

CamperVans

MEDIA KIT 2025

DoldeMedien
VERLAG GMBH

- The magazine
- Increased digital reach
- Schedule
- Print advertisements
- Print specials
- Digital formats:
Banner, content formats, newsletter,
lotteries, digital specials
- Technical information
- Contacts



THE MAGAZINE

CONTENT

Since 2014 CamperVans has been publishing extensive information on camping buses and camper vans.

CamperVans combines technical expertise and enthusiasm for vanlife. Practical tests in everyday life, for hobbies or on holiday shed light on details and share experiences. There are also compact tests, reports, travelogues, accessories, equipment and DIY topics.

TARGET GROUP

Vanatics who own a campervan or are still dreaming of one, as well as those interested in DIY topics.

Whether you are a vehicle owner, rental customer, newcomer or experienced camper, single traveller, couple or family - the editorial content offers a wide range of information and covers a variety of topic needs.

CIRCULATION

Printed circulation: 28,000 copies on average

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



TESTS & VEHICLE TECHNOLOGY

- Novelties
- Practical tests
- Test drivings
- DIY
- Buying used and optimising
- Market overviews



ON THE ROAD

- Events
- Roadtrips
- Vanlife
- Travel reports
- Travel magazine



PRACTICE TIPS & SERVICE

- Accessory test
- New accessories
- Market overview
- Practice topics
- 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

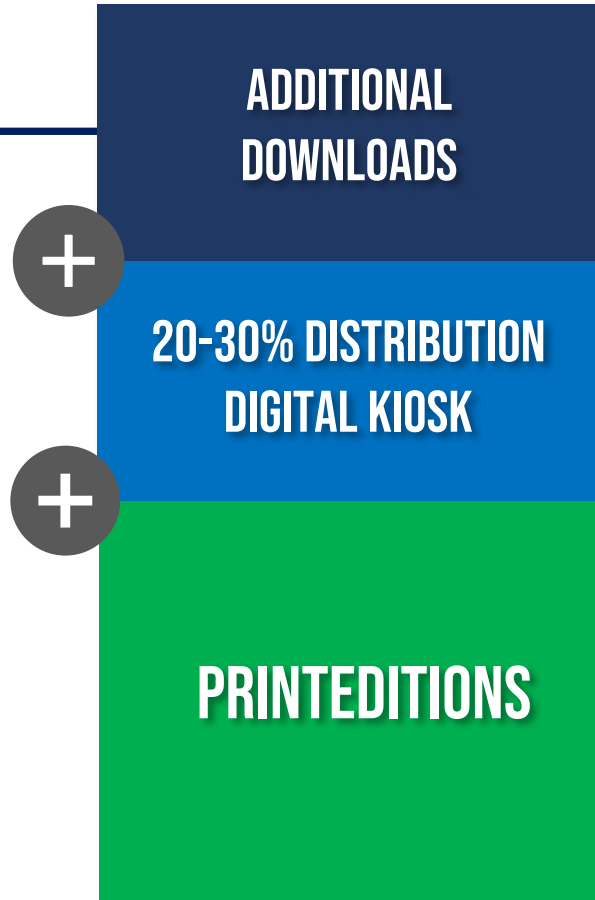
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

Individual digital sales

All magazines 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			TYPE AREA (no trim)	BLEED ADS (+5 mm trim on each side)
		Black & White	Spot colour*	4-colour	Width x Height (mm)	Width x Height (mm)
2/1		€ 5,640	€ 6,775	€ 9,035	424 x 270	450 x 300
1/1		€ 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
	Landscape				197 x 270	225 x 217
1/2	Vertical	€ 1,410	€ 1,700	€ 2,260	96 x 270	109 x 300
	Landscape				197 x 132	225 x 148
1/3	Vertical	€ 945	€ 1,130	€ 1,510	58 x 270	71 x 300
	Landscape				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	-
COVER PAGES						
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.

[Technical information](#)

Statutory VAT will be added

DISCOUNTS

Discount scales for format advertisements for purchase within your insertion year (12 months from publication of the first advertisement).

By frequency		By volume	
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 or the following month of publication (max. format difference 50%).

Classified ads have no discounting effect on format ads.
If your achieved discount for format ads is higher, it can be applied to the millimeter ads of the same insertion year.

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

CLASSIFIED ADS

COLOUR

Black & White

Spot colour

Four-coloured

SIZES

Single column width

Double columns width

Height variable

PRICE/MM HEIGHT

€ 3.10

€ 3.60

€ 4.95

Please see price examples on the sample page.

