

REISEMOBIL INTERNATIONAL

MEDIA KIT 2024

DoldeMedien
VERLAG GMBH



THE MAGAZINE

CONTENT

For 35 years, Reisemobil International has been publishing extensive information on travelling with a mobile home.

Vehicles from all budget ranges of the market are tested, rated and presented. Market overviews, practical advice, new accessories and service topics complete our technical scope. Our range of tourist interest features is there to inspire the readers' next short trip or big annual vacation.

TARGET GROUP

Reisemobil International is for everyone who is interested in travelling with a mobile home.

For renting customers, newcomers and veteran campers, solo travellers, couples and families – our editorial content covers a broad spectrum of information and meets many different needs for information.

CIRCULATION

printed circulation (determined by IVW): 62,000 copies on average

digital reach: 16,000 e-paper copies on average (more on the following page)



TEST & TECHNIC

- expert test
- comparison
- practical test
- test driving
- continuous testing
- premiere
- special feature: compact campers



SITE & TRAVEL

- site check
- site magazine
- city tip
- travel reports
- travel magazine



picture: Lenggrieser Bergcamping, Kronwitter

PRACTICE TIPS & SERVICE

- accessory test
- new accessories
- market overview
- technical corner
- practice topics
- 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

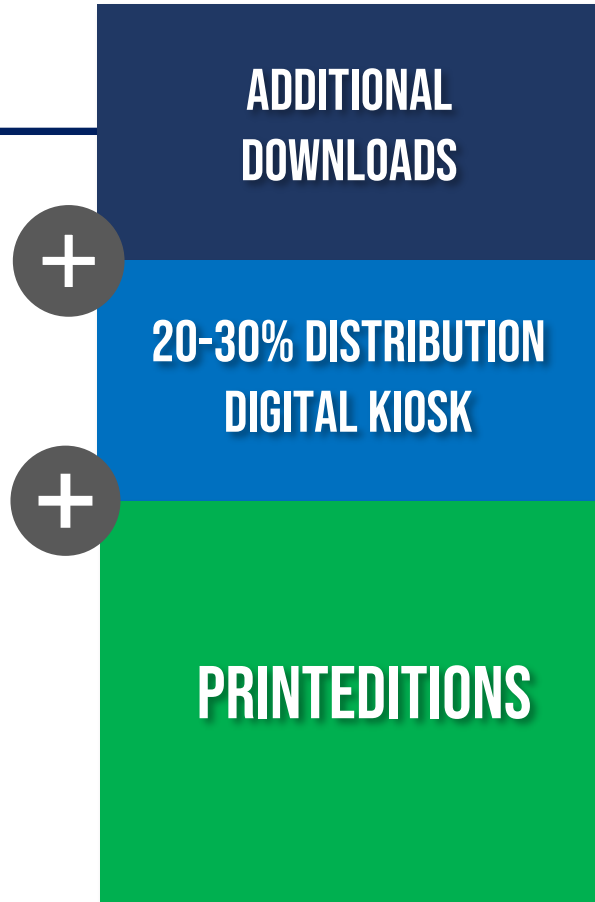
Our periodicals are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

Individual digital sales

All editions 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			ads type area (no trimming)	bleed ads (+5 mm trimming all around)
page fractions		black & white	spot colour*	4-colour	width x height (mm)	width x height (mm)
2/1	inner part	€ 8,485	€ 10,185	€ 13,580	395 x 252	420 x 280
1/1	inner part	€ 4,245	€ 5,095	€ 6,790	184 x 252	210 x 280
3/4	vertical	€ 3,185	€ 3,825	€ 5,095	137 x 252	150 x 280
	lateral				184 x 184	210 x 203
1/2	vertical	€ 2,125	€ 2,550	€ 3,400	90 x 252	103 x 280
	lateral				184 x 124	210 x 140
1/3	vertical	€ 1,420	€ 1,705	€ 2,265	55 x 252	67 x 280
	lateral				184 x 72	210 x 92
1/4	1 column	€ 1,065	€ 1,280	€ 1,705	43 x 252	55 x 280
	2 columns				90 x 124	-
	4 columns				184 x 60	-
1/8	1 column	€ 535	€ 645	€ 855	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

*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 display ads when purchased within the year of subscription (12 editions from the publication of the first edition).

by number of ads		by number of pages	
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%

combination discount

An additional 10% off when a **Camping, Cars & Caravans** advert is placed in the same publication month (maximum format difference 50%).

