

CamperVans

MEDIA KIT 2023

DoldeMedien
VERLAG GMBH



Camper Vans PROFILE



The magazine for vans and recreational vehicles
Germany's first magazine to be published every two months specially for recreational vehicles and vans explores everything related to van life to all van-lovers.

Proficient technical knowledge, easy to understand and comprehensive: CamperVans provides information on accessory innovations, road trips and the van life scene. The CamperVan tests are used as the basis for helpful decision-making guides for purchasing. Extensive market overviews give readers much-needed perspective, and practical service information, reports and company portraits cover the entire spectrum of topics.

FACTS

target group	owners and fans of vans and recreational vehicles
founded	2014
printed circulation	41,500 copies
publication schedule	6 times a year
price per copy	€ 7,70
format (width x height)	225 x 300 mm

TEST Hymer Free 540 Backrack+



Text und Fotos von Daniel Schilde

DER MOBIL-MACHER

Der Free stellt den sportlich-günstigen Einstieg in die Welt der Campervans von Hymer dar. Mit dem Backrack+ avanciert er zum mobilen Basislager für Outdoor-Sportler.

SIZES & PRICES

sizes		basic prices			type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4 c	width x height (mm)	width x height (mm)
2/1	inner part	€ 5,640	€ 6,775	€ 9,035	424 x 270	450 x 300
1/1	inner part	€ 2,820	€ 3,390	€ 4,520	197 x 270	225 x 300
3/4	vertical	€ 2,115	€ 2,545	€ 3,390	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	€ 1,410	€ 1,700	€ 2,260	96 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/3	vertical	€ 945	€ 1,130	€ 1,510	58 x 270	71 x 300
	lateral				197 x 77	225 x 98
1/4	1 column	€ 705	€ 850	€ 1,130	45 x 270	58 x 300
	2 columns				96 x 133	-
	4 columns				197 x 64	-
1/8	1 column	€ 360	€ 425	€ 570	45 x 133	-
	2 columns				96 x 64	-
	4 columns				197 x 31	-
Umschlagseiten						
1/1	2nd	-	-	€ 4,965	-	225 x 300
1/1	4th	-	-	€ 5,185	-	225 x 300

*Spot colours are composed of max. 2 of the Euro scale colours cyan, magenta, yellow.
Statutory VAT will be added, from issue 01/2024 the new ad price list 2024 applies.

[technical information](#)

DISCOUNTS

Discount scales for display ads approved within the current contractual year which starts with the publication of the first issue and lasts for 6 issues:

by number of ads		by number of pages	
from 2 ads	5%	from 2 pages	5%
from 4 ads	10%	from 3 pages	10%
from 6 ads	15%	from 4 pages	15%
		from 6 pages	18%
		from 8 pages	20%

combination discount

An additional 10% off when a **Reisemobil International** or **Camping, Cars & Caravans** advert is placed in the same publication month (maximum format difference 50%).

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 Vans MARKET

BUSINESS ADS

colour	price per millimeter height
black & white	€ 3.10
spot colour	€ 3.60
four-coloured	€ 4.95
single column width	43 mm
double columns width	90 mm
height	variable
minimum height	10 mm

DISCOUNTS

by number of ads	
from 2 ads	5%
from 4 ads	10%
from 6 ads	15%

combination discount

An additional 10% off when a Reisemobil International or Camping, Cars & Caravans advert is placed in the same publication month (maximum format difference 50%).

MARKT Anzeigen



Egal wie alt... Barankauf aller Reisemobile
www.wemo-barankauf.de
Tel. 0800/7745000 gebührenfrei
Gebrauchtwagen für Sie suchen
www.fremdschiffe-suche.de
Tel. 05662/7145 - Fax 05662/8476

Ihr Partner im Norden
FreizeitMobile
VON DER KAMMER GMBH
26468 Sande
www.fremdschiffe-suche.de
Hilfsstr. 1/K99 Tel. 04423 / 50 637-0

BÜRSTNER
Ihr Partner für Mittelbusse und Klein-Mob.
harmet freizeitmobile
Düsseld. Camper
www.gude-camper.de
T. 0800 / 250 3 250

reisemobile von bydoo
3406 Vellert (Kassel) Tel. 0541/8107 9040
reisemobile aus Leberkuch
24h-Service Ihr Camper-Partner im Norden
www.tank-reisemobile.de

