MORE REACH – MORE TARGET GROUP

REISE MOBIL INTERNATIONAL

REISEMOBIL CARAVAN
- the bundled channels of **Reisemobil International** and **Camping, Cars & Caravans** are now united under one flag.

New circulation: 100k copies print + digital

Monthly publication

2 target groups in every issue

Expanded magazine size with at least 196 pages

Camping continues to trend – a priority topic for us

94,000 new registrations of recreational vehicles in 2025 (source: CIVD). Overnight stays at campsites rise to 44 million/10% market share (Focus Caravaning).

Motorhome and caravan drivers have many overlapping interests

Motorhome and caravan drivers have many overlapping interests. Bringing together shared topics such as accessories/technology, law/safety, travel & routes and sustainability & trends in a combined magazine offers more perspectives and inspiration. Both target groups are addressed editorially without needing to switch media. Many campers switch between caravans and motorhomes over time, and beginners may not yet be committed to one option. Comparisons between the vehicle categories are part of the new magazine concept and provide guidance and inspiration.

Stronger content and expanded magazine scope

From an editorial perspective, merging the magazines allows for more in-depth development and presentation of topics. The print edition will be expanded by 40 pages.

Greater reach and additional digital distribution

In addition to subscriptions and print copies, a curated e-paper will be introduced, which can be subscribed to free of charge and will also be distributed to the target groups via several cooperation partners. As a result, total circulation and audience reach will increase significantly.

EDITORIAL CONCEPT

Two equally important target groups. A stronger market position.

An even stronger focus on **tests**

- Vehicle tests for both segments
- Technology & conversions in the motorhome sector
- Tow vehicle and caravan-specific content
- Premieres, test drives, comparisons
- Product, equipment, and campsite tests for both

Travel & **Inspiration**

- Travel magazine with brief introductions of new sites
- Fascinating tours to follow
- City tips for short, spontaneous trips
- Transit spots, campsite tips, and camping grounds
- Destinations in Germany, Europe & worldwide

New **buying guide** section: CampKompass

- Presentation of editorially tested products
- Buying guides and decision-making support
- Personal recommendations from the editorial team
- Premium access to all product tests
- Integrated online shop

Entertainment and **new perspectives**

- Exciting reports from extraordinary camping locations and events
- Unique campers up close: authentic portraits provide new perspectives on camping
- Experts share specialized knowledge and industry insights

REISE MOBIL CARAVAN

Gerrit Reichel (pictured right) and Tibor Kovacs-Vass form the new editorial dual leadership for all the publisher's brands, aiming to connect content across target groups and channels even more effectively in the future.

STRONG REACH

With your print ad booking, you will reach a total of **100,000 print and digital copies!**
This includes new reader groups who use the digital reading options as an alternative to the print edition and the traditional magazine distribution at kiosks.

66k copies through established distribution channels

Print subscription

All subscribers who previously received the print edition of Reisemobil International or Camping, Cars & Caravans will receive the combined edition starting in April.

Digital subscription

The digital 1:1 PDF version of the print edition in a subscription. Available directly from the publisher (with additional subscription benefits) or via the digital kiosks Readly and United Kiosk.

Single-copy sales (print + digital)

Traditional distribution through kiosks – at top sales locations.

All issues are also available as digital versions through our shop, even after the kiosk sales period has ended.

PRE-RELEASE
34K E-PAPER
SUBSCRIPTIONS & DISTRIBUTION

26K DIGITAL SUBSCRIPTION
SUBSCRIPTIONS & DIGITAL KIOSK

40K PRINT CIRCULATION
SUBSCRIPTIONS & KIOSK

At least 34k copies in the pre-release E-Paper subscription

- 12 curated digital issues – at least 80 pages each
- Free subscription
- Fixed distribution through cooperation partners
- **Additional reach** via large newsletter lists, download offers and marketing campaigns to further expand digital reach (lead segmentation through qualification measures), at least 170,000 recipients

IMAGE ADS

SIZE		BASIC PRICES	Package price For two ad visuals* in one issue, less applicable discounts	TYPE AREA	BLEED ADS (+5 mm trim on each side)
In page fractions		Up to 4-colour		Width x height (mm)	Width x height (mm)
2/1	Inner part	€ 13,580	€ 20,370	395 x 252	420 x 280
1/1	Inner part	€ 6,790	€ 10,185	184 x 252	210 x 280
3/4	Vertical	€ 5,095	€ 7,645	137 x 252	150 x 280
	Landscape			184 x 184	210 x 203
1/2	Vertical	€ 3,400	€ 5,100	90 x 252	103 x 280
	Landscape			184 x 124	210 x 140
1/3	Vertical	€ 2,265	€ 4,000	55 x 252	67 x 280
	Landscape			184 x 72	210 x 92
1/4	1 column	€ 1,705	€ 2,560	43 x 252	55 x 280
	2 columns			90 x 124	-
	4 columns			184 x 60	-
1/8	1 column	€ 855	€ 1,285	43 x 124	-
	2 columns			90 x 60	-
	4 columns			184 x 30	-

COVER PAGES

1/1	2nd	€ 7,470	-	-	210 x 280
1/1	4th	€ 7,805	-	-	210 x 280

*one visual for motorhome content, one visual for caravan content

Prices do not include VAT for German customers.