Ads in millimetres (business ads) do not generate a discount for display ads. If the discount for display ads is higher, this can however be also applied to ads in millimetres for the same year of subscription.

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

BUSINESS ADS

colour

black & white

spot colour

four-coloured

sizes

single column width

double columns width

height variable

discounts by number of ads

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

colour photo

cypher fee

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. Discounts will be transferred when contracts are concluded for display ads.

statutory VAT will be added

price per millimeter height

€ 4.90

€ 5.60

€ 7.20

43 mm

90 mm

min. 10 mm

combination discount

An additional 10% off when a

Camping, Cars & Caravans or

CamperVans advert is placed in

the same publication month

(max. format difference 50%).

price

€ 8.20

€ 47.00

€ 10.00

**REISE
MOBIL**
INTERNATIONAL

MARKT

- Reisemobile von A bis Z – Vertragshändler und Angebote
- Reisemobile – Ankauf und Gesuche
- Service/ Werkstatt
- Vermietung
- Versicherung
- Zubehör aller Art

Egal wie alt... Barankauf aller Reisemobile
www.womo-barankauf.de
Tel. 0800/774500 gebührenfrei
www.reisemobil.de
Tel. 050 02/77 45 - Fax 050 02/84 26

Wir kaufen Ihr Wohnmobil & Wohnwagen.
0800-186 00 00 (kostenlos)
ankauf@wohnmobil.de

Wohnmobil-Center
Wir kaufen Wohnmobile + Wohnwagen
kostenlos und unverbindlich ein Angebot anfordern
03944-36160
www.wm-aw.de

4PFOTEN-MOBILE
Wohnmobil-Urlaub...
www.4pfoten-mobile.de

Besuchen Sie uns auch online
www.shop.doldemedien.de

Wohnmobil-Galerie
Burgplatz 7, 25512 Hohenepo, Tel.: 04893-37 33 3
Seit über 20 Jahren Ihr Spezialist für Ankauf & Verkauf gebrauchter Reisemobile
www.Ankauf-Wohnmobile.de
Sylt-Camper
Der Kostenwagen mit dem Komfort eines Wohnmobils
www.Sylt-Camper.de

AAC
www.aac-reisemobile.de
Spezialist für Kostenwagen-Austausch
Carl-Zeiss-Str. 7a • 24568 Kalkenkirchen
Tel. 041 91/8021280

ADRIA
www.adria-deutschland.de

adria-ersatzteile.de
www.adria-ersatzteile.de

moser
55129 Mainz • Tel. 06131/93938-0
www.moser-caravanag.de

Ihr Partner im Norden
FreizeitMobile
VON DER KAMMER GMBH
Gude Camper
26452 Sande
www.freizeitmobile-sande.de
Humboldt 17 Kfz • Tel. 0 44 52 / 5 56 87-0

Handel - Vermietung - Zubehör - Werkstatt
ADRIA
Wohnmobile
Möblich 18
10552 Rixdorf-Pag.
bei Nürnberg
Tel. 0911/57 6676
www.caravan-helmer.de

ADRIA
www.adria-deutschland.de

Adria Caravan Schraub GmbH
www.adria-caravan-schraub.de

ahorn-camp.de
www.ahorn-camp.de

AQUILA
www.aquila-camp.de

BEHL MOBILE
Behl-Mobile GmbH: Individueller Ausbau nach Ihren Wünschen. Tel. 09394/9950261, www.behl-mobile.de

BÜRSTNER
marnet freizeitmobile
Gude Camper
Ihr Vertragspartner für Mittelhausen und Rhein-Main
www.gude-camper.de
Tel. 0800 / 250 3 250

