

CamperVans

MEDIA KIT 2026

DoldeMedien
VERLAG GMBH

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

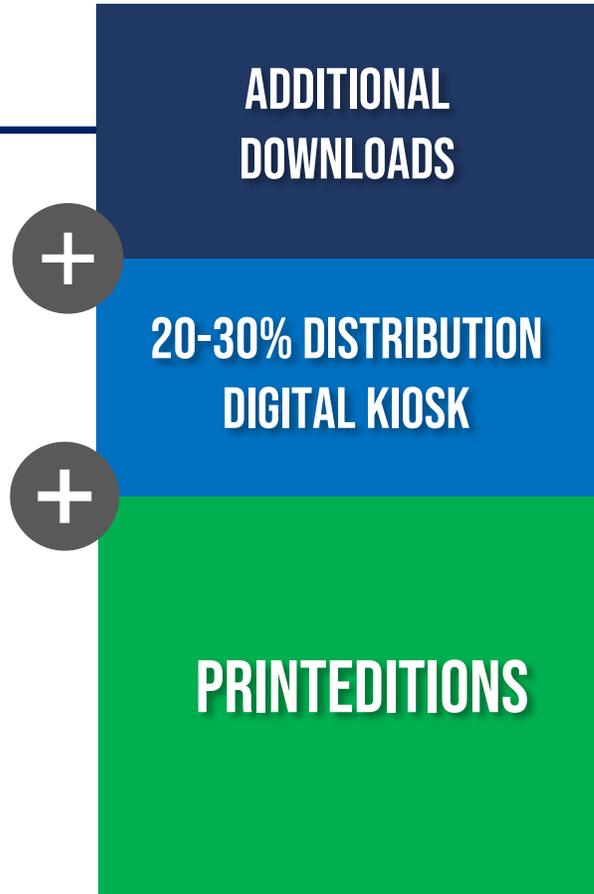
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

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

2+ ads	5%
4+ ads	8%
6+ ads	12%
8+ ads	15%
16+ ads	20%

By volume

2+ pages	5%
3+ pages	10%
4+ pages	15%
6+ pages	18%
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	PRICE/MM HEIGHT
Black & White	€ 3.10
Spot colour	€ 3.60
Four-coloured	€ 4.95
SIZES	
Single column width	43 mm
Double columns width	90 mm
Height variable	Min. 10 mm

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

Camper Vans Markt

<p>Egal wie alt... Barankauf aller Reisemobile www.womo-barankauf.de Tel. 0800/774500 gebührenfrei Gebührenfrei außer Süddeutschland www.rhinomat.de Tel. 05652/7745 - Fax 05652/8426</p>	<p>1sp/40 mm Black & White: € 124 Spot colour: € 144 Four-coloured: € 198</p>	<p>CARADO Wohnmobile United SHYMER SHYMER SERIBA ADRIA carado CROSSCAMP M&A 61381 Friedrichsdorf/Ts. Tel. 00175 40025-0 + 0174 9234410 Info@wohnmobile-united.de www.wohnmobile-united.de</p>	<p>ERIBA Verkauf - Vermietung - Zubehör - Service SHYMER ERIBA WOMO EDER CARADO ADRIA LEVENS ANGLIMA Wohnmobile Eder GmbH 72674 Bad Urach-Wettingen Reisevergabe.de • 07128 80388 www.womo-eder.de</p>
<p>AAC 1sp/20 mm SW: € 62 S. c.: € 72 / 4c.: € 99</p>	<p>3H Verkauf Vermietung Werkstatt Zubehörshop Stellplätze CAMPING CENTER Jacobstraße 66, 41836 Hückelhoven Tel. 02433 - 939090 www.3H-Camping.de SHYMER SHYMER SERIBA ADRIA</p>	<p>CHAUSSON Tank für CHAUSSON-Partner im Norden www.Tank-Reisemobile.de</p>	<p>ETRUSCO marnetfreizeitmobile Gude Camper ADRIA ETRUSCO Ihr Vertragspartner für Mittelhessen und Rhein-Main www.gude-camper.de Tel. 0800 / 250 3 250</p>
<p>ADRIA www.adria-deutschland.de</p>	<p>ALLGÄU CAMPER www.allgau-camper.com</p>	<p>CROSSCAMP SINGHOFF LMC www.singhoff-lmc.de 06585 Limburg, Tel. 09491/77811-0</p>	<p>EURA MOBIL Wohnmobile auf Petersberg Verkauf: Euro Mobil & Forster Service: Paul & Christoph 02254 Stolchenhain/Reitz www.wohnmobilmobilpark-petersberg.de</p>
<p>Ihr Partner im Norden Mobile Freiheit erleben! FreizeitMobile VON DER KAMMER GRUPE 04949 m malibu liberty 24452 Seemde www.freizeitmobile.com/de Handzeit: 1/809 - Tel. 04422/50487-0</p>	<p>CustomBus - Camping Vans Wohn- und Reisemobile auf VW T8.1 & Crafter B8.5 www.custom-bus.de Telefon: 0511/3383575</p>	<p>CUSTOM-BUS</p>	<p>FORSTER</p>
<p>BEHL</p>	<p>2sp/20 mm / Black & White: € 124 Spot colour: € 144 / Four-coloured: € 198</p>	<p>4sp/30 mm / Black & White: € 372 Spot colour: € 432 / Four-coloured: € 594</p>	

