

# CAMPERDOGS

## MEDIA KIT 2026

DoldeMedien  
VERLAG GMBH

Picture: Shutterstock



# THE CONCEPT



24-32 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

## CAMPERVANS



## DOGS

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



the digital channels  
of the magazines

[www.camperdogs.eu](http://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

CAMPER Dogs



## 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

CAMPER Dogs

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

CAMPERDogs

Publication month	CamperDogs issue	Closing date ads print	Closing date ads e-paper
February	01/26	14.01.26	16.02.26
April	02/26	25.02.26	30.03.26
June	03/26	16.04.26	21.05.26
August	04/26	08.07.26	10.08.26
October	05/26	03.09.26	05.10.26
December	06/26	29.10.26	30.11.26



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	Ads type area (no trimming)	Bleed ads (+5 mm trimming all around)
page fractions		4-colour	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	inner part	€ 3,800	157 x 230	195 x 270
1/2	vertical	€ 1,900	76 x 230	101 x 270
	lateral		157 x 112	195 x 127
1/3	vertical	€ 1,270	only bleed ads	74 x 270
	lateral		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

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

statutory VAT will be added

## 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 trimming all around)	Number of characters** including blanks	Pictures* min. 300 dpi
2/1 page	€ 1,600	390 x 270 mm (width x height)	4,000	max. 8
1/1 page	€ 850	195 x 270 mm (width x height)	2,000	max. 5

## TRAUMZIELE *für Camper*

Digital extension: For just € 850, we include your advertorial content also in the Traumziele für Camper newsletter

\* including two correction loops \*\* provided by customer



**DEUTSCHLAND BAYERISCHER WALD**

**HUNDEGLÜCK**

**KNAUS CAMPINGPARK VIECHTAU**

**CAMPING-INFO**

**ANZEIGE**

**Ort mit den Besten trainieren**

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

REDAKTION: SUSANNE C. STEIGER

Ob Sie einen Tipp von Bekannten bekommen haben, einen Ratgeber sind Sie herzlich willkommen. Die Suche nach passenden Hundetrainingseinheiten wird mit neu gehackten Altbewährten Sachen (fast) Kinder spielt! Neben der Suche per Adresse, Post-Namen der Hundeschule oder Trainer in finden Sie per Umkreissuche alle nächstgelegenen Angebote [www.diehundeschulen.de](http://www.diehundeschulen.de)

Der Region verfügbar!

Um sortiert bekommen Sie den Überblick, wo sie mit einem Leinwand einen Hundeklub finden. Haben Sie ein gefundenes? Prima, dann können Sie auf der jeweiligen Seite auch gleich sehen, was andere zu den Ergebnissen sagen. So verschaffen Sie sich schon

vorab einen Eindruck und haben gehobenen Kurs, Trainingsgruppe? haben Sie auch gleich die M- men - viel einfacher geht's nicht!

Alles, was Hund lebt Sie wissen noch gar zu schlecht alles machen? hundeschulen. Alle jeweiligen Unterreden kann man direkt in Zudem sind uns neben der integrierten Kontaktmöglichkeit eine kleine Anzahl auch per E-Mail oder direkt bei uns unter [www.diehundeschulen.de](http://www.diehundeschulen.de) oder unter [www.diehundeschulen.de](http://www.diehundeschulen.de) einemeldung freie und herzliche Beratung erhalten.

statutory VAT will be added



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.

## 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.

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

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

# CONTACTS

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[General terms & conditions](#)

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