DENNIG Reisemobile
Vertragshändler
Tel. 072 3213 6730

Gastflaschenauszug für Ihren Bärstern
www.klempner.de
Tel. 02654-881120

CAMP MOBIL
Campmobil
VW T6 I mit Heckklappe Tel. 03666 144
www.campmobil.de

CAMPSTER
www.campster.de

CAMPSTER
www.campster.de

CARADO
carado-wohnmobil.de
Neufahrzeuge preisgünstig
Großauswahl guter Gebrauchter
Vermietung ab € 99,-/Tag
www.womo-barankauf.de
www.reisemobil.de
Tel. 055 02/77 45 - Fax 055 02/84 26
Bulshausen (Hannover)
37191 Ralleburg
REISEMOBIL ANKAUF
...egal wie alt

AC DEHNE
Ihr Partner für Auto und Caravans
Vertragshändler für
26532 Großefisch • Tel. 049-3671734
www.autohaus-dehne.de

Fenster-Nachrüstung in der Tür Ihres Carado.
www.riepert.de
Tel. 02654-881120

carado
61000 HUJER
Hannover - Altwarmbüchen
Tel. 0511/611000 • www.huger-caravans.de

CARTHAGO
www.carasip.de

WINKLER
www.winkler-camp.de

Wohnmobile Oste
www.wohnmobile-oste.de

moser
55129 Mainz • Tel. 06131/93938-0
www.moser-caravanag.de

SICHER UNTERGEBRACHT BIS ZUM NÄCHSTEN URLAUB
HÖBEL
Probieren Sie von unserer Erfahrung!
XXL-GARAGEN ZUM KAUF
Durchdachtes Konzept: XXL-Großgaragen in umklammerter und kameraüberwachter Anlage, 24 h Ein- und Ausfahrt über automatisches Schiebetor, isoliert, mit Strom, Toiletten auf dem Gelände.
Aktuell 3 Standorte im Verkauf:
91154 Eckersmühlen (LK Reth): 38 Garagen, 1 Größe (11,80 x 3,80 m), Torhöhe 4 m, LK Reth zwischen A8 und A2, Richtung A8, Nürnberg ca. 30 min
94330 Salching (nahe Straubing): 25 XXL-Garagen, 2 Größen (11,7 x 3,84 m / 9,70 x 3,75 m), Torhöhe 4 m bzw. 3,5 m, ca. 45 min Fahrtzeit nach Regensburg
80971 Peiting (nahe Schongau): 30 XXL-Garagen, 1 Größe (8,80 x 3,75 m), Torhöhe ca. 3,5 m, ca. 1 h Fahrtzeit nach Österreich
Höbel Immobilien GmbH • Gewerbestraße 9-11 • 67674 Immenhofen
Tel.: +49 6341-366499-880 • E-Mail: anfrage@hoebel-imm.de • www.hoebel-imm.de

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Ihr kompetenter Partner
RUND um Service für Ihr Wohnmobil!
- Luftfedern
- Hydraulische Absenksysteme
- Unterboden Schutz
- Kraftstoffpumpe
- Stossdämpfer
- und vieles mehr!
Carsten Stäbler
www.carsten-staebler.de

CHALLENGER
www.challenger-camp.de

Challenger
La Mancia
Graf-Aspman-Str. 28 • 66889 Lutzerath
Tel. 04181-85344-0 • www.la-mancia.de
Challenger Wohnmobile
Neufahrzeuge preisgünstig
Großauswahl guter Gebrauchter
Vermietung ab € 99,-/Tag
www.womo-barankauf.de
www.reisemobil.de
Tel. 055 02/77 45 - Fax 055 02/84 26
Bulshausen (Hannover)
37191 Ralleburg
REISEMOBIL ANKAUF
...egal wie alt

CROSSWORD

You choose five questions on your company or your products as well as one solution word. We incorporate them in our two-page crossword puzzle. When solving the puzzle, the reader thinks about your brand and offers for a long time – in fact, longer than average. It would be hard to find a way to give your brand more focused attention!

Exclusivity: Only one puzzle can be published per issue. We advise you to book early.

