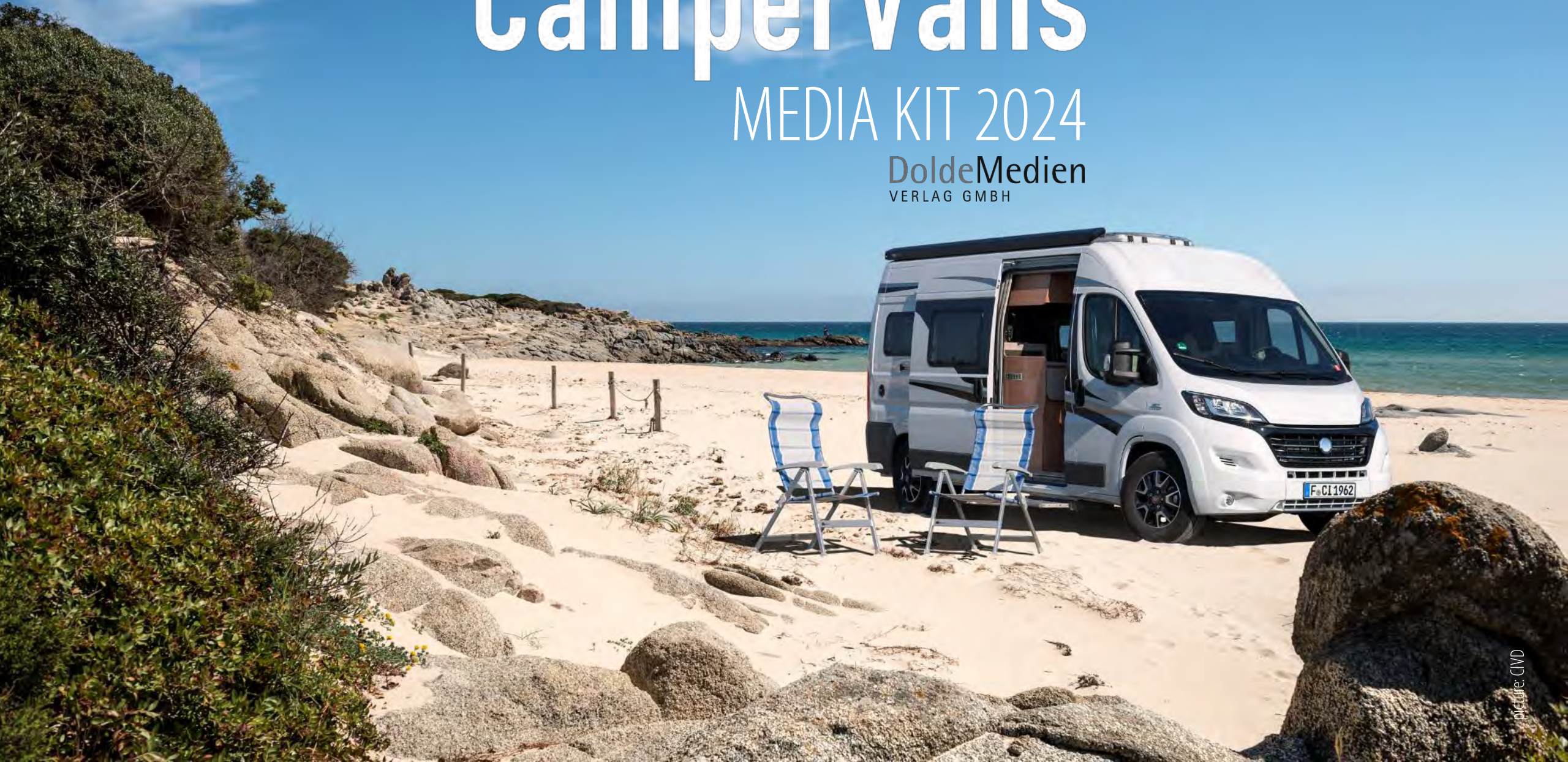


CamperVans

MEDIA KIT 2024

DoldeMedien
VERLAG GMBH



THE MAGAZIN

CONTENT

For 10 years, CamperVans has been publishing extensive information on camping buses and camper vans.

This is where technical know-how meets lifestyle.