Wir kaufen Wohnmobile
03944 - 36160
Wohnmobiler
Am Wasserum
www.wm-aw.de

AHORN
www.ahorn-camp.de
Vans ab 37.200 EUR
Speyer / Frankfurt / Düsseldorf
unserer leistungsfähigsten deutschen

CAMPMOBIL
VW T6.1 Reisemobile kurzer und langer Radstand mit Heckküche
Interesse?
www.campmobil-schwerin.de
Tel. 03866 544, Fax. 03866 470360, 19057 Lützen, Gonslow Str. 2

AAC
www.aac-reisemobile.de
Spezialist für Kastenwagen-Fordan
Dür-Zoo-Str. 7a - 04683 Jämsdorf
Tel. 041 91 / 8021280

AUTO-SLEEPERS
www.vcfv-Wohnmobile.de

ADRIA
www.adria-deutschland.de

BEHL
Sie planen die Reise? Wir den Rest!
behlmobile.de

34 CAMPING CENTER
Verkauf Vermietung Werkstatt Zubehörshop Stellplatz
Jacobstr. 66, 41806 Hockenheim
Tel. 02433 - 919000
www.34-Camping.de

la strada
Sie planen die Reise? Wir den Rest!
lastrada-camping.de

CAMPSTER
Raule Mobile Protect
CAMPSTER FORD CAR Sunlight
0611/20077 Wiesbaden
www.raule-MP.de

CHALLENGER
REISEMOBILE STAUDT
Industrie 24 66519 Viernheim
Tel. 06041/4150 Fax 06041/7864
www.reisemobile-staudt.de

CHAUSSON
Ihr Partner im Norden
FreizeitMobile
VON DER KAMMER GMBH
26468 Sande
www.fremdschiffe-suche.de
Hilfsstr. 1/K99 Tel. 04423 / 50 637-0

CUSTOM-BUS
www.CustomBus.de
Tel. 0511/539 3573

DIPA

dipa REISEMOBILBAU

DREAMER

REISEMOBILE STAUDT
Industrie 24 66519 Viernheim
Tel. 06041/4150 Fax 06041/7864
www.reisemobile-staudt.de

EURAMOBIL

Wohnmobile United
PETERSBERG
Verkauf Euro Mobil & Forster Service Fiat & Citroen
www.wohnmobilpark-petersberg.de

FIAT

FLOWCAMPER

FORSTER
Wohnmobile United
PETERSBERG
Verkauf Euro Mobil & Forster Service Fiat & Citroen
www.wohnmobilpark-petersberg.de

Besuchen Sie uns auch online
www.shop.doldemedien.de

VW-Bus Ausbau
T5/T6 - Crafter - Sprinter
Telefon 07022/65901
www.dipa-reisemobilbau.de

GLOBECAR

Raule
CAMPSTER FORD CAR Sunlight
0611/20077 Wiesbaden
www.raule-MP.de

GLOBETRAVELLER

GLOBE-TRAVELLER
Ihr Profi in Rheinheim Tel. 06033/9679630
www.caravan-company.com

HYMER

34 CAMPING CENTER
Verkauf Vermietung Werkstatt Zubehörshop Stellplatz
Jacobstr. 66, 41806 Hockenheim
Tel. 02433 - 919000
www.34-Camping.de

HYMER
Mit unserem Zubehör sind Sie auf alles vorbereitet!
Kölner Str. 35-37 45481 Mülheim an der Ruhr Telefon: 0208 - 49 42 90

www.hymer-koeln.de
Tel. 022 36/37 85-0

KNAUS
www.knaus-ersatzteile.com

CAMPING VOPOL
RHEIN-MAIN KNAUS PREMIUM-HÄNDLER
Tel. 061 34 / 21 06 116
www.camping-vopel.de

KÖHLER
Wir bauen aus: Reisemobile auf Basis VW T6, MB Vito-Klasse mit Fahrer- und Beifahrer-Sitz, im Sprinter mit Längsbett, Gebrauchtfahrzeuge mit neuem Ausbau, Ausbau Kundenfahrzeuge
KÖHLER D-75428 Illingen 07042/30 960
www.koehler-wohnmobile.de

LA STRADA

la strada
www.newentlandcaravanning.de

KABE

KARMANN

WINKLER
Ihr Partner im Raum Stuttgart für Verkauf, Vermietung, Service.
Bei uns beginnt Ihr Urlaub
www.winkler-stuttgart.de 0714/221 88 4

Camper Vans 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

€ 14,005 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



Camper Vans INSERTS

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. 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 20,000 copies. 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](#).