REQUEST & HANDLING

- text about 2,000 characters maximum
- 1-3 photos (please adjust the text length)
- 5 questions and answers, 1 solution word
- one attractive prize or several smaller prizes of your choice (e. g. equipment, overnight stays, merchandise items etc.)

We take care of the prize draw and send you the winners' contact details, so you can send the prizes to the winners directly.

DISCOUNT

10% combination discount by booking a parallel crossword in **Camping; Cars & Caravans**, no further discounts. Agency commission is granted.

€ 1,960 incl. production

statutory VAT will be added

Preisrätsel

Lebens- mittel	un- er- wart- etes Ereignis	Stadt im Ober- rhein- land	ber- ei- t- et- lich	regul- ma- ßiges Wein- feld	mon- gel- los- er Stoff	Lösungs- mittel	sehr sch- lan- kig	bü- bi- scher Prophet	Stern im Pega- sus	Nichter- berg im Kailas	haus- na- r- par	Rufname ein Gurus
Haar- sch- er	Falsch- meldung in der Presse	21	Freund- wort- lich	offi- zieller Ratgeber	ihema- tischer Schach Personen	Erwerbs- losigkeit	franzö- sischer Koch (F. Paul)	dt. Legende 1938	Stimmen- Hör- spiel (T. Bopp)	Wies- en- bach	Aufzug- sch- en sinn Anwalts	so weit, so lange
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FOLD-OUT

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 + 2 folding page front and back
- 3 1/1 page on the 2nd cover page

SIZES

2nd cover page 207 x 280 mm (B x H)
folding page max. 197 x 280 mm (B x H)
folding page min. 110 x 280 mm (B x H)
each plus trimming

€ 24,000

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 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 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.

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 20,000 copies.

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 Martin Siedler
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	special editions	publication date	closing date ads
December 2023	01/24	07.12.2023	14.11.2023			
January 2024	02/24	04.01.2024	07.12.2023	Traumziele für CamperKids	10.01.2024	15.12.2023
February 2024	03/24	08.02.2024	15.01.2024			
March 2024	04/24	07.03.2024	12.02.2024	CamperCoach	14.03.2024	01.02.2024
				Traumziele für Camper Frühjahr/Sommer	21.03.2024	08.02.2024
				Bordatlas-Themenspecial Winzeratlas	28.03.2024	15.02.2024
April 2024	05/24	04.04.2024	07.03.2024	Bordatlas-Themenspecial Thermen und Wellness	12.04.2024	15.02.2024
 jubilee issue 35 years RMI May 2024	06/24	08.05.2024	11.04.2024	4x4 Camper	16.05.2024	18.04.2024
June 2024	07/24	06.06.2024	08.05.2024			
July 2024	08/24	04.07.2024	10.06.2024			
August 2024	09/24	14.08.2024	18.07.2024			
September 2024	10/24	12.09.2024	23.08.2024	Traumziele für Camper Herbst/Winter	26.09.2024	08.08.2024
October 2024	11/24	10.10.2024	13.09.2024	Kaufberater 2025	02.10.2024	06.09.2024
November 2024	12/24	07.11.2024	11.10.2024	Bordatlas 2025	21.11.2024	10.10.2024
December 2024	01/25*	05.12.2024	11.11.2024	Traumziele für CamperKids	20.12.2024	07.11.2024

**the new prices 2025 apply*

WEBSITE – BANNER



banner format	ad space in pixels (width x height)	price per 1,000 impressions
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 in visible area, not displayed on mobile devices

traffic website

page impressions: 320,000
user: 78,000
share of mobile users (smartphones & tablets): 65-70%

averages per month in 2023

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.

you only need a few documents for this

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

page impressions starting page/month: 10.500
(average per month in 2023)

price per month (incl. design and approval link):

€ 1,190

statutory VAT will be added



TIPP DES MONATS

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](#)

WEBSITE – 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.

detailed presentation

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 continue to remain available on our website, are indexed by search engines and integrated into the menu navigation where that makes sense for a particular topic. This type of advertising 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.

price incl. design and approval link:

€ 2,490

statutory VAT will be added



facebook

newsletter

REISEMOBIL-NEUHEITEN | Design trifft Technik: - Anzeige -

Premium-