Tests with practical relevance for every day, hobbies or vacation illustrate details and present lived experience. Added to this are compact tests, documentaries, travels, tips for accessories and equipment, as well as DIY issues.

TARGET GROUP

Vanatics who own a camper or who are still dreaming of owning one, people interested in DIY.

For vehicle owners, renters, newcomers and veteran campers, solo travellers, couples and families – the editorial content offers a broad spectrum of information and covers a variety of different thematic needs.

CIRCULATION

printed circulation: 32,000 copies on average

digital reach: 14,000 e-paper copies on average (more on the following page)



» TEST & TECHNIC

- novelties
- practical tests
- test drivings
- DIY
- buying used and optimising
- market overviews



» ON THE WAY

- scene events
- roadtrips
- vanlife
- travel reports
- travel magazine



» PRACTICE TIPS & SERVICE

- accessory test
- new accessories
- market overview
- tips & tricks
- DIY
- advice
- magazine & news



INCREASED DIGITAL REACH

When taking out your advert in print, you automatically receive additional reach through our digital channels – at no further cost!
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.

DIGITAL DISTRIBUTION THROUGH THE PUBLISHER'S OWN CHANNELS

Digital subscription

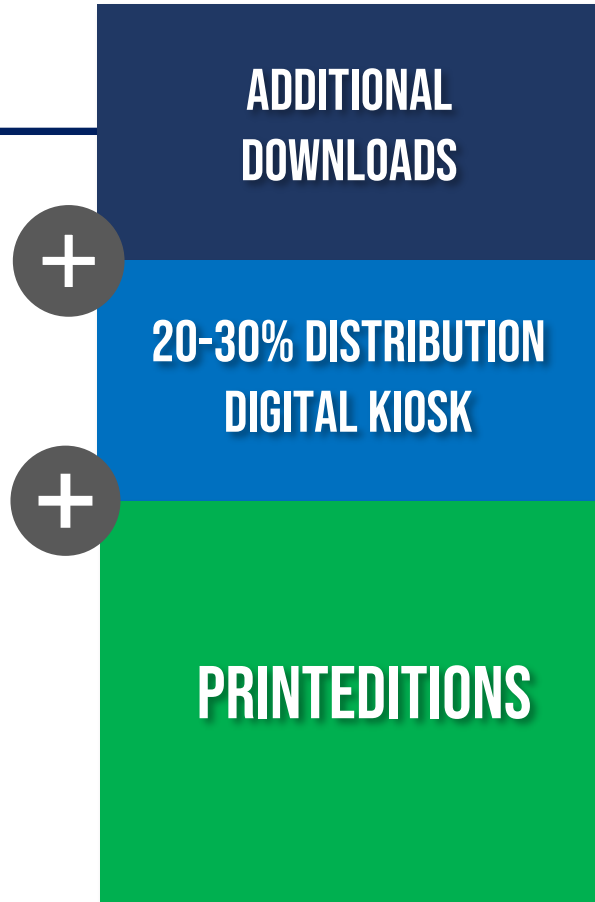
Our periodicals are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

Individual digital sales

All editions are available through our shop as digital versions – even if they are no longer available for sale at the kiosk.

Digital downloads

Special editions above all are regularly offered for download.
We use our editorial newsletter, large-scale cooperations with industry partners (e.g., Caravan Salon Club, trade fairs, online shops etc.) as well as campaigns on Facebook and Instagram to generate additional readers for our digital editions – especially with regard to new segments of the target group.



DISTRIBUTION THROUGH "DIGITAL KIOSKS"



Readly is an internet service for which readers pay a monthly fee and in return are able to read e-paper editions of many different publications – the same as a digital kiosk with a flat rate. All magazines are also made available in our Readly channel, where many subscribers also read them.



United Kiosk is an online supplier offering both digital subscriptions as well as individual editions for sale.
All our magazines are available here as digital versions.