DISCOUNT BY FREQUENCY

for purchase within the insertion year

(12 months from the publication of the first ad)

From 2 ads 5%

From 4 ads 8%

From 6 ads 12%

From 8 ads 15%

From 16 ads 20%

COMBINATION DISCOUNT

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

Statutory VAT will be added

MARKT Anzeigen



Egal wie alt...
Barankauf
aller Reisemobile
www.womo-barankauf.de
Tel. 0800/774500 gebührenfrei
Gebührenfrei oder gebührenfrei
www.rhinemobil.de
Tel. 05552/7745 - Fax 05552/8426

1sp/40 mm
Black & White: € 124
Spot colour: € 144
Four-coloured: € 198

CARADO
Wohnmobile
United
SHYMER
ERIBA
carado | CROSSCAMP | MÜLLER
Tel. 0815/400180 - 0174/9334410
Info@wohnmobile-united.de
www.wohnmobile-united.de

ERIBA
Verkauf - Vermietung - Zubehör - Service
SHYMER ERIBA
Wohnmobile Eder GmbH
72674 Bad Urach-Wittingen
Rheinstraße 40 - D-72128 Bad Urach
www.womo-eder.de

AAC
1sp/20 mm SW: € 62
S. c.: € 72 / 4c: € 99

34
CAMPING CENTER
Verkauf
Vermietung
Werkstatt
Zubehöreshop
Stellplätze
Jacobstraße 66, 41836 Hückelhoven
Tel. 02433 - 93090
www.34-Camping.de

CHAUSSON
Tank
Ihr CHAUSSON-
Partner im Norden
www.Tank-Reisemobile.de

ETRUSCO
marnetfreizeitmobile
Ihr Vertragspartner
für Mittelhessen und Rhein-Main
www.gude-camper.de
Tel. 0800 / 250 3 250

ADRIA
www.adria-deutschland.de

ALLGÄU CAMPER
www.allgau-camper.com

CROSSCAMP
SINGHOFF
Ihr Vertragspartner
für Mittelhessen und Rhein-Main
www.gude-camper.de
Tel. 0800 / 250 3 250

EURAMOBIL
www.euramobil.de

Ihr Partner im Norden
FreizeitMobile
von der KAMMER GROUP
www.freizeitmobile-nord.de
Tel. 04422/50487-0

CUSTOM-BUS
Wohn- und Reisemobile
auf VW T6, T6.1, Crafter Bads
www.custom-bus.de
Telefon: 0511/3333575

CUSTOM-BUS
Wohn- und Reisemobile
auf VW T6, T6.1, Crafter Bads
www.custom-bus.de
Telefon: 0511/3333575

FORSTER
www.forster.de

BEHL

BEHL

BEHL

BEHL

4sp/30 mm / Black & White: € 372
Spot colour: € 432 / Four-coloured: € 594

HYMER

2sp/60 mm
Black & White: € 372
Spot colour: € 432
Four-coloured: € 594

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

Wohnmobile
United
SHYMER
ERIBA
carado | CROSSCAMP | MÜLLER
Tel. 0815/400180 - 0174/9334410
Info@wohnmobile-united.de
www.wohnmobile-united.de

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Tel. 02433 - 93090
www.34-Camping.de

www.hymer-chemnitz.de

KABE

KARMANN

KARMANN

WINKLER

Bei uns beginnt Ihr Urlaub!
www.winkler-stuttgart.de
Ihr Partner im Raum Stuttgart
für Verkauf, Vermietung, Service.

LAIKA

1sp/50 mm
Black & White: € 155
Spot colour: € 180
Four-coloured: € 247,50

LIGNUM MOBILITY

LIGNUM MOBILITY

LIGNUM MOBILITY

LIGNUM MOBILITY

LIGNUM MOBILITY

MALIBU

Wohnmobile Oester
Concorde
3.4313 Mannheim - Tel. 064010 681
www.wohnmobil-ooe.de

WINKLER

Bei uns beginnt Ihr Urlaub!
www.winkler-stuttgart.de

PILOTE

PILOTE

PILOTE

PILOTE

PILOTE

COVER FLAP

Ad special on inside cover page:

A cover flap is added to the inside cover page, enabling you to take a total of three pages for your advertising message: Both sides of the cover flap and the second cover page, which form a double-page spread together with the back side of the cover flap, right next to the editorial. This prominent placement and the high paper quality of the cover guarantee heightened attention. Cover flap inside covers must be finally booked three weeks BEFORE the advertising deadline.

1 + 2 Cover flap front and back
3 1/1 page on the 2nd cover page

SIZES

2nd cover page
Cover flap max.
Cover flap 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.

PRINTED CIRCULATION

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 10,000 copies.

DIGITAL CIRCULATION

Digital circulation can also be booked additionally (no postal charge).