DISCOUNTS

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

By frequency		By volume	
3+ ads	3%	3+ pages	5%
6+ ads	5%	6+ pages	10%
9+ ads	10%	9+ pages	15%
12+ ads	15%	12+ pages	20%
24+ ads	20%	15+ pages	22%

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

Technical Information

CLASSIFIED ADS

COLOUR	PRICE/MM HEIGHT
Black & White	€ 4.90
Spot colour	€ 5.60
Four-coloured	€ 7.20

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

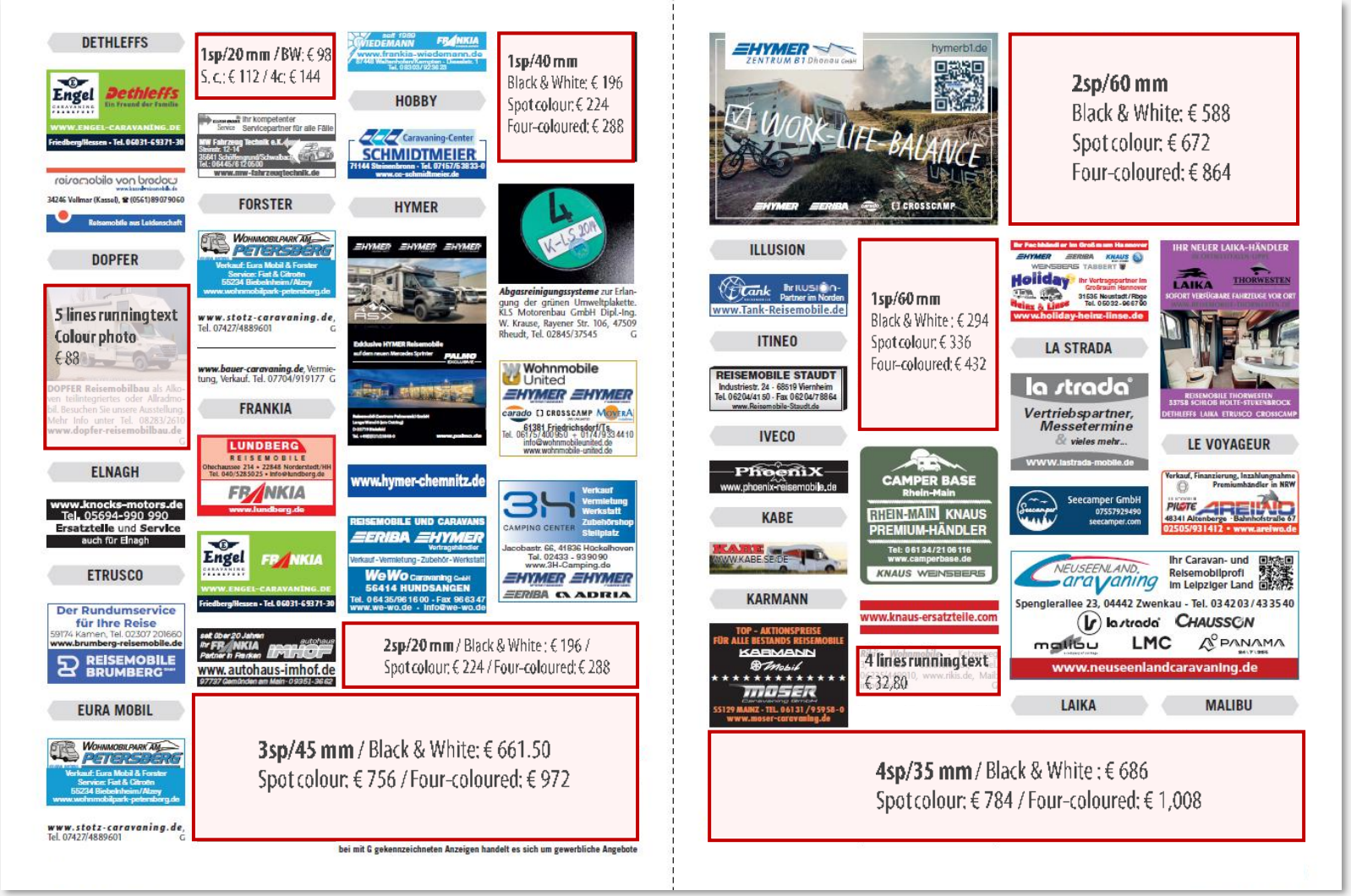
for purchase within the insertion year (12 months from the publication of the first ad)

From 3 ads	3%
From 6 ads	5%
From 9 ads	10%
From 12 ads	15%
From 24 ads	20%

RUNNING TEXT

Commercial use per line	€ 8.20
Colour photo	€ 47.00
Cypher fee	€ 10.00

Running text will be set by the publisher in an established font, no logos, no individual design possible. Text ads are not added to the annual contract. No agency commission.



Prices do not include VAT for German customers.

SCHEDULE

PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MATERIAL
December 2026	01/27	10.12.2026	13.11.2026
January 2027	02/27	07.01.2027	04.12.2026
February 2027	03/27	11.02.2027	13.01.2027
March 2027	04/27	11.03.2027	11.02.2027
April 2027	05/27	15.04.2027	18.03.2027
May 2027	06/27	13.05.2027	15.04.2027
June 2027	07/27	10.06.2027	14.05.2027
July 2027	08/27	08.07.2027	11.06.2027
August 2027	09/27	19.08.2027	22.07.2027
September 2027	10/27	16.09.2027	20.08.2027
October 2027	11/27	14.10.2027	16.09.2027
November 2027	12/27	11.11.2027	14.10.2027
December 2027	01/28*	09.12.2027	11.11.2027

**The new prices 2028 apply.*

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 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.

MAXI LOOSE INSERTS

Head standing over 20 mm. Once per issue.

Maximum size 195 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

Prices do not include VAT for German customers.

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.

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

€ 24,000

Prices do not include VAT for German customers.

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: PSOcoated_v3_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)

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