KAUFBERATER

MEDIA KIT 2026

DoldeMedien
VERLAG GMBH

THE MAGAZINE

Purchasing guide: The best path to the right motorhome camper van and caravan!

- Market overview
- Beginner special with type test, basic tips for purchasing new and financing, renting as the first step towards buying, etc.
- Exemplary vehicle tests for all categories
- Engineering made easy: a summary which gives practical information on all themes, such as heating, water, gas, bathrooms, etc.
- Checklist for buying a used vehicle

Target group	Newcomers and potential buyers
Published since	2019
Printed circulation	25,000 copies
Publication schedule	Annual
Price per copy	€ 9.90
Magazine format	210 x 280 mm (width x height)

Issue	Publication date	Closind date ads/ Printing material
02/26	23.03.2026	23.02.2026
01/27	15.10.2026	21.09.2026

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IMAGE ADS

AD FORMATS		BASIC PRICES			TYPE AREA (No trim)	BLEED ADS (+5 mm trim on each side)
		Black & White	Spot colour*	4c	Width x Height (mm)	Width x Height (mm)
2/1		€ 5,190	€ 6,230	€ 8,310	395 x 252	420 x 280
1/1		€ 2,595	€ 3,115	€ 4,155	184 x 252	210 x 280
3/4	Vertical	€ 1,950	€ 2,340	€ 3,120	137 x 252	150 x 280
	Landscape				184 x 184	210 x 203
1/2	Vertical	€ 1,300	€ 1,560	€ 2,080	90 x 252	103 x 280
	Landscape				184 x 124	210 x 140
1/3	Vertical	€ 870	€ 1,040	€ 1,390	55 x 252	67 x 280
	Landscape				184 x 72	210 x 92
1/4	1 column	€ 655	€ 785	€ 1,040	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 330	€ 395	€ 520	43 x 124	-
	2 columns				90 x 60	-
	4 columns				184 x 30	-
COVER PAGES						
1/1	2nd	-	-	€ 4,570	-	210 x 280
1/1	4th	-	-	€ 4,770	-	210 x 280

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

Technical information

Statutory VAT will be added

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DISCOUNTS

The highest discounts from the current 2026 advertising in the periodicals **Reisemobil International**, **CamperVans** or **Camping, Cars & Caravans** will be transferred to the special editions.

SPECIALS 2025

- **Traumziele für Camper:** 26.03., 11.05., 16.10., 17.12.
- **Bordatlas Specials:** February: Stay overnight for free, March: Pitches at farms, November: Winegrower
- **4x4 Camper:** 28.05., 05.11.
- **Buyer' Guide:** 19.03., 15.10.
- **Bordatlas:** 26.11.

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

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COLOUR	PRICE/MM HEIGHT
Black & White	€ 2.90
Spot colour	€ 3.40
Four-coloured	€ 4.60

SIZES

Single column width	43 mm
Double columns width	90 mm
Height variable	Min. 10 mm

Please see price examples on the sample page.

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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	207 x 280 mm (B x H)
Cover flap max.	197 x 280 mm (B x H)
Cover flap min.	110 x 280 mm (B x H)
	each plus trimming

€ 12,880

Statutory VAT will be added

INSERTS

LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

Up to 10 gram	€ 63
10 to 20 grams	€ 71
21 to 30 grams	€ 79
Additional to each further gram	€ 0.80

Maximum size 195 x 270 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 195 x 300 mm (width x height)
Minimum size 125 x 300 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

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All prices apply for machine-processable texts, per started thousand words. Price increases apply for manual processing. No discounts, agency commission is granted.

Inserts cannot contain any adverts or paid elements for third parties.

Please send a (blind) sample to check the processing possibilities. Free house delivery no later than 8 days after advertising closing date to:

Vogel Druck und Medienservice GmbH
Warenannahme
Herr 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 .

TECHNICAL INFORMATION PRINT

PRINT

Colour advertisements: European Scale DIN 16539. If the primary colour black is not used in the colour advertisements, this does not affect the cost calculation. Special colours or shades which cannot be created out of the basic colour range will be separately calculated (details given on request). Slight variations in shade may occur within normal tolerances of the printing process. Discounts are given on additional colours.

Advertisement types: Differences are made between print space ads and trimmed ads (or also bleed advertisements and trimmed). Print space ads do not come in contact with the edges of the page, but are placed in varying size within the print space. Trimmed ads on the other hand touch one or more edges of a page and therefore need 5 mm on all sides for trimming. This is technically defined due to the fact that the magazine is trimmed to its final size after the printing process is complete.

Print space ads: For all advertisement sizes please see the table to the respective format specification. When designing your advertisement you may use your preferred size to its full extent. Don't add bleed space.

Trimmed ads: An additional 5 mm should be added to each side of a trimmed ad, whether it touches an edge or the binding. This is to compensate for the trimming process. Important contents should be kept 10 mm away from the trimming edge. If you wish to use the same advertisement in several different magazines (they generally have slight variations in sizes), then the smallest advertisement size for the magazine in question is applicable to the size of your ad.

Bleed ads: Ads that run through double pages must have a special layout. The visual restriction arises due to the bend in the magazine at the binding: a section of the motif is absorbed into the binding. This must be taken into consideration when designing and choosing the layout of your advertisement.

It is very important to remember that there has to be a 3 mm repetition of the motif (motif overlap) per page, i. e. if there is the possibility that a picture runs through the binding, it has to be placed 3 mm away from the binding, while at the same time leaving no white edge along the inside edge. In addition to this, the usual 5 mm trimming edge must also remain the same.

Text that runs through the binding must also be separated by 3 mm along the inside edge. Both sides of a double page advertisement must be sent as single pages. Please remember that all other relevant ad components must be placed 10 mm away from binding and the edges.

You will appreciate that the publisher cannot and may not correct sent data without authority. If you wish to use the same advertisement in several different magazines (they generally have slight variations in sizes), then the smallest advertisement size for the magazine in question is applicable to the size of your ad.

DATA

Delivery of data: Fundamentally, all advertisements must be sent as a high resolution Print PDF file in the PDF/X1a standard, separated according to the following profiles:

- Cover: ISOcoated_v2_eci.icc
- Content: PSO_LWC_improved

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: 210 mm (width) x 280 mm (height)

CONTACTS

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General terms & conditions

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