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 Thorsten Schmittner
Leibnizstraße 5
97204 Höchberg

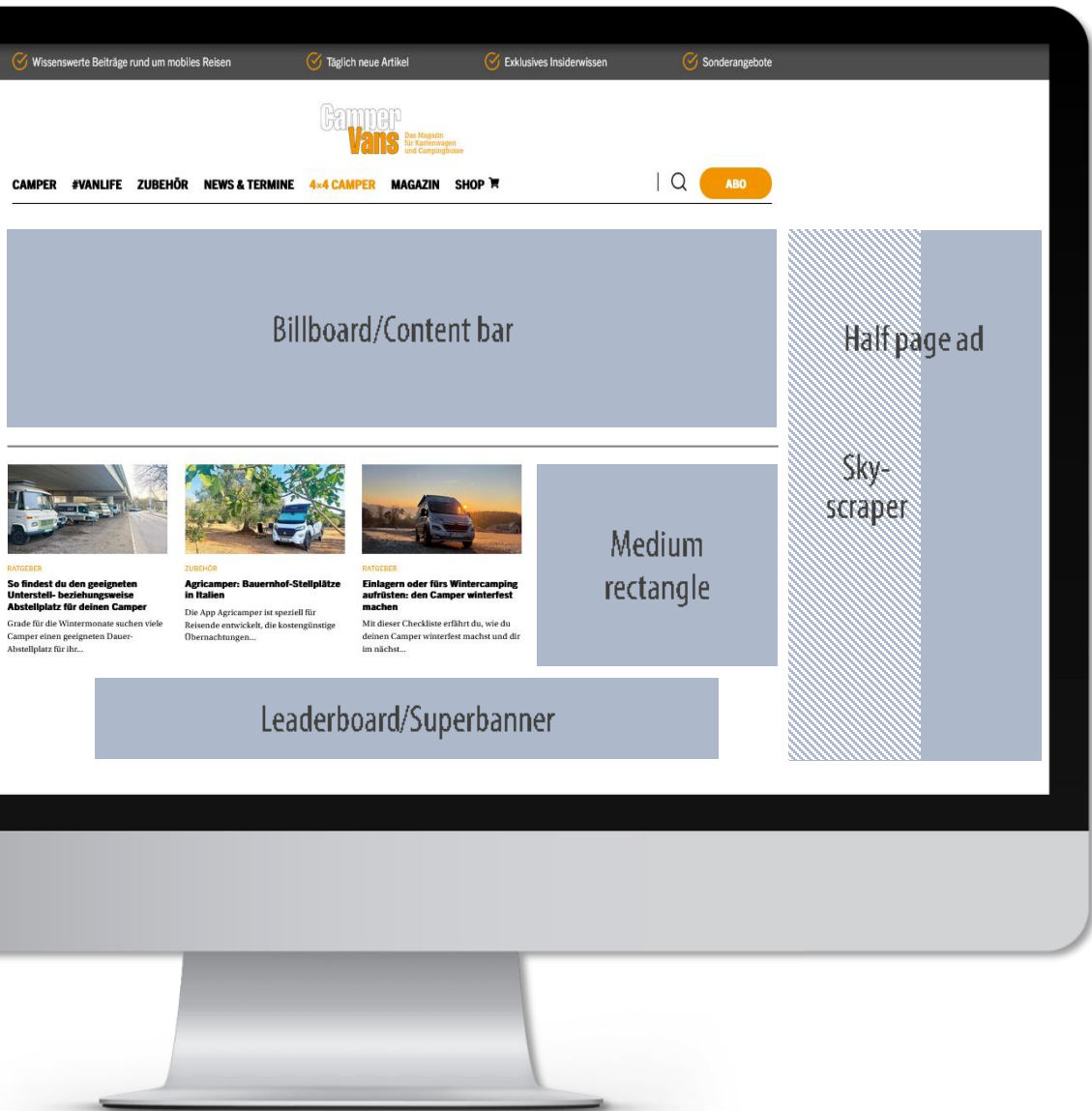
Please pay attention to our delivery guidelines (you will receive the specifications with the order confirmation). For further details please see [technical information](#).