IMAGE ADS

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4-colour	width x height (mm)	width x height (mm)
2/1	inner part	€ 5,640	€ 6,775	€ 9,035	395 x 252	420 x 280
1/1	inner part	€ 2,820	€ 3,390	€ 4,520	184 x 252	210 x 280
3/4	vertical	€ 2,115	€ 2,545	€ 3,390	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 1,410	€ 1,700	€ 2,260	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 945	€ 1,130	€ 1,510	55 x 252	67 x 280
	lateral				184x 72	210x 92
1/4	1 column	€ 705	€ 850	€ 1,130	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184x 60	-
1/8	1 column	€ 360	€ 425	€ 570	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
cover pages						
1/1	2nd	-	-	€ 4,965	-	210 x 280
1/1	4th	-	-	€ 5,185	-	210 x 280

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

[technical information](#)

statutory VAT will be added

DISCOUNTS

Discount scales for display ads when purchased within the year of subscription (8 editions from the publication of the first edition).

by number of ads		by number of pages	
2+ ads	5%	2+ pages	5%
4+ ads	8%	3+ pages	10%
6+ ads	12%	4+ pages	15%
8+ ads	15%	6+ pages	18%
16+ ads	20%	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%).

Ads in millimetres (business ads) do not generate a discount for display ads. If the discount for display ads is higher, this can however be also applied to ads in millimetres for the same year of subscription.

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

Camper Vans

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



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
folding page max.
folding page min.

222 x 300 mm (B x H)
212 x 300 mm (B x H)
112 x 300 mm (B x H)
each plus trimming

€ 14,000

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 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.

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
Herrn Martin Siedler
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](#).

SCHEDULE



publication month	issue	publication date	closing date ads	distribution focus	special editions	publication date	closing date ads
December 2023	01/24	14.12.2023	24.11.2023				
January 2024					Traumziele für CamperKids	10.01.2024	15.12.2023
February 2024	02/24	29.02.2024	25.01.2024				
March 2024					CamperCoach	14.03.2024	01.02.2024
					Traumziele für Camper Frühjahr/Sommer	21.03.2024	08.02.2024
					Bordatlas-Themenspecial Winzeratlas	28.03.2024	15.02.2024
April 2024	03/24	25.04.2024	22.03.2024		Bordatlas-Themenspecial Thermen und Wellness	12.04.2024	15.02.2024
May 2024	04/24	23.05.2024	26.04.2024	subscribers + e-paper	4x4 Camper	16.05.2024	18.04.2024
June 2024	05/24	20.06.2024	29.05.2024	Issues 04/24 and 07/24 are sent in print to the print subscribers and as an e-paper to the approximately 170,000 recipients from the target group.			
July 2024							
August 2024	06/24	22.08.2024	30.07.2024				
September 2024	07/24	19.09.2024	26.08.2024	subscribers + e-paper	Traumziele für Camper autumn/winter	26.09.2024	08.08.2024
October 2024	08/24	17.10.2024	23.09.2024		Kaufberater 2025	02.10.2024	06.09.2024
November 2024					Bordatlas 2025	21.11.2024	10.10.2024
December 2024	01/25*	19.12.2024	28.11.2024		Traumziele für CamperKids	20.12.2024	07.11.2024

*the new prices 2025 apply

WEBSITE – BANNER

banner format	ad space in pixels (width x height)	price per 1,000 impressions
billboard/content bar	970 x 250	€ 55
leaderboard/superbanner	728 x 90	€ 30
medium rectangle	300 x 250	€ 40
half page ad*	300 x 600	€ 55
skyscraper*	160 x 600	€ 40

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

traffic website

page impressions: 310,000

user: 55,000

share of mobile users (smartphones & tablets): about 69%

averages per month in 2023

statutory VAT will be added



WEBSITE – TIP OF THE MONTH

The tip of the month is an advert with editorial characteristics. This short advertorial is especially useful for supporting advertising measures for new products or events over the course of one month.

exclusive placement

The tip of the month is featured on the home page of campervans.de, directly beneath the editorial opener. This preferred placement grants your advertised product/event special attention. There is only one tip available each month. The show time is four weeks.

you only need a few documents for this

Send us your photo, short text (max. 250 characters incl. empty spaces), a catchy headline (max. 65 characters incl. empty spaces) and the desired URL to which your tip should be linked. We will design your tip of the month and send you a preview link for approval.

traffic website

page impressions starting page/month: 10.000
(average per month in 2023)

price per month (incl. design and approval link):

€ 1,190

statutory VAT will be added



Tipp des Monats

- Anzeige -



Van 550

Auf kompakten 5,55m Außenlänge punktet der Van 550 von Ahorn mit einem gemütlichen Doppelbett im Heck, vollwertigem Badezimmer und einer Sitzgruppe für bis zu 4 Personen und zuverlässigem Renault Master Chassis. Der Van ist sowohl alltagstauglich, als auch für längere Reisen gerüstet, da der praktische Stauraum im Heck genügend Platz bietet. Somit ist er ein optimaler Reisebegleiter sei es im Alltag, auf Wochenendtrips oder einer längeren Abenteuerreise. Mit einem attraktiven Sonderpreis von 59.800,-€ inkl MwSt in All-Inclusive Vollausrüstung ist der Van 550 derzeit bei Ahorn Camp im Angebot erhältlich.