<p>HYMER www.hymer-koeln.de Tel. 02236/3785-0</p>	<p>WINKLER Bei uns beginnt Ihr Urlaub! www.winkler-stuttgart.de Ihr Partner im Raum Stuttgart für Verkauf, Vermietung, Service.</p>	<p>MALIBU Wohnmobile Oeste Concorde 34213 Mammstein • Tel. 0363191 001 www.wohnmobile-oeste.de</p>
<p>www.hymer-koeln.de Tel. 02236/3785-0</p>	<p>SeeCamper GmbH 055792490 see camper.com</p>	<p>WINKLER Bei uns beginnt Ihr Urlaub! malibu www.winkler-stuttgart.de</p>
<p>Wohnmobile United SHYMER SHYMER carado CROSSCAMP M&A 61381 Friedrichsdorf/Ts. Tel. 00175 40025-0 + 0174 9234410 Info@wohnmobile-united.de www.wohnmobile-united.de</p>	<p>KNAUS www.knaus-ersatzteile.com</p>	<p>LAIKA 1sp/50 mm Black & White: € 155 Spot colour: € 180 Four-coloured: € 247,50</p>
<p>3H Verkauf Vermietung Werkstatt Zubehörshop Stellplätze CAMPING CENTER Jacobstraße 66, 41836 Hückelhoven Tel. 02433 - 939090 www.3H-Camping.de SHYMER SHYMER SERIBA ADRIA</p>	<p>holiday Ihr Vertragspartner im Großraum Hannover WEINBERG TARBENT W 34158 Neustadt/Blb Tel. 05052-862190 www.holiday-by-helmut-sies.de</p>	<p>PILOTE CaravanKlinik Brockmann PILSTE Johannesstr. 8, 38281 Odrum Tel. 0522/519611-20 - info@caravan klinik.de www.caravan klinik.de</p>
<p>www.hymer-chemnitz.de</p>	<p>CAMPER BASE Rhein-Main RHEIN-MAIN KNAUS PREMIUM-HÄNDLER www.camperbase.de</p>	<p>LIGNUM MOBILITY www.lignum-mobility.de</p>
<p>KABE www.kabe-seide.de</p>	<p>KARMANN Ihr Partner im Norden www.Tank-Reisemobile.de</p>	<p>PÖSSL Reisen, Herz Straße 30 28052 Wiltgen-Schwarzenberg Tel. 05716 5748 www.reisemobile-barlstein.de</p>
<p>J.R. Verkauf Vermietung Reparatur Tel. 069/40807711 Philipp-Haas-Strasse 23 - 63477 Maintal www.jr-reisemobile.de</p>	<p>3sp/50 mm / Black & White: € 465 Spot colour: € 540 / Four-coloured: € 742,50</p>	