SCHEDULE

PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS	DISTRIBUTION FOCUS	SPECIAL EDITIONS	PUBLICATION DATE	CLOSING DATE ADS
December 2024	01/25	19.12.2024	28.11.2024		Camper Kids	19.12.2024	07.11.2024
January 2025							
February 2025	02/25	27.02.2025	05.02.2025		Bordatlas Dog Special	26.02.2025	15.01.2025
March 2025					CamperCoach	27.03.2025	28.02.2025
					Traumziele für Camper Spring/Summer	27.03.2025	13.02.2025
					Bordatlas Winegrower Special	27.03.2025	17.02.2025
April 2025	03/25	16.04.2025	25.03.2025		Bordatlas Brewery Special	30.04.2025	19.03.2025
May 2025	04/25	22.05.2025	30.04.2025	Subscribers + e-paper	Traumziele für Camper Short Trips	15.05.2025	03.04.2025
June 2025	05/25	26.06.2025	03.06.2025	<i>Issues 04/25 and 07/25 are sent in print to the print subscribers and as an e-paper to the approximately 170,000 recipients from the target group.</i>	4x4 Camper	12.06.2025	15.05.2025
					Bordatlas Thermal-Spa Special	30.06.2025	19.05.2025
July 2025							
August 2025	06/25	28.08.2025	06.08.2025				
September 2025	07/25	25.09.2025	08.09.2025	Subscribers + e-paper			
October 2025	08/25	23.10.2025	30.09.2025		Traumziele für Camper Fall/Winter	17.10.2025	11.09.2025
					Buyer's Guide 2026	30.10.2025	02.10.2025
November 2025					4x4 Camper	06.11.2025	09.10.2025
					Bordatlas 2026	27.11.2025	10.10.2025
December 2025	01/26*	18.12.2025	26.11.2025		Camper Kids	18.12.2025	06.11.2025

*The new prices 2026 apply

WEBSITE – BANNER FORMATS



DISPLAY ADS	AD SIZE (width x height in px)	CPM
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 scroll in visible area, not displayed on mobile devices

TRAFFIC WEBSITE

Page impressions/month: 310,000

Unique user/month: 75,000

Share of mobile users (smartphones & tablets): 60%

Averages per month in 2024

MOBILE ADS	AD SIZE (width x height in px)	CPM
Mobile interscroller ad	640x 960	€ 55
Mobile content ad	640x 300	€ 50
Mobile medium rectangle	300 x 250	€ 40

AD BUNDLE

728 x 90 + 160 x 600 + 300 x 250 € 35



Statutory VAT will be added

HOMEPAGE – EVENT

100% concentrated attention and brand visibility.

FOCUS ON YOUR CAMPAIGN

The homepage event combines billboard, half page ad and medium rectangle with an additional coloring of the background. It directs the focus of website users specifically to your campaign, ideal for the launch of market introduction campaigns or special promotions, where concentrated presence and maximum visibility at a specific time are most important.

EXCLUSIVE AD BUYOUT

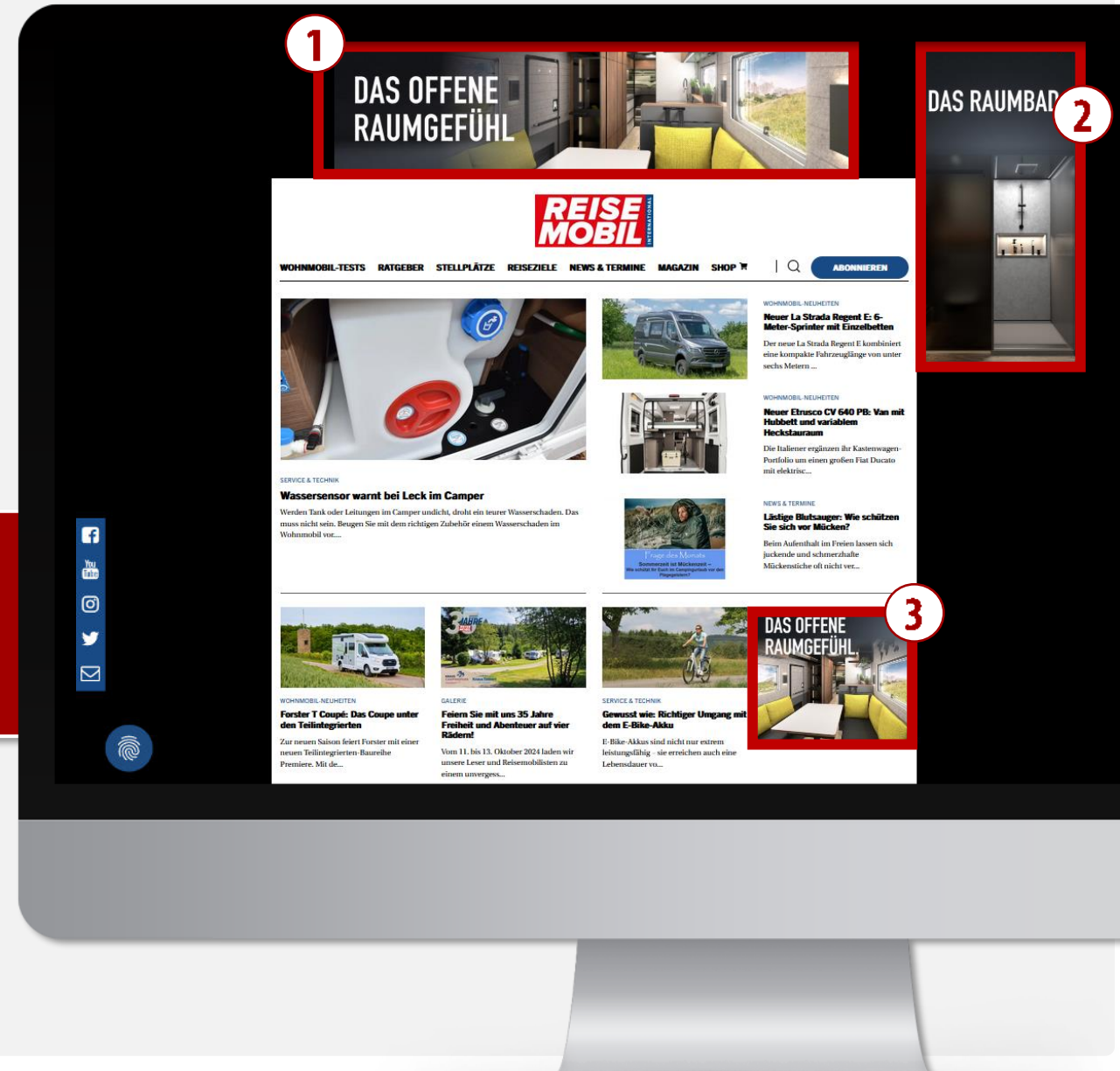
Only your banners will be displayed during the booked period. The homepage event is displayed on the homepage and on all subpages with banner positions.

