

CamperVans

MEDIA KIT 2027

DoldeMedien
VERLAG GMBH

- The magazine
- Increased digital reach
- Print advertisements
- Print specials
- Schedule
- 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

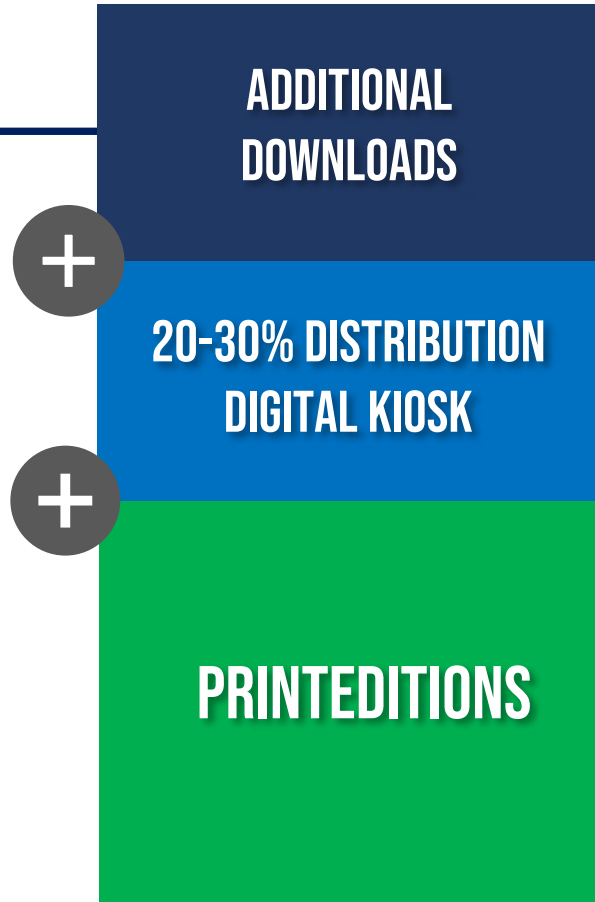
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

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 SHYMER
carado | CROSSCAMP | MOBIL
61381 Friedrichsdorf/Ts.
Tel. 08175/400150 - 0174/9334410
Info@wohnmobile-united.de
www.wohnmobile-united.de

ERIBA
Verkauf - Vermietung - Zubehör - Service
SHYMER ERIBA
Wohnmobile Eder GmbH
72674 Bad Urach-Wittingen
Reinholdstraße 40 - D-72129 Bad Urach
www.womo-eder.de

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

34
CAMPING CENTER
Verkauf
Vermietung
Werkstatt
Zubehöreshop
Stellplatz
Jacobstraße 66, 41836 Hückelhoven
Tel. 02433 - 930900
www.34-Camping.de
SHYMER SHYMER
ERIBA | ADRIA

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

ETRUSCO
marnet freizeitmobil
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 LMC
www.singhoff-lmc.de
06555 Limburg, Tel. 06421/77811-0

EURAMOBIL
www.euramobil.de

Ihr Partner im Norden
FreizeitMobile
von der KAMMER GROUP
www.freizeitmobile-nord.de
24452 Sande
Tel. 04422/50487-0

CUSTOM-BUS
Wohn- und Reisemobile
auf VW T6, T6.1, Crafter Bads
www.custom-bus.de
Telefon: 0511/3383575

FORSTER
www.forster-mobil.de

BEHL
www.behl-mobil.de

BEHL
www.behl-mobil.de

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www.behl-mobil.de

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www.behl-mobil.de

BEHL
www.behl-mobil.de

BEHL
www.behl-mobil.de

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 SHYMER
carado | CROSSCAMP | MOBIL
61381 Friedrichsdorf/Ts.
Tel. 08175/400150 - 0174/9334410
Info@wohnmobile-united.de
www.wohnmobile-united.de

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CAMPING CENTER
Verkauf
Vermietung
Werkstatt
Zubehöreshop
Stellplatz
Jacobstraße 66, 41836 Hückelhoven
Tel. 02433 - 930900
www.34-Camping.de
SHYMER SHYMER
ERIBA | ADRIA

www.hymer-chemnitz.de

KABE

KABE
www.kabe-seide.de

KARMANN

KARMANN
www.karmann-mobil.de

WINKLER

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

SeeCamper GmbH
0755792490
seeCamper.com

LAIKA

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

LAIKA
www.laika-mobil.de

LIGNUM MOBILITY

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

LIGNUM MOBILITY
www.lignum-mobility.de

MALIBU

Wohnmobile Oester
Concorde
34313 Marnungen - Tel. 05431/51 681
www.wohnmobil-oester.de

WINKLER
Bei uns beginnt Ihr Urlaub!

malibu
www.malibu-mobil.de

LAIKA

LAIKA
www.laika-mobil.de

PILOTE

CaravanKlinik
Brockmann
PILOTE
Johannes B. - 04301 Gießen
Tel. 0152 22 91 96 11 20 - info@caravan klinik.de
www.caravan klinik.de

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

PÖSSL

PÖSSL
www.poeschl-mobil.de

PÖSSL
www.poeschl-mobil.de

PÖSSL
www.poeschl-mobil.de

PÖSSL
www.poeschl-mobil.de

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www.poeschl-mobil.de

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PÖSSL
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PÖSSL
www.poeschl-mobil.de

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



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 2026	01/27	17.12.2026	25.11.2026	
February 2027	02/27	25.02.2027	03.02.2027	
April 2027	03/27	15.04.2027	23.03.2027	
May 2027	04/27	26.05.2027	28.04.2027	Subscribers + e-paper
July 2027	05/27	08.07.2027	09.06.2027	Issues 04/27 and 07/27 are sent in print to the print subscribers and as an e-paper to the approximately 170,000 recipients from the target group.
August 2027	06/27	26.08.2027	04.08.2027	
October 2027	07/27	07.10.2027	15.09.2027	Subscribers + e-paper
November 2027	08/27	11.11.2027	13.10.2027	
December 2027	01/28*	16.12.2027	24.11.2027	

*The new prices 2028 apply.

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 CC2025
- Adobe InDesign up to CC2025
- Adobe Photoshop up to CC2025

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)

CONTACTS

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vermarktung.doldemedien.de

[General terms & conditions](#)

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DATA MANAGEMENT



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