

KAUFBERATER CAMPERVANS & REISEMOBILE

MEDIA KIT 2023

DoldeMedien
VERLAG GMBH



picture: Andreas Güldenfuß



- CONTENT
- Purchasing guide: The best path to the right motorhome and camper van!
- a market overview for experienced and new camping fans
 - beginner special with van type test, basic tips for purchasing new and financing, renting as the first step towards buying, etc.
 - brief portraits of all camper van categories
 - 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

FACTS

target group	newcomers and potential buyers
founded	2019
printed circulation	25,000 copies
publication schedule	annual
price per copy	€ 9.90
magazine format	225 x 300 mm (width x height)

SCHEDULE

publication date issue 2024	21.08.2023
closing date ads/printing material	27.07.2023

◦ RATGEBER EINFÜHRUNG

Let's talk CAMPERVAN!

Camping bedeutet Freiheit und Flexibilität. Raus aus dem Alltag, rein ins Abenteuer. Doch der Weg zum eigenen Fahrzeug ist so vielseitig wie die Urlaubsform selbst.

Von Daniel Schlichte

Eigentlich spricht aktuell einiges dafür, mit dem Kauf eines Campers noch ein wenig zu warten. Die Nachfrage ist hoch, entsprechend lang sind die Wartezeiten. Und die Fahrzeuge, die angeboten werden, ob neu oder gebraucht, sind teuer. Trotzdem entscheiden sich Jahr für Jahr mehr Menschen für einen eigenen Campingbus oder Kastenwagen. Wiederholt feierte die Branche Rekorde bei den Zulassungszahlen, insgesamt wurden in den ersten sechs Monaten des Jahres über 62.000 Freizeitfahrzeuge neu zugelassen. Das sind 15,4 Prozent mehr als in der ersten Jahreshälfte 2020. Dafür gab es besonders in den letzten anderthalb Corona-Jahren sicherlich einige Beweggründe,

sie alle führen jedoch auf die Essenz der Urlaubsform zurück: Camping ist unabhängig, flexibel, naturnah, erholsam, familiär – und einfach, zumindest in seiner ursprünglichen Art. Dass Letzteres heute nicht mehr zwingend der Fall ist, beweisen auch die vermeintlich schlicht ausgestatteten Fahrzeuge aus dem Einstiegs-Segment immer wieder. Gerne wirbt man mit Konnektivität und Autarkie durch mächtig viel Strom an Bord, während die klassische Chemie-Toilette nach spätestens drei Tagen geleert werden will. Ganz abgesehen davon, dass man in Europa ohnehin kaum noch freistehen darf.

In der Praxis spricht jedoch kaum etwas gegen den Besuch eines Campingplatzes und natürlich erleichtern die Trends von heute und morgen den Camping-Alltag auch. Möbelmodule beispielsweise werden immer ausgeklügelter, mit ihnen lässt sich nahezu alles vom größeren Pkw bis zum Transporter in Minuten in einen Camper verwandeln. Mobile Energiepakete liefern zuverlässig Strom, 12 und auch 230 Volt. Durch sie wird so manches vollwertige Bordstromnetz entbehrlich – oder zumindest das Kaffeekochen per Nespresso statt Bialetti deutlich entspannter.

Bekanntlich kann die Freude des einen ganz viel Unglück für jemand anders bedeuten. Entsprechend groß ist die Auswahl an Campingbussen und Kastenwagen.

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Campervans Kaufberater 2023

Campervans Kaufberater 2023

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SIZES & PRICES

sizes		basic prices			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4c	width x height (mm)	width x height (mm)
2/1	inner part	€ 5,190	€ 6,230	€ 8,310	424 x 270	450 x 300
1/1	inner part	€ 2,595	€ 3,115	€ 4,155	197 x 270	225 x 300
3/4	vertical	€ 1,950	€ 2,340	€ 3,120	146 x 270	159 x 300
	lateral				197 x 270	225 x 217
1/2	vertical	€ 1,300	€ 1,560	€ 2,080	96 x 270	109 x 300
	lateral				197 x 132	225 x 148
1/3	vertical	€ 870	€ 1,040	€ 1,390	58 x 270	71 x 300
	lateral				197 x 77	225 x 98
1/4	1 column	€ 655	€ 785	€ 1,040	45 x 270	58 x 300
	2 columns				96 x 133	-
	4 columns				197 x 64	-
1/8	2 columns	€ 330	€ 395	€ 520	45 x 133	-
	inner part				96 x 64	-
	inner part				197 x 31	-
cover pags						
1/1	2nd	-	-	€ 4,570	-	225 x 300
1/1	4th	-	-	€ 4,770	-	225 x 300

*spot colours are composed of max. 2 of the Euro scale colours cyan, magenta, yellow; statutory VAT will be added

[technical information](#)

DISCOUNTS

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

special editions 2023:

- Traumziele für Camper: 20.03./25.09.
- CamperPraxis: 20.04.
- Bordatlas Special Winzeratlas: 29.03.
- Kaufberater Reisemobile & Campervans: 21.08.
- Bordatlas 2024: 23.11.