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

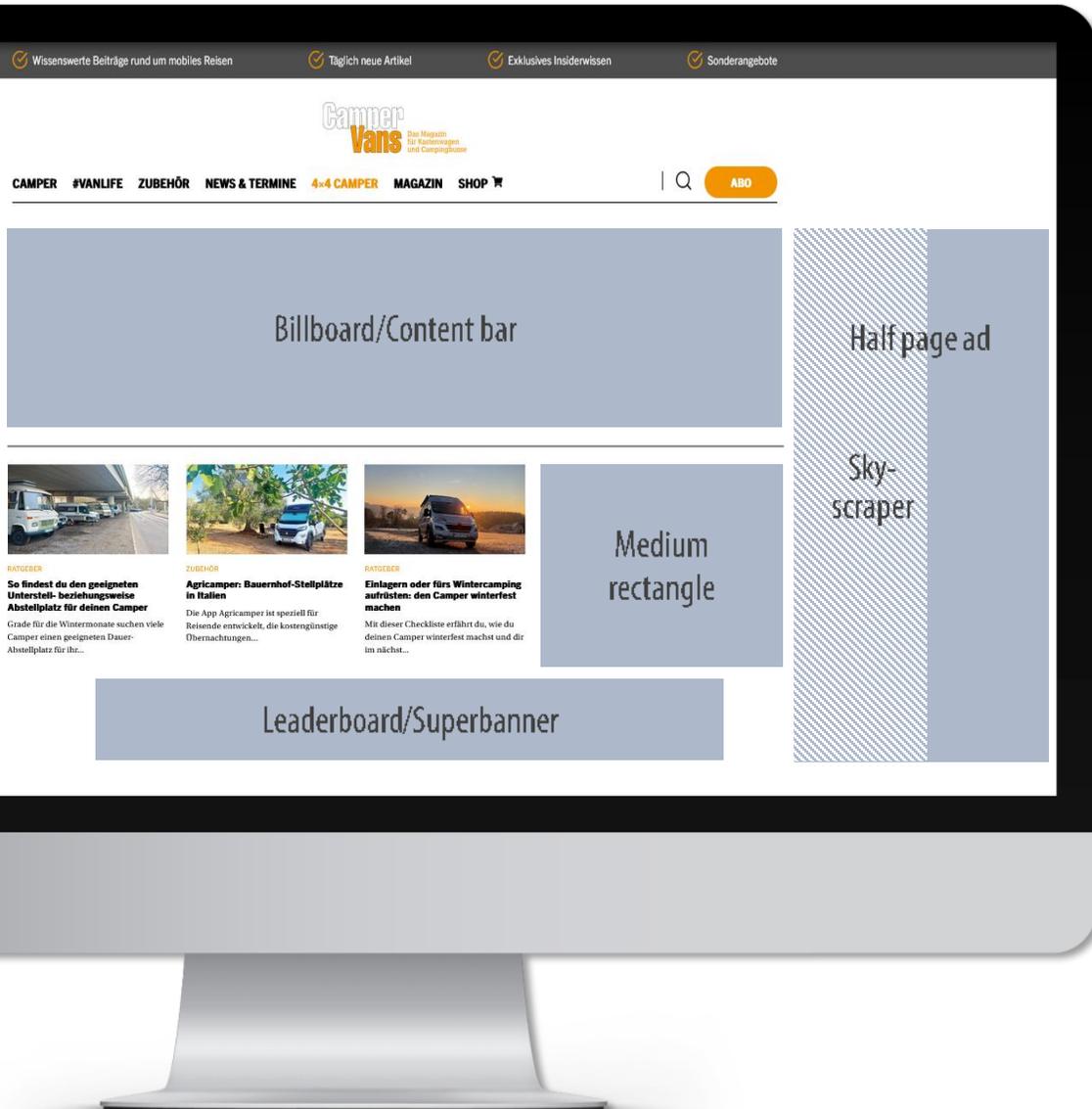
Please pay attention to our delivery guidelines (you will receive the specifications with the order confirmation). For further details please see [technical information](#).