DETAILS & RATE

- Three banner formats displayed simultaneously:
 - 1) Billboard (970 x 250 pixels)
 - 2) Half page ad (300 x 600 pixels)
 - 3) Medium rectangle (300 x 250 pixels)
- Up to five alternating motifs possible per banner
- Individual background color (please specify desired hex color code)
- CPM € 95
- Expect 15-30k impressions per day (depending on the website).
A concrete traffic forecast is provided as soon as the desired period has been determined.

TELL YOUR STORY!
Ideally use motifs that
present the advertising
message in sequence.

Statutory VAT will be added



WEBSEITE – ADVERTORIAL

The online advertorial on www.reisemobil-international.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.

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 remain permanently available on our website, are found by search engines and are thematically integrated into the menu navigation. The advertising format 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.

TRAFFIC RATES & PRICES

Website	Page impressions	Unique User	Price per month
	Average/month 2024	Average/month 2024	Incl. design and approval link
www.reisemobil-international.de	350,000	118,000	€ 2,490
www.camping-cars-caravans.de	120,000	50,000	€ 1,990
www.campervans.de	310,000	75,000	€ 2,490
www.campervans.de/4x4-camper.de	50,000	25,000	€ 990
www.bordatlas.de	180,000	25,000	€ 690

Statutory VAT will be added



REISE
MOBIL

News & Termine > Der neue Arto – von NIESMANN+BISCHOFF

Der erste Liner auf Mercedes Sprinter

DER NEUE ARTO
ZIEL ERREICHT.

Der erste Liner auf Mercedes Sprinter Basis.

Anzeige

15.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter

Der neue Arto – Der erste Liner auf Mercedes Sprinter

Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

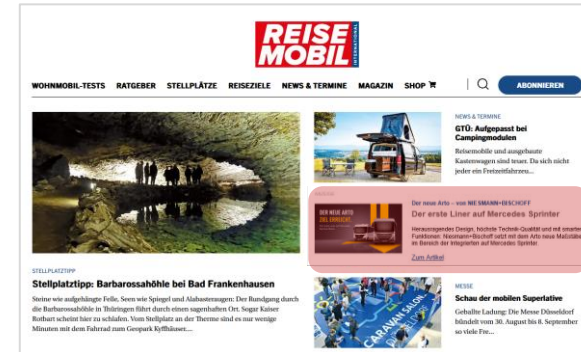
Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung als Fahrzeug der Liner-Klasse.

WEBSITE – ADVERTORIAL/REFRESH

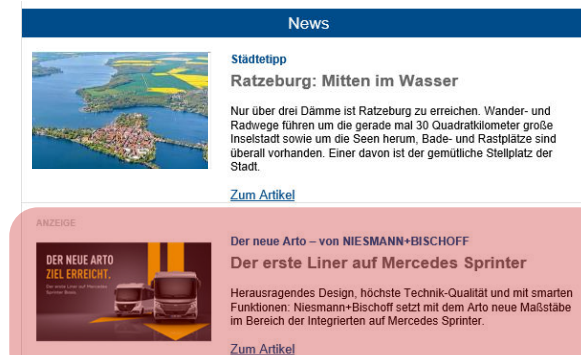
The refresh offers you a cost-effective way to draw attention to your advertorial once again.