PAYMENT 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

Kaufberater

Campervans & Reisemobile

MARKET

BUSINESS ADS

colour	price per millimeter height
black & white	€ 2.90
spot colour	€ 3.40
four-coloured	€ 4.60
single column width	43 mm
double columns width	90 mm
height	variable
minimum height	10 mm

DISCOUNTS

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statutory VAT will be added

Kaufberater CamperVans Markt

Kompetenz rund um

- Campingbusse
- Kastenwagen
- Campingmodule
- Zubehör und mehr

00000 Vom NUTZFAHRZEUG zum REISEMOBIL! Komplettfahrzeuge oder Innenausbau, immer individuell nach Ihren Wünschen modernste Technik und solide Handarbeit Der Spezialist seit über 20 Jahren Die Reisemobil-Manufaktur Schöner 02689 Schöndorf • D-3900 Tel. 0392 26 46 90-0 www.diesereisemobil-manufaktur.de	10000 NEUSEELAND Caravaning Spenglerallee 23 04442 Zwenkau Tel. 03 42 03 / 43 35 40 CHAUSSEON la strada LMC malibu www.neuseelandcaravaning.de	30000 Der Fachhändler im Großraum Hannover HYMER SERIBA KNAUS WERNER & SÖHNLE HOLIDAY Der Vertragspartner im Großraum Hannover 31636 Neustadt / Rüpe Tel. 05032-968756 www.holiday-4-eins-2-zwei.de
20000 COWAN Ihr Polster Spezialist Variantenreiche Schlafkabinen und Matratzen für Campingbusse. Alles preiswert direkt vom Hersteller. Tel. 03541/54605-0 • info@cowan.de www.cowan.de	20000 WIR VERMIETEN & VERKAUFEN KASTENWAGEN CAROTEC GmbH Karl-Liebknecht-Str. 177 15711 Königs Wusterhausen www.carotec.de	30000 Wohnmobile von brodow www.brodow.de 34246 Vellmar (Kassel), Tel. 0561/8073600 Reisemobile aus Leidenschaft
20000 Ihr Partner im Norden FreizeitMobile VON DER KAMMER GMBH 06482 Sande www.freizeitmobile-nord.de Handl. 17099 • Tel. 04432 / 50487-0	20000 Wir kaufen Wohnmobile 03944 - 36160 Wohnmobilercenter Am Wasserturn www.wm-aw.de	30000 Wohnmobilversicherung www.wohnmobilversicherung.de Info@wohnmobilversicherung.de Andreas Schwarz GmbH • Tel. 051/527222
20000 Campingmodule www.biberbox.de	20000 TANK REISEMOBILE Verkauf • Vermietung • Werkstatt • Zubehör ICH. TANK. URLAUB. www.tank-reisemobile.de	30000 Ihr kompetenter Partner in Mittelhessen www.guten-camper.de Tel. 06447 / 923 90
20000 Caravan-Center Geller www.caravan-center-geller.de	20000 Tank Reisemobile e.K. Teichkoppel 40 • 24229 Dänischenhagen Tel. +49 (0) 43 49-91 94 10 • info@tank-reisemobile.de • www.tank-reisemobile.de	30000 Ihr kompetenter Servicepartner für alle Fälle www.jumpertz.de

40000 FLUCHTFAHRZEUG www.fluchtfahrzeug.com	60000 ADRIA www.adria-deutschland.de	70000 www.leibhammer.com www.zurrechienen.com 70569 Stuttgart • Pörschewer 17 Tel. +49 (0) 711 / 76 16 03 34
50000 34 CAMPING CENTER Tel. 02452 / 910 50 www.34-camping-center.de	50000 HECK www.heck-westcoast-austellung.de	70000 Besser Schlafen Wir bauen aus: Reisemobile auf Basis VW T6, MB Vito/V-Klasse mit Letztmontagen unter 6m-Sprinter mit Längsbett • Neufahrzeuge • Gebrauchtfahrzeuge mit neuem Ausbau Ausbau Kundenfahrzeuge KOHLER D-75428 Bingen 0942/739 94 www.kechler-wohnmobile.de mail@kechler-wohnmobile.de
50000 Wohnmobil Chiptuning tec Tel. 02642 / 903872	50000 Wohnmobile United EHYMER EHYMER carado C3 CROSSCAMP 61381 Friedrichsdorf Tel. 06175 / 75674 44 • 0174 / 923 44 10 info@wohnmobil-united.de www.wohnmobil-united.de	70000 Wohnmobile Eder GmbH 72574 Bad Urach-Wittlingen Flachbergstraße 46 • Tel. 07123 / 4038 88 www.womo-eder.de
50000 REISEMOBILE BRUMBERG Herbert-Möller-Str. 44 • 91074 Kamen Fax: +49 (0) 91 79 89 9 www.brumberg-reisemobile.de	50000 Raule www.raule-mf.de	70000 CAMPING VOPEL Rhein-Main-Gebiet Knaus-Premium-Händler Weinsberg Profi-Partner Tel. 06134 / 21 06 116 www.camping-voepel.de KNAUS WEINBERG
50000 Lesen Sie CamperVans direkt auf Ihrem Tablet und Ihrem Smartphone. Google Play App Store	50000 Wohnmobilversicherung www.wohnmobilversicherung.de	70000 Wohnmobile Eder GmbH 72574 Bad Urach-Wittlingen Flachbergstraße 46 • Tel. 07123 / 4038 88 www.womo-eder.de