SCHEDULE

PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MATERIAL	DISTRIBUTION FOCUS
December 2025	01/26	18.12.2025	26.11.2025	
February 2026	02/26	26.02.2026	04.02.2026	
April 2026	03/26	15.04.2026	24.03.2026	
May 2026	04/26	21.05.2026	29.04.2026	Subscribers + e-paper
June 2026	05/26	25.06.2026	02.06.2026	Issues 04/26 and 07/26 are sent in print to the print subscribers and as an e-paper to the approximately 170,000 recipients from the target group.
August 2026	06/26	20.08.2026	05.08.2026	
September 2026	07/26	24.09.2026	07.09.2026	Subscribers + e-paper
October 2026	08/26	22.10.2026	29.09.2026	
December 2026	01/27*	17.12.2026	25.11.2026	

*The new prices 2027 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

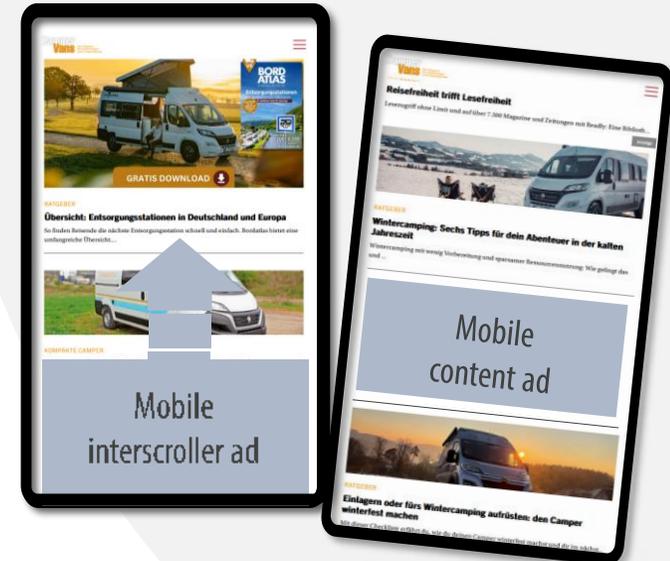
*Banner always scroll in visible area, not displayed on mobile devices

TRAFFIC WEBSITE

Page impressions/month: 520,000
 Unique user/month: 180,000
 Share of mobile users (smartphones & tablets): 60%
 Average April-September 2025

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	CPM
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.

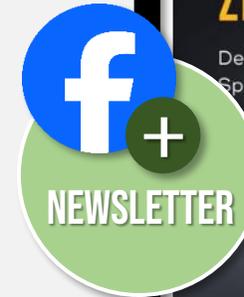
Additional reach

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 Average/month 2024	Unique User Average/month 2024	Price per month 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.

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.

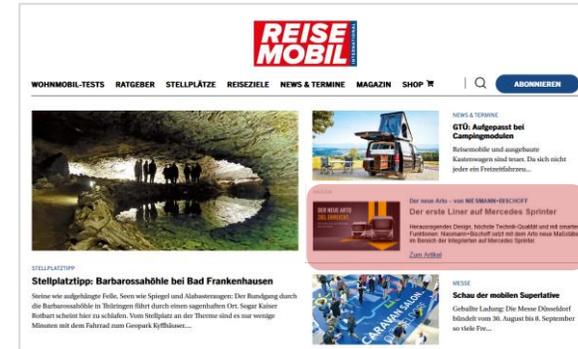
Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung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



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 Stellplatz der Stadt.
[Zum Artikel](#)

ANZEIGE

DER NEUE ARTO ZIEL ERREICHT.
 Der erste Liner auf Mercedes Sprinter

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

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

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.