CamperVans SCHEDULE

publication month	CamperVans issue	publication date	closing date ads/ printing material	specials	publication date*	closing date ads/ printing material
December 2022	01/23	16.12.2022	25.11.2022			
January 2023						
February 2023	02/23	24.02.2023	03.02.2023			
March 2023				Traumziele für Camper 01/23	20.03.2023	21.02.2023
				CamperPraxis	20.04.2023	10.03.2023
				Bordatlas-Themenspecial Winzeratlas	29.03.2023	10.02.2023
April 2023	03/23	21.04.2023	28.03.2023			
May 2023						
June 2023	04/23	23.06.2023	02.06.2023			
July 2023						
August 2023	05/23	25.08.2023	03.08.2023	Kaufberater Reisemobile & Campervans	21.08.2023	27.07.2023
September 2023				Traumziele für Camper 02/23	25.09.2023	28.08.2023
October 2023	06/23	20.10.2023	27.09.2023			
November 2023				Bordatlas 2024	23.11.2023	29.09.2023
December 2023	01/24	15.12.2023	22.11.2023			

**schedule may change slightly*

From issue 01/24 the new ad price list 2024 applies.

BANNER

advertising option	ad space	price/1,000**
billboard/content bar	970 x 250 px	€ 55
half page ad*	300 x 600 px	€ 55
wide skyscraper*	160 x 600 px	€ 40
leaderboard/superbanner	728 x 90 px	€ 30
medium rectangle	300 x 250 px	€ 40

*banner always in visible area, not displayed on mobile devices

**price per 1,000 impressions

TRAFFIC WEBSITE Ø/month 2022

page impressions	user
335.000	50.000

share of mobile users (smartphones & tablets): 60-65%

statutory VAT will be added



TIP OF THE MONTH

- prominent position of your products on the starting page of www.campervans.de
- editorial character due to short explanation of your products in advertorial style
- attracts a lot of attention
- one month term