Kaufberater FOLD-OUT

Campervans & Reisemobile

Ad special on inside cover page:

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

- 1 positioned on the 2nd cover page
- 2 + 3 + 2 folding pages

SIZES

2nd cover page	222 x 300 mm width x height
folding page max.	212 x 300 mm width x height
folding page min.	112 x 300 mm width x height

each plus trimming

€ 12,880 basic price*

*(discountable) additional technical costs folding page: € 57/1,000 (subject to change), no discounts, agency commission is granted, statutory VAT will be added



LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
11 to 20 gram	€ 71
21 to 30 gram	€ 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-in supplements are printed matter firmly integrated in the magazine.

up to 10 gram	€ 79
11 to 20 gram	€ 89
21 to 30 gram	€ 100
additional to each further gram	€ 1

Delivery folded and untrimmed.

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 isn't possible.

postcard	€ 40
booklet up to 10 gram	€ 56
booklet 11-20 gram	€ 61
booklet 21-30 gram	€ 66
additional to each further gram	€ 0.60



All prices apply for machine-processable texts, per started thousand words, plus VAT. 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 Brenner, 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](#).

Kaufberater **TECHNICAL INFORMATION**

Campervans & Reisemobile

PRINT

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

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

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

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

bleed ads: Ads that run through double pages must have a special layout. The visual restriction arises due to the bend in the magazine at the binding: a section of the motif is absorbed into the binding. This must be taken into consideration when designing and choosing the layout of your advertisement. It is very important to remember that there has to be a 3 mm repetition of the motif (motif overlap) per page, i. e. if there is the possibility that a picture runs through the binding, it has to be placed 3 mm away from the binding, while at the same time leaving no white edge along the inside edge. In addition to this, the usual 5 mm trimming edge must also remain the same. Text that runs through the binding must also be separated by 3 mm along the inside edge. Both sides of a double page advertisement must be sent as single pages. Please remember that all other relevant ad components must be placed 10 mm away from binding and the edges. You will appreciate that the publisher cannot and may not correct sent data without authority. If you wish to use the same advertisement in several different magazines (they generally have slight variations in sizes), then the smallest advertisement size for the magazine in question is applicable to the size of your ad.

DATA

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

- cover: ISOcoated_v2_eci.icc
- content: ISOcoated_v2_eci.icc

Please request our detailed instructions for the necessary Acrobat Distiller settings!.

If you deliver open data (source files) in the software standards listed below, this will cause additional work and extra costs. Please send files with all fonts and correctly placed links!

data storage mediums: CD-ROM (Apple MacOS lesbar), DVD (Apple Macintosh lesbar)

data transfer per ftp: On request, you can receive the exact access information for our ftp server.

compression: Aladdin DropStuff, WinZip, SmartZip

e-mail: druckunterlagen@doldemedien.de

information for sent files: *Software Standards (Apple):*

- adobe Illustrator up to CC2021
- adobe InDesign up to CC2021
- adobe Photoshop up to CC2021

fonts: All fonts used must be entirely enclosed in the file, especially with EPS files. Please convert alternative fonts into vectors.

files: Attach data files in CMYK Colours, as well as special colours in their CMYK equivalent. Please save as Apple MacOS readable files.

graphics/pictures: All data must be attached. Accepted picture formats: EPS or TIFF in CMYK format, min. 300 dpi at 100%. The resolution of internet pictures is inadequate for printing!

proofs: A legally binding colour proof is needed for each page. Colour copies are not proof quality.

color profiles: ISO Coated Fogra27 or Fogra39

guarantee: Only data found on the data storage mediums may be processed. The publisher does not accept liability for variations (text, pictures, colours).

other: We retain the right to charge costs for the re-working of incomplete, inaccurate and/or faulty data.

printing process: Reel-fed offset, screen: 70 lines per cm, Binding: Adhesive binding, Print sequence for color ads : Black, blue, red, yellow

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

CONTACTS

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