Your campaign is advertised again and reaches even more potential customers. The package includes refreshing the booked advertorial on www.reisemobil-international.de. Teasers in other newsletters can also be used to reach additional (secondary) target groups (see “reach extension” package).

TEASER ON THE HOMEPAGE



TEASER WITHIN THE NEWSLETTER



Bundle price
€ 990

For the one-time repetition of
the teaser on the website and
in the newsletter

We use your already
existing advertorial
presence on the
website as a basis
(sample image)



Statutory VAT will be added

WEBSITE – ADVERTORIAL/REACH EXTENSION

The advertorial package already includes a teaser on the website, in the newsletter and on Facebook.
Network the campaign with other channels and increase your reach.

Your campaign is advertised even more strongly for a low budget and you generate interest among other target groups for whom your offer is also suitable. This is ideal, for example, for vehicles for which several advertising channels are suitable, for accessories that are used across vehicles and for all tourist offers.

TEASER IN FURTHER CHANNELS

News



StädteTipp

Ratzeburg: Mitten im Wasser

Nur über drei Dämme ist Ratzeburg zu erreichen. Wander- und Radwege führen um die gerade mal 30 Quadratkilometer große Inselstadt sowie um die Seen herum. Bade- und Rastplätze sind überall vorhanden. Einer davon ist der gemütliche Stelplatz der Stadt.

Zum Artikel

ANZEIGE



Der neue Arto – von NIESMANN+BISCHOFF

Der erste Liner auf Mercedes Sprinter

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

Zum Artikel

Price/teaser

€ 490

For each additional
booking in one of
the channels

Newsletter

Reisemobil International
Camping, Cars & Caravans
CamperVans
Traumziele für Camper
4x4 Camper

Subscribers

45,000
25,000
20,000
30,000
25,000

Target group

Motorhomes of all types
Caravans
Campers/Vans
all vehicle categories
Offroad topics

Facebook post

Reisemobil International
Camping, Cars & Caravans
CamperVans

20,000
26,000
25,000

Motorhomes of all types
Caravans
Campers/Vans

Instagram story

CamperVans

22,000

Campers/Vans

Statutory VAT will be added

We use your already
existing advertorial
presence on the
website as a basis
(sample image)

REISE
MOBIL

News & Termine - Der neue Arto - von NIESMANN+BISCHOFF

Der erste Liner auf Mercedes Sprinter

DER NEUE ARTO
ZIEL ERREICHT.

Der erste Liner auf Mercedes Sprinter Basis.



19.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

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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 reisemobil-international.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.

Can be implemented with only a few documents

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 WEBSEIT & PRICES

Website	Impressions/homepage Average/month 2024	Price per month Incl. design and approval link
reisemobil-international.de	30,000	€ 1,490
camping-cars-caravans.de	10,000	€ 590
campervans.de	11,000	€ 890
campervans.de/4x4-camper	5,000	€ 490
bordatlas.de	10,000	€ 890

Bundle price

€1,790

for reisemobil-international.de
plus camping-cars-caravans.de
or campervans.de

Statutory VAT will be added



PROFITEST | Chausson 777 GA Titanium Ultimate

Mit allem Drum und Dran

Tipp des Monats

Chausson ist bekannt für seine /
Es macht auch der neue Chausson
Ausnahme. Reisemobil Inter
Teilintegrierten auf Ford Transit

TIPP DES MONATS



- Anzeige -

TIPP DES MONATS



Ahorn Camp A690 - Wohnqualität auf knapp 7 Metern

Die neue Alkovenversion des beliebten T690 bietet nicht nur einen abtrennbaren Schlafbereich im Heck, sondern schafft zwei weitere Schlafplätze im Alkoven. Seit 2022 ist das Modell verfügbar und schon kurz darauf zum Liebling der Ahorn Camp Fans gewählt worden.

Länge: 6,98 m, Sitzplätze: 4, Schlafplätze: 5

Mehr erfahren

NEWSLETTER

With the editorial newsletter, around 20,000 subscribers receive industry news and product information two times a month directly to their e-mail inbox.

Include your advertising message!

NEWSLETTER ADVERTORIALS

The best way to present new products is with a newsletter advertorial. Due to the editorial design, it is indistinguishable from editorial information at first glance despite the mandatory labeling with the word “advertisement” and is clicked on just as often. It is important that the headline and text immediately arouse interest. You supply the text and photo, we take care of the layout.

BANNER

Banners are particularly suitable for advertising raffles, events or sales promotions.

