgewiesenen Badestrich mit abschließender Besuch in der Hundehäuschen. Der anschließende Besuch in der Hundehäuschen macht den vierbeinigen Liebling wieder fit fürs Walmobil.

Obendrein kommt zwei Mal die Woche ein Hundetrainer, der mit Fräulein oder Herrchen den Hund spielerisch „Benimm“ und beibringt. Für die Gäste des Camping- und Ferienparks Havelberge ist die Hundeschule natürlich kostenfrei.

Am besten lässt sich der Abend dann im platz-eigenen Restaurant mit Blick auf den Woblitzsee ausklingen. Hunde sind auch hier herzlich willkommen!

Camping & Ferienpark Havelberge
An den Havelbergen · 17237 Uster / OT Groß Quassow · T: 03981/24790
M: info@havelberge.de | www.havelberge.de

DEUTSCHLAND BAYERSCHER WALD

Der gemütliche Campingplatz ist vielfach als bestes und wasserreichstes in Bayern und wurde mehrfach als bester Campingplatz in Bayern ausgezeichnet.

Ort mit den Besten trainieren

Wenn man direkt vor Ort mit einer geprüften und zertifizierten Trainerin oder einem ebensolchen Trainer arbeiten will, aber niemanden kennt? Ganz einfach: passende Hundeschule online suchen. Das größte unabhängige Such- und Leistungsportal für Hundeschulen und Hundetrainer:innen unterstützt Sie dabei!

Redaktion: SUSANNE C. STIEGLER

HUNDEGLÜCK

KNIAUS CAMPINGWAGN VIECHTACH

Der Vier-Sterne-Campingpark liegt am Fuße des „Großen Pfahls“ und bietet schneesicheren Winterspaß für die ganze Familie samt ihren abenteuerlustigen Fellnasen.

CAMPING-INFO
KNIAUS Campingpark Viechtach e.V.
Waldweg 22, 92524 Viechtach, Tel.: 0940-9402705, www.knias-camping.de

Advertorials appear exclusively in the e-paper (about 30,000 copies per issue)

PRODUCT PRESENTATION
Offer your customers advice and helpful information and convince them with practical tips.

VACATIONS FOR HUMANS & DOGS ALIKE
Use the visually appealing editorial layout to show the advantages and the atmosphere of wellness which campers and their four-legged companions can expect of you.

Statutory VAT will be added

Advertorials are marked with the word **Anzeige**.

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