Weitere Infos

WEBSITE – ADVERTORIAL

The online advertorial on www.campervans.de is similar to an article written by an editor. Readers therefore tend to perceive the content to be information. Catchy headlines and fascinating images can gain high figures of attention.

detailed presentation

The online advertorial is a winner when it comes to different creative opportunities. There is almost no product you cannot present in an exciting way and you can also explain any content that is not easily understandable. Present new series of models or a comprehensive portfolio in image galleries, explain technical content in a video, offer further information for download...

ongoing presence

Online advertorials continue to remain available on our website, are indexed by search engines and integrated into the menu navigation where that makes sense for a particular topic. This type of advertising is NOT filtered out by ad blockers.

additional reach

For every online advertorial, we also publish a teaser on **Facebook** and in the **newsletter**. Right at the start of the campaign, a **teaser is also placed on the home page of the website** for one week. These actions increase the traffic for your online advertorial and are already included in the fee. In addition, you can use our different newsletters to book further reach at a very reasonable combined fee.

price incl. design and approval link:

€ 2,490

statutory VAT will be added



[CAMPER](#) [#vanlife](#) [ZUBEHÖR](#) [NEWS & TERMINE](#) [4x4-CAMPER](#) [MAGAZIN](#)



AUSRÜSTUNG - Anzeige -

TARAN Camping

DER PERFEKTE BEGLEITER FÜR DEIN NÄCHSTES OUTDOOR-ABENTEUER

Gerade beim Camping in der freien Natur gehört das Grillen mit Holzkohle für viele Menschen einfach dazu. Egal, ob du mit Freunden oder alleine unterwegs bist, mit den TARAN Camping-Varianten bist du bestens ausgestattet.

Den TARAN Camping gibt es in zwei verschiedenen Ausstattungsvarianten und somit ist für jeden Geschmack das passende Modell dabei:

Die erste Variante ist das Dreibein inklusive Grillrost aus Eisenguss. Dieser TARAN ist leicht und kompakt und damit perfekt für Wanderungen oder Radtouren. Einfach aufstellen, Holz darunter zu einem Feuer entfachen und das Grillgut auflegen – so einfach ist das.

Die zweite Variante ist das Dreibein inklusive dem TARAN Feuertopf. Dieser TARAN Camping ist ideal für Reisen mit dem Wohnmobil. Durch das große Füllvolumen des Feuertopfs ist er perfekt für die ganze Familie oder eine größere Gruppe geeignet.

NEWSLETTER

With the editorial newsletter approximately 21,000 subscribers receive industry every month in their inboxes, along with product information.
Integrate your advertising message!

NEWSLETTER ADVERTORIALS

New products are best presented with a newsletter advertorial. In spite of the required mark as “advertising”, its editorial look and feel make it very hard to distinguish at a single glance from information content by the editors, and it receives the same number of clicks. Is important that headline and text immediately provoke an interest. You provide the text and the photograph, we take of the layout.

BANNER

Banners are very good for advertising lotteries, events or discount actions. You provide the finished banner, we integrate it on the desired date.

price per date of shipping and advertising item:

€ 1,190

statutory VAT will be added

discount price
€ 1,785
for booking
2 advertising items within
six weeks

CamperVans

Dein Newsletter von CamperVans

- Anzeige -

BOXIO-WASH – Das mobile Waschbecken
Perfekter Begleiter für jeden Roadtrip mit der Familie

Auf Abenteuer-Trip in der Natur und kein frisches Wasser in Sicht? Keine Sorge, das Rostocker Unternehmen Duschkraft GmbH, bekannt für umweltfreundliches Camping-Zubehör, sorgt für Abhilfe! Ab sofort bieten die Rostocker zusätzlich zur mobilen Toilette (BOXIO-Toilet) ein weiteres mobiles Produkt für moderne Camper an: Die BOXIO WASH, das mobile Waschbecken! UVP: 159,90€

[Mehr erfahren](#)

Kostenlos bei Winzern übernachten. Jetzt bestellen!