Newsletter	Subscribers	Target group
Reisemobil International	45,000	Motorhomes of all types
Camping, Cars & Caravans	25,000	Caravans
CamperVans	20,000	Campers/Vans
Traumziele für Camper	30,000	all vehicle categories
4x4-Camper	25,000	Offroad topics

Facebook post	Subscribers	Target group
Reisemobil International	20,000	Motorhomes of all types
Camping, Cars & Caravans	26,000	Caravans
CamperVans	25,000	Campers/Vans

Instagram story	Subscribers	Target group
CamperVans	22,000	Campers/Vans

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 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 WEBSITE & 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



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

Camper Vans

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](#)

PERFORMANCE

Subscribers: 20,000

Opening rate: 0 22%

MAILING DATES 2026

Month	Day
January	16./30.
February	13./27.
March	13./27.
April	10./24.
May	08./22.
June	12./26.
July	10./24.
August	07./21.
September	11./25.
October	16./30.
November	13./27.
December	11./29.

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.

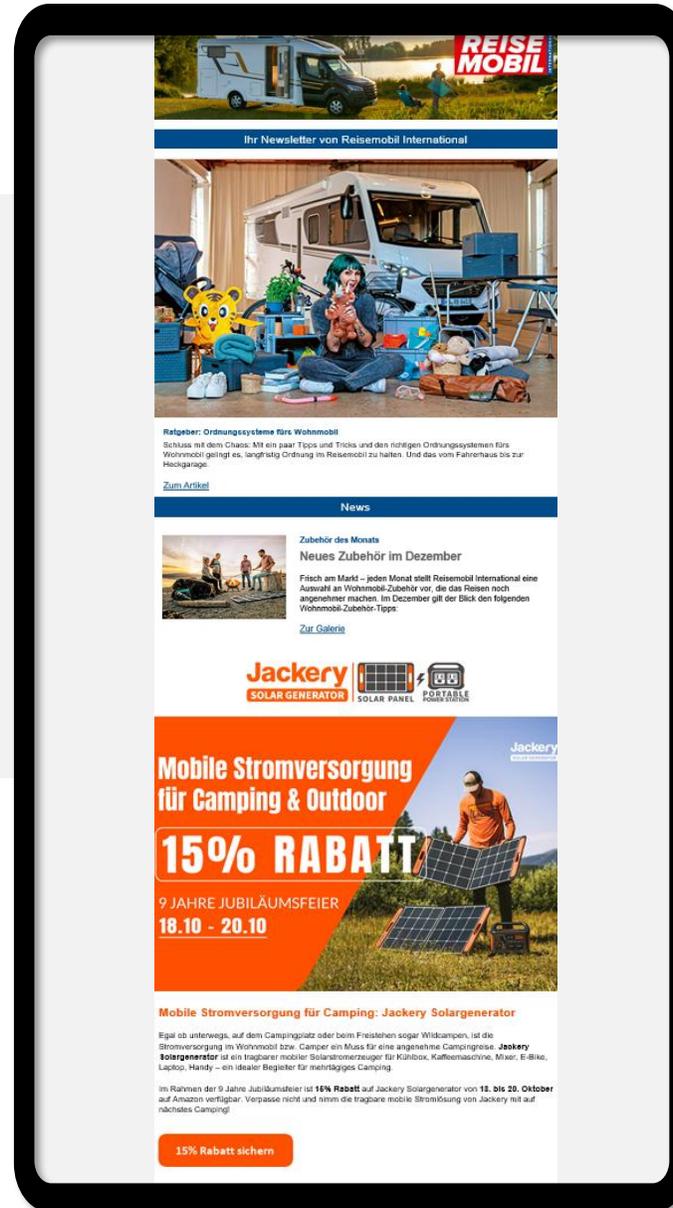
YOUR BENEFITS

- **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

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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