

CAMPERPRAXIS

MEDIA KIT 2023

DoldeMedien
VERLAG GMBH



Camper PRAXIS PROFILE



CONTENT

Motor home? Camper van?
Or do you prefer a caravan?
The **CamperCoach** helps
you in your unique search
for the right leisure vehicle
and supplies clearly
structured basic
information for all sectors.

technology and type guide: overview, figures, basic &
traction vehicles, fittings & finishing, accessory advisor
practical tips: breakdown advisor, camper etiquette,
information on buying new or second-hand, renting,
sharing, financing and insurance
market overview: manufacturers and models –
mobile homes, caravans, camper vans

FACTS

target group	beginners and those getting back to caravanning
founded	2020
printed circulation	25,000 copies
publication schedule	annual
price per copy	€ 9.90
format (width x height)	225 x 300 mm

SCHEDULE

publication date issue 2024	20.04.2023
closing date ads/printing material	10.03.2023

URLAUBSREISE Wer ist wer?

CAMPERTYPEN

Die Freude am Camping verbindet Jung und Alt. Was variiert, sind Anforderungen und Vorlieben von Familien und Paaren. Drei Camper, drei Antworten:

Die Familie

...muss viele Bedürfnisse unter einen Hut bringen. Erholungssuchende Eltern versus abenteuerorientierte Kids. Und sie möchte möglichst wenig Zeit auf der Straße verbringen. „Sind wir schon da?“ Wer kennt sie nicht, den Ausdruck der Ungeduld des mitfahrenden Nachwuchses auf langen Urlaubsfahrten. Auf dem Campingplatz ankommen und abschalten lautet daher die Devise. Hier gibt es Unterhaltung, Aktivitäten und die notwendige Infrastruktur. Freiheit und trotzdem alles dabei für einen längeren Aufenthalt auf einem Campingplatz – um allen Ansprüchen gerecht zu werden, entscheidet sich die vierköpfige Familie für den Kauf eines Wohnwagens. Sie sind preislich erschwinglich und bieten große Flexibilität.

Das komfortorientierte Paar

...möchte auch unterwegs im rollenden Zuhause auf einen gewissen Standard nicht verzichten. Von E-Bikes und Angelrouten, über Grill und Liegestühle bis zur umfangreichen Garderobe – alles soll mit, um den Urlaub so komfortabel wie möglich zu gestalten. Der Anspruch ist, uneingeschränkt den Urlaub zu genießen. Heute hier, morgen dort. Für die gewünschte Autarkie sind Bad, Toilette und Küche Pflicht. Das Paar ist aber auch dem Komfort eines Campingplatzes nicht abgeneigt. Diese Unabhängigkeit in der Urlaubsplanung lässt das Paar entspannt dem Tipp entgegenblicken. Das Paar wählt den Kauf eines gebrauchten Reisemobils.

Das pragmatische Paar

...braucht unterwegs nicht viel. Den Minimalisten unter den Campern genügen ein Schlafplatz und die Möglichkeit, mal ein schneller Omelet-Gericht in der kleinen Büchle zuzubereiten. Für alles andere findet sich ein Weg. Das Paar verbringt wenig Zeit im Fahrzeug, sondern vermehrt bei sportlichen Aktivitäten im Freien oder beim Sightseeing. Der begrenzte Platz wird daher nicht als Manko, sondern als pure Flexibilität – auch im Alltag – wahrgenommen. Das Gepäck ist schnell verstaut. Nächster Halt: irgendwo. Dem Ziel sind kaum Grenzen gesetzt. Gaskocher, Klappstuhl – die Liste des benötigten Zubehörs hält sich in Grenzen. Unser Paar will diese Freiheit erleben und mietet sich einen Campingbus.

SIZES & PRICES

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		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; statutory VAT will be added

[technical information](#)

DISCOUNTS

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

special editions 2023:

- Traumziele für Camper: 20.03./25.09.
- CamperPraxis: 20.04.
- Bordatlas Special Winzeratlas: 29.03.
- Kaufberater Reisemobile & Campervans: 21.08.
- Bordatlas 2024: 23.11.

PAYMENT 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

Camper PRAXIS MARKET

BUSINESS ADS

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

DISCOUNTS

The current discounts of advertising in the periodicals Reisemobil International, CamperVans or Camping, Cars & Caravans will be transferred to CamperCoach.

statutory VAT will be added

Anzeigen

PLZ 00000

www.biberbox.de
Campingmodule

PLZ 10000

CARBOTEC
Nur am 10. August zu sehen
CARBOTEC GmbH
Karl-Liebknecht-Str. 177
16711 Königs Wusterhausen
www.carbotec.de
Dietrich Wulke, 03306 12 12 12

PLZ 20000

World of Yachticon
Yachticon
www.yachticon.de

PLZ 30000

reismobile von brodau
www.brodau.de
34246 Vellmar (Kassel) Tel. 0561 189 07 90 90
Automobile zum Leihen

PLZ 40000

FLUCHT FAHRZEUG
www.fluchtfahrzeug.com

PLZ 50000

REISEMOBILE BRUMBERG
Hartmut Wulke, 03306 12 12 12
www.brumberg-reismobile.de

PLZ 60000

Raule
Raule
www.raule.de

PLZ 70000

RAULE
Raule
www.raule.de

PLZ 80000

RAULE
Raule
www.raule.de

PLZ 90000

RAULE
Raule
www.raule.de

PLZ 30000

reismobile von brodau
www.brodau.de
34246 Vellmar (Kassel) Tel. 0561 189 07 90 90
Automobile zum Leihen

PLZ 40000

FLUCHT FAHRZEUG
www.fluchtfahrzeug.com

PLZ 50000

REISEMOBILE BRUMBERG
Hartmut Wulke, 03306 12 12 12
www.brumberg-reismobile.de

PLZ 60000

Raule
Raule
www.raule.de

PLZ 70000

RAULE
Raule
www.raule.de

PLZ 80000

RAULE
Raule
www.raule.de

PLZ 90000

RAULE
Raule
www.raule.de

Camper PRAXIS 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 positioned on the 2nd cover page
2 3 + 2 folding pages

SIZES

2nd cover page	222 x 300 mm width x height
folding page max.	212 x 300 mm width x height
folding page min.	112 x 300 mm width x height

each plus trimming



€ 12,880 basic price*

**(discountable) additional technical costs folding page: € 57/1,000 (subject to change), no discounts, agency commission is granted, statutory VAT will be added*

LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
11 to 20 gram	€ 71
21 to 30 gram	€ 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-in supplements are printed matter firmly integrated in the magazine.

up to 10 gram	€ 79
11 to 20 gram	€ 89
21 to 30 gram	€ 100
additional to each further gram	€ 1

Delivery folded and untrimmed.

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 isn't possible.

postcard	€ 40
booklet up to 10 gram	€ 56
booklet 11-20 gram	€ 61
booklet 21-30 gram	€ 66
additional to each further gram	€ 0.60



All prices apply for machine-processable texts, per started thousand words, plus VAT. 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:

Vogel Druck und Medienservice GmbH, Warenannahme, Herr Brenner, 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](#).

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: PSO_LWC_Standard
- 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 CC2021
- adobe InDesign up to CC2021
- adobe Photoshop up to CC2021

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

CONTACTS

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[general terms & conditions](#)

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