Versandkostenfrei bis 31.03.

Leserreise: Sardinien
Offroad über die Mittelmeerinsel

Du wolltest immer schon die schönsten 4x4-Strecken Sardinien befahren, die Insel auf Pisten umrunden, aber mit Guide und Genehmigung? Dann hier lang!

[Zum Artikel](#)

Camper
Vans

REACH NEWSLETTER

recipients: 21,000

opening rate: Ø 18-22%

MAILING DATES

month	day
January	15.
February	16.
March	15.
April	19.
May	17.
June	14.
July	19.
August	23.
September	13.
October	18.
November	15.
December	13.

Please book or deliver your data at least five working days before the date of shipping.

[technical information](#)

STANDALONE NEWSLETTER

With our standalone newsletter your advertising message is delivered as exclusive content to the subscribers of our newsletters – on your chosen date.

YOUR BENEFITS

- **Editorial environment with high acceptance in the market:**
For many years, our publications are among the top sources of information for caravan drivers, motor home and van enthusiasts.
- **Recognition value:** A standalone newsletter follows our editorial layout and is sent from the address that sends out our regular newsletter.
- **No waste coverage:** The recipient group is made up of interested users from the target group who have purposefully subscribed to the newsletter.
- **Exclusivity:** the standalone newsletter does not contain further advertising elements, the editorial content is tailored to match your offer.

REACH AND PRICES

newsletter	recipients	opening rate	basic price
Reisemobil International	50,000	Ø 18-22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 18-22%	€ 2,500
CamperVans	21,000	Ø 18-22%	€ 2,500

statutory VAT will be added

[technical information](#)



The standalone newsletter consists of an editorial content part and your special advertising part.
The editorial content only contains news that does not directly compete with your offer – the exact content will be agreed upon with you.

EDITORIAL PART

- intro with editorial news that fit the topic, related to the send date (e.g., start of the season, trade fair, Easter...) or additional information (e.g., travel destinations, service issues, practical tips...)
- no advertising elements
- maximum of three news elements, so that the newsletter does not become too long

OFFER PART

- You decide on content and look.
Recommended: Installation / set-up instructions, explanations regarding functionality, special prices, announcements for events, market introductions
- Delivery in HTML format is possible, tracking links can be added.
- marked as “advertisement” by legal requirement

DIGITAL LOTTERIES

The large presentation in the lottery zone directs traffic straight to your website. While solving the questions, users spend a more than average length of time with intense focus on your brand and your offer.

HOW IT WORKS

- Beneath the fields in the lottery zone there are many hidden prizes.
- A click on your field opens your **presentation site**. There, users will find more information about the prize you are giving away, and the and your **lottery question**. In order to answer this correctly, participants in the lottery have to search for the answer on YOUR website. Users need the correct answer to participate in the lottery.
- We will draw the winners at the end of the promotion period. You send the prize to the winner in a timely manner.

YOUR BENEFITS

- Your **participation will gain a lot of attention** and feature your logo.
- Your own lottery site for extensive text and image promotion of the product you are giving away.
- While searching for the answer to your lottery question, participants generate **traffic on YOUR website**.
- We will promote the digital lotteries via all our media channels, print and digital, which gains **extra attention for your product with no extra costs!**



price per field and lottery
€ 699

click opens your presentation site

TRAUMZIELE für Camper

BOOK NOW IN ADVANCE!

UNKATEGORISIERT | Verlosung 2025

„Traumziele für Camper“ – das Reisemagazin

11.03.2025

Das Sonderheft bündelt Hotspots und touristische Highlights für den Wohlfühl-Urlaub mit Wohnmobil, Wohnwagen und Campingbus, im Zelt im Chalet oder in der Lodge.

Lassen Sie sich von der Auswahl an Top-Reisezielen inspirieren! Ob Seen oder Meer, Dünen oder Berge, Stadt, Land, in der Nähe oder am anderen Ende Europas: Traumziele für Camper finden Sie Anregungen und Urlaubstipps für jeden.