Price per advertising media and dispatch

€ 1,190

Statutory VAT will be added

Special offer
€ 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

PERFORMANCE

Subscribers: 20,000

Opening rate: 0 22%

MAILING DATES 2025

Month	Day
January	17./31.
February	14./28.
March	14./28.
April	11./25.
May	09./23.
June	13./27.
July	11./25.
August	08./22.
September	12./26.
October	17./31.
November	14./28.
December	12./30.

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.

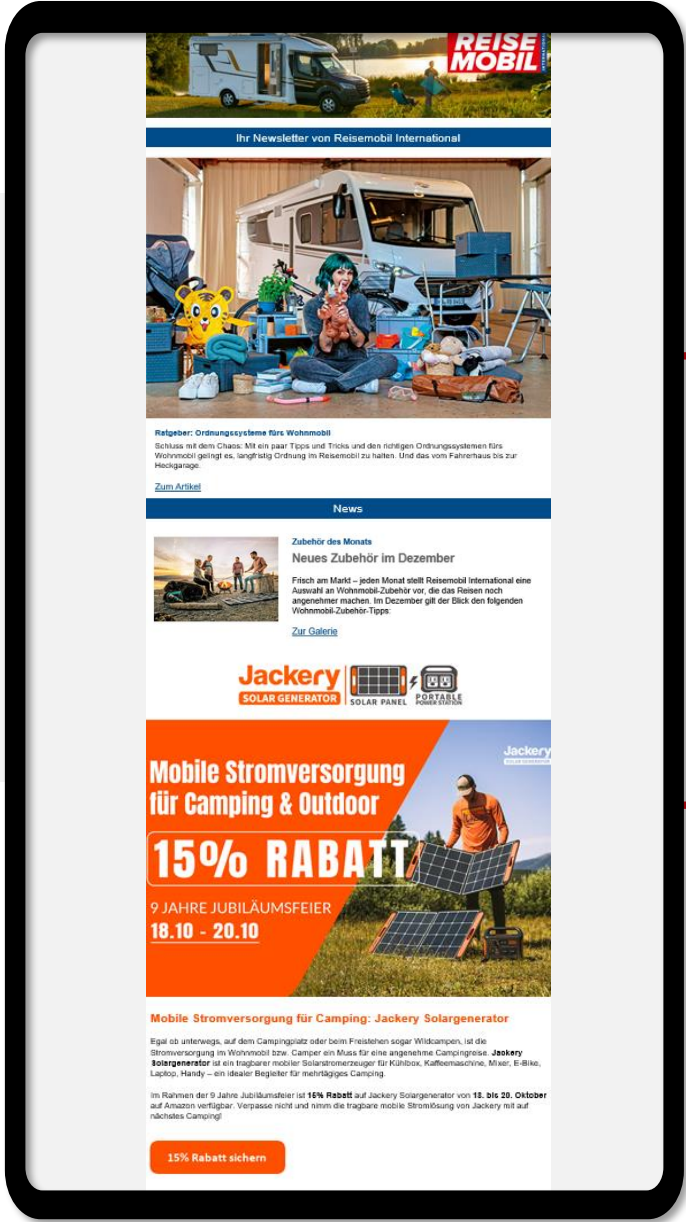
YOUR BENEFITS

- **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 wasted 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	45,000	Ø 22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 20%	€ 2,500
CamperVans	20,000	Ø 22%	€ 2,500
4x4 Camper	25,000	Ø 22%	€ 2,500
Traumziele für Camper	30,000	Ø 24%	€ 2,500

Statutory VAT will be added



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

- Many great prizes are hidden under the fields.
- Click on your field to open your presentation page. There you promote your innovation or your portfolio and ask the lucky question. To answer this question, the raffle participant must search for the answer on YOUR website. The user will only be entered into the prize draw if the answer is correct.
- 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

- Attention-grabbing presence with your logo
- Your own landing page within the lottery content area for extensive text and image promotion
- While searching for the answer to your lottery question, participants generate traffic on YOUR website.
- Additional advertising effect through our extensive accompanying marketing campaign in Reisemobil International, CamperVans and Camping, Cars & Caravans.



BOOK NOW IN ADVANCE!

UNKATEGORISIERT | Verlosung 2025

„Traumziele für Camper“ – das Reisemagazin

1.10.2023

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 Beschreibung, 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 idyllische 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.doldedemedien.de/Traumziele-fuer-Camper>

Easter lottery
31.03. – 25.04.25

Autumn lottery
29.09. – 24.10.25

GALLERY ENTRY

High-quality camping accessories can make a significant contribution to an unforgettable trip and avoid some stressful experiences. The interest in accessories is correspondingly high and product tests and advice topics are among the most popular content on our websites.

Our accessories editorial team filters out the most interesting products from the multitude of trends and innovations and provides tips on purchasing, installation and use every month.

Present your accessory products in this highly relevant content area, where campers find inspiration and information for potential new purchases.