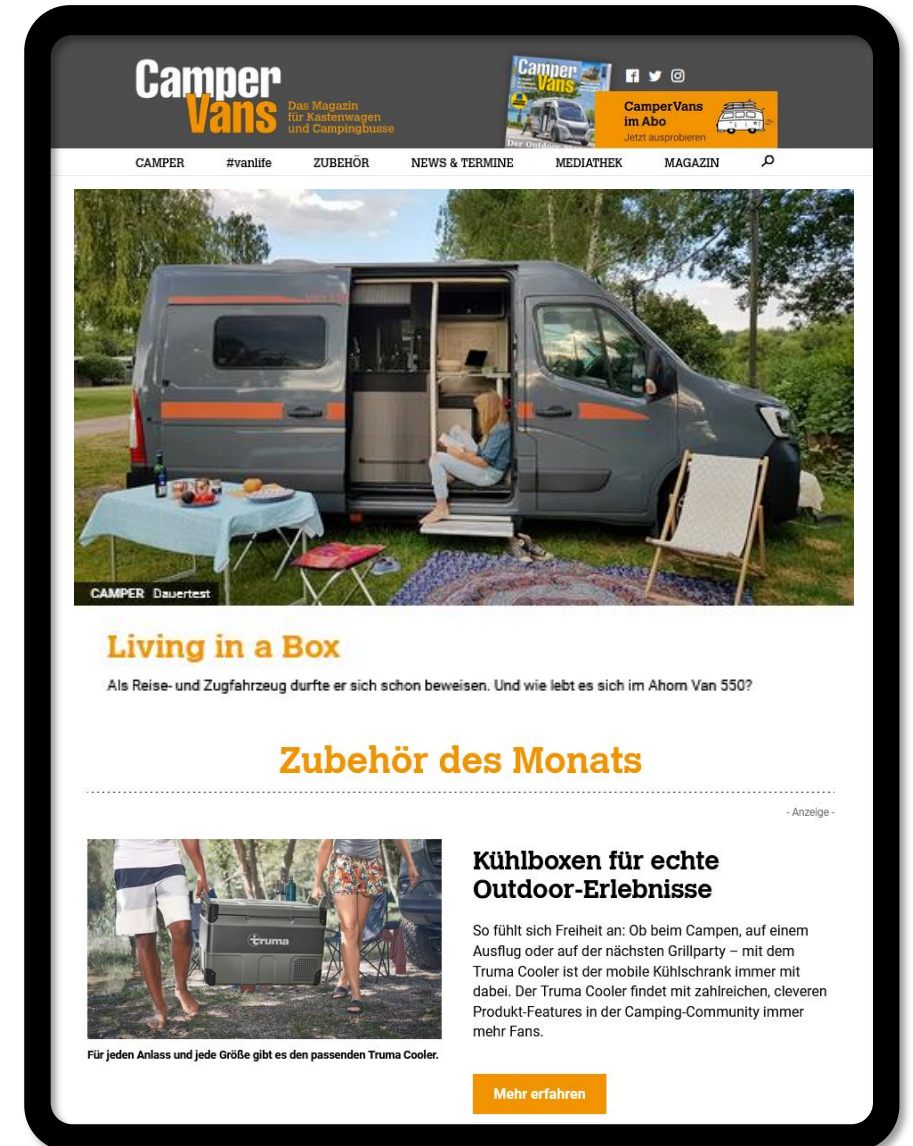
WEBSEITEN-TRAFFIC Ø/month 2022

page impressions starting page/month 13,000

€ 1,190

 basic price inclusive design

statutory VAT will be added



ADVERTORIAL

- extensive presentation of your products
- directly positioned in editorial content
- link to your website
- available online permanently
- SEO-optimized and can be found by search engines
- own key words
- videos
- image galleries (including image captions)
- not filtered out by ad blockers

1 ▶ advertorial on our website www.campervans.de

EXTRAS

2 ▶ + one advertorial teaser post on our facebook page

3 ▶ + one advertorial teaser in our newsletter

€ 2,490 basic price including design

statutory VAT will be added



1 TEXT AD

2 BANNER

- no scatter loss
- opening rates high above average
- limited availability for banners/advertorials to ensure the editorial character
- advertorial: look reminds of editorial content
- monthly frequency

PERFORMANCE

recipients	opening rate
22.000	Ø 16-21%

€ 1,190 basic price/text ad or banner

statutory VAT will be added

MAILING DATES

month	day
January	27.
February	17.
March	17.
April	21.
May	19.
June	16.
July	14.
August	18.
September	15.
October	13.
November	17.
December	15.



Dein Newsletter von CamperVans



+++ News +++ News +++ News +++ News +++ News +++ News +++ News +++

ANZEIGE



1

Gebaut für #Vorfreude – Hobby's neuer Kastenwagen
MAXIA VAN: Premiumcamper im Hygge-Design

Auf dem Caravan Salon 2022 feiert der erste Camper Van auf VW Crafter-Basis von Hobby Premiere. Der MAXIA VAN verspricht skandinavische Gemütlichkeit und Komfort für Vanlife-Fans.

Mehr erfahren



2

Kostenlos bei Winzern übernachten.
Jetzt bestellen!

TECHNICAL INFORMATION

WEBSITE

BANNER

filesize	max. 50 KB (all formats)
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

ADVERTORIAL

cover picture	1,600 x 900 pixels
article picture	1,024 x 683 pixels
gallery picture	1,024 x 683 pixels
headline	max. 50 characters*
summary	max. 40 characters*
text	max. 200 characters*

first section of the continuous text
without sub-headline

possible extensions

- own keywords
- bold words (max. 5 words in a row)
- video (YouTube or Vimeo link)
- picture galleries (with captions and credits)
- link to chosen website

TIP OF THE MONTH

cover picture	1.600 x 900 pixels
header	max. 65 characters*
text	max. 250 characters*
caption	max. 65 characters*
optional	
credits	max. 65 characters*
landing page	please specify

NEWSLETTER

BANNER

size	570 x 120 pixels
filesize	max. 100 KB
file formats	jpg, gif or png

TEXT ADS

headline	max. 50 characters*
text	max. 40 characters*
picture size	max. 350 characters*
	300 x 200 pixels

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: ISOcoated_v2_eci.icc
- content: ISOcoated_v2_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 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

DoldeMedien VERLAG GMBH

DoldeMedien Verlag GmbH

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GER-70376 Stuttgart

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[F] +49 (0) 711/55 349-400

[E] anzeigen@doldemedien.de

[W] vermarktung.doldemedien.de

[general terms & conditions](#)

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