Jeder beschriebene Campingplatz hat eine eigene Geschichte, punktet mit einem Alleinstellungsmerkmal, einem speziellen Angebot, einer besonderen Platz-Philosophie.

Zusätzlich locken handverlesene Highlights jeder Zielregion: schöne Plätze in der Natur, traumhaften Landschaften, romantische Schlösser und lebendige Städtchen, Tipps für Kurztrips am Urlaubsort, Outdooraktivitäten, kulturelle Sehenswürdigkeiten, Wellness und regionale Kulinarik zum Entdecken und Genießen!

Träumen Sie los, wir wünschen viel Spaß bei der Urlaubsplanung!

Die Glückstrage lautet:
„Wie viele Ausgaben sind bereits von Traumziele für Camper erschienen?“

TRAUMZIELE für Camper

Die Antwort finden Sie hier:
<https://shop.dolderwunder.de/Traumziele-fuer-Camper>

easter lottery
11.03. – 05.04.24

Caravan Salon novelties lottery
30.09. – 25.10.24

DEAL OF THE MONTH

Present your purchase benefits to the entire community of Reisemobil International, Camping, Cars & Caravans or CamperVans.

YOUR SPECIAL OFFER

You offer an exclusive reduced price to our community with at least 20% discount.

YOUR ACTION WILL BE ADVERTISED ON ALL CHANNELS

- exclusive teaser on the cover of the magazine of your choice, including your logo
- presentation of the deal on 2/1 pages inside the magazine
- teaser for the deal of the month in the newsletter
- advertising for the deal on the website
- advertising integrated into social media channels
- duration of digital advertising measures: 1 month from the publication of the print edition

PRICES

Fixed price when at the same time
booking an advert in the same
magazine edition (min. 1/2 page)

Reisemobil International
Camping, Cars & Caravans
CamperVans

€ 2,900 + fee for advert
€ 2,900 + fee for advert
€ 2,900 + fee for advert

Fixed price for booking
without parallel
booking of advert

€ 7,700
€ 7,300
€ 5,500

statutory VAT will be added



+



example

large teaser
of your discount
price on the
front page

comprehensive digital
campaign to
advertise the deal

- ✓ facebook
- ✓ instagram
- ✓ newsletter
- ✓ website

double page inside the magazine
includes detailed presentation
of the deal and its advantages



PRODUCT TEST

Product and tech tests are a part of every edition as a rule and one of our favourite categories. The new advertising format product test gives you the opportunity to determine the product and the publishing date of your test yourself, independent from the frame conditions set by editing.

YOU SEND US:

- the test product
- press communication texts and further documentation
- product photos
- product videos (if available and desired)

Our editing team then will test the product, take additional photographs and then publish a test report on our website (marked as advertising). We will advertise the entry through teasers in our digital channels.

WE PUBLISH:

- ✓ editorial teaser on campervans.de
+ dedicated contribution page with text and images
- ✓ teaser in the newsletter (21,000 recipients)
- ✓ Facebook post (25,442 followers)

total price incl. design and approval link:

€ 3,990

statutory VAT will be added



PRODUKTTESTS | Kurz-Check: Kaffeemaschinen im Wohnmobil

Campers Kaffee

RMF & Test: Kaffee im Wohnmobil | 28.01.2020

Mit einer guten Tasse Kaffee starten viele Reisemobilisten in den Tag – Immer häufiger aus dem Vollautomaten. Doch wie sieht es mit dem Stromverbrauch der Kaffeemaschinen im Wohnmobil aus?

Die unangefochtene Nr. 1 bei deutschen Reisemobilisten: der Filterkaffee. Er ist quasi der geschätzte Dauerbrenner. Laut aktuellem Kaffeereport trinken 58 Prozent der Deutschen regelmäßig Filterkaffee, gefolgt vom Kaffee aus dem Vollautomaten – oder dem aus der Kapselmaschine. Auch im Wohnmobil ist der Filterkaffee eine gute Option: Wasser auf dem Gasherd erhitzen, aufbrühen, fertig. Ob beim Autarkcampen oder auf dem Stellplatz: Der Gasverbrauch ist minimal.