SCHEDULE

Booking deadline:	First working day of the month
Data delivery:	No later than the 7th of the month
Caravan-Salon-Gallery 25:	Booking for exhibitors until 18.08. Data delivery until 22.08.

Presentation of your product in the
ACCESSORY GALLERY OF THE MONTH:

- Image
- Short text (max. 1,000 characters)
- Link

✚ The gallery is also advertised via newsletters and social media channels.

€ 490 Special offer

Prices do not include VAT for German customers

REISE MOBIL
INTERNATIONAL

WOHNMOBIL-TESTS RATGEBER STELLPLÄTZE REISEZIELE NEWS & TERMINE MAGAZIN SHOP  [ABONNIEREN](#)

Galerie: Induktions-Kochsets im Test

Induktionskochfelder finden im Camper immer häufiger Verwendung – doch sie benötigen spezielle Töpfe. Reisemobil International hat fünf geeignete Kochsets getestet – diese finden Sie in der Bildergalerie.

Den vollständigen Test mit allen Ergebnissen gibt es in Reisemobil International 7/2024.

[← Zum Anfang zurück](#) [1 2 ... 10](#) [Alle Galerien](#) [→](#)



Foto: Maren Siepmann

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Brunner: Pirate Spacemaster Mini

Brunners Kochset Pirate Spacemaster Mini besteht aus **zwei Töpfen** und **einer Pfanne** sowie einem **Deckel**, der sowohl auf Pfanne als auch den größeren Topf passt. Neben **Tragetasche** und **Topfschutz** ist im Lieferumfang zudem ein **abnehmbarer Griff** enthalten, der sich an beiden Töpfen und der Pfanne befestigen lässt. Einerseits praktisch, andererseits muss der Koch den Griff mehrmals „umbauen“, wenn er mehrere Töpfe oder Pfannen gleichzeitig in Betrieb hat. Ein weiterer Pluspunkt des Brunner-Sets: Die Griffe der **Glasdeckel mit Silikonrand** sind bereits vormontiert – hier muss der Camper nicht mehr zum Schraubenzieher greifen.

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 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

Reisemobil International
Camping, Cars & Caravans
CamperVans

Fixed price for simultaneous booking
of an advertisement in the same
magazine and issue (min. 1/2 page)

€ 2,900 + media cost for advert
€ 2,900 + media cost for advert
€ 2,900 + media cost for advert

Fixed price for booking
without simultaneous
ad placement

€ 7,700
€ 7,300
€ 5,500

Statutory VAT will be added



Extensive digital
campaign to
promote the deal

- ✓ Facebook
- ✓ Instagram
- ✓ Newsletter
- ✓ Website



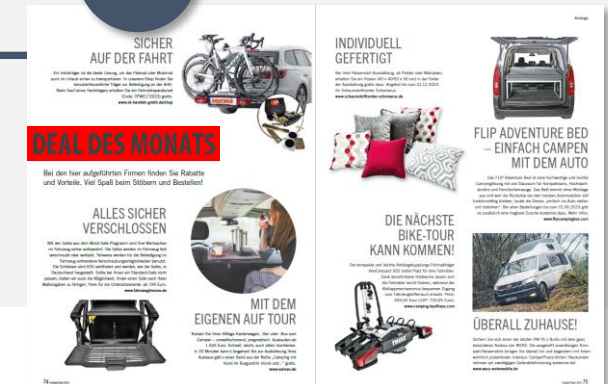
Double-page spread
in the magazine
With a detailed presentation
of the deal and the benefits



Example

Large teaser for
your discount
offer directly on
the front page

Design can be
customized
according to
your wishes.



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: PS0coated_v3_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 CC2024
- Adobe InDesign up to CC2024
- Adobe Photoshop up to CC2024

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 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)

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

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

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
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Summary	Max. 200 characters incl. blanks
Text	Max. 2,000 characters incl. blanks
Optional	Max. two subheads within the text
Landing page	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.

DEAL OF THE MONTH

Picture	300 dpi resolution
Text	300-350 characters incl. blanks

STANDALONE NEWSLETTER

Pictures	Cover picture + max. 4 further pictures 600 x 400 px Filesize: max. 250 kb File formats: jpg, gif or png
Overline	Max. 50 characters incl. blanks can be integrated into title image, if necessary
Headline	Max. 80 characters incl. blanks can be integrated into title image, if necessary
Text	Max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters)
In addition	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
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Text	Max. 350 characters incl. blanks
Landing page	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

INSTAGRAM-STORY

Wallpaper	570 x 120 pixels
File format	Max. 100 kb
Text	jpg, gif or png
Landing page	Please specify

All advertorials are marked with the word Anzeige

CONTACTS

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[General terms & conditions](#)

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