Ganz anders sieht das mit Vollautomaten aus. Die verlangen nach 230 Volt Netzspannung und sind wahre Stromfresser. Der Trend geht daher zu etwas kompakteren Maschinen – einige Camper setzen dabei auf reine Espresso-Maschinen. Der kleine schwarze nach dem Essen gehört hin und wieder einfach dazu.



Wer ein wenig den Blick schärft, findet zudem Modelle, die mit vergleichsweise wenig Strom auskommen – drei davon hat die Redaktion zu einem „Verbrauchs-Check“ geladen. Die Maschinen im Test ziehen zwischen 1.050 und 1.350 Watt, können somit von einem 1.500- bis 1.600-Watt-Wechselrichter befeuert werden, eine Standardgröße im Reisemobil, wenn auch mal Fön oder schwächere Wasserkocher in Betrieb gehen. Hier im Vergleich vertreten: die DeLonghi Nespresso Vertuo Plus, die Tchibo Cafissimo Classic Hot und die Siebträgermaschine DeLonghi Dedica Style.

YOUR PRODUCT ONLINE:

- text with about 3,000 characters
- headline
- teaser
- links
- 1-3 images/image gallery
- video integration if desired



TECHNICAL INFORMATION DIGITAL

WEBSEITE • BANNER

filesize	any
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

DEAL OF THE MONTH

picture	300 dpi resolution
text	300-350 characters incl. blanks

WEBSEITE • ADVERTORIAL

cover picture	1,600 x 900 pixels
article picture	1,024 x 683 pixels
gallery picture	1,024 x 683 pixels
image rows for article and gallery pictures	each max. 65 characters incl. blanks plus if necessary, image credit
headline	max. 50 characters incl. blanks
summary	max. 40 characters incl. blanks
text	max. 200 characters incl. blanks
optional	max. 2,000 characters incl. blanks
landing page	max. two subheads within the text please specify

possible extensions

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

Tip

Write your text as an editorial, use spicy headlines and evocative images.

WEBSEITE • TIP OF THE MONTH

cover picture	1,600 x 900 pixels
optional	image row max. 65 characters incl. blanks + if necessary, image credit
headline	max. 65 characters incl. blanks
text	max. 250 characters incl. blanks
caption	max. 65 characters incl. blanks
landing page	please specify

STANDALONE NEWSLETTER

pictures	cover picture + max. 4 further pictures 600 x 400 px filesize: max. 250 kb file formats: jpg, gif or png
headline	max. 50 characters incl. blanks can be integrated into title image, if necessary
text	max. 80 characters incl. blanks can be integrated into title image, if necessary
in addition	max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters) desired colour for buttons, etc. as hex colour code, tracking links

NEWSLETTER BANNER

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

NEWSLETTER ADVERTORIAL

picture	300 x 200 pixels
optional	image row max. 65 characters incl. Blanks + if necessary, image credit
headline	max. 50 characters incl. blanks
text	max. 40 characters incl. blanks
landing page	max. 350 characters incl. blanks please specify

DIGITAL LOTTERIES

cover picture	1,600 x 900 pixels
article picture	1,024 x 683 pixels
headline	max. 40 characters incl. blanks
text	max. 1.500 characters incl. blanks
landing page	URL where participants can find the answer to the lucky question
in addition	company logo value of prize given away number or prizes given away lucky question

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

CONTACTS

DoldeMedien VERLAG GMBH

DoldeMedien Verlag GmbH
Naststraße 19 B
D-70376 Stuttgart
phone: +49 (0) 711/55 349-0
Fax: +49 (0) 711/55 349-400
anzeigen@doldemedien.de
vermarktung.doldemedien.de

[general terms & conditions](#)

HEAD OF SALES



Sylke Wohlschiess
phone: +49 (0) 711/55 349-192
sylke.wohlschiess@doldemedien.de

MEDIA CONSULTING



Roland Trotzko
phone: +49 (0) 711/55 349-195
roland.trotzko@doldemedien.de



Jürgen Elser
phone: +49 (0) 711/55349-240
juergen.elser@doldemedien.de



freelance sales representative
Sabine Dittrich
phone: +49 (0) 7472/96 25 399
sabine.dittrich@doldemedien.de

DATA MANAGEMENT



Monica Albrecht
phone: +49 (0) 711/55 349-49
print: druckunterlagen@doldemedien.de
digital: onlinedaten@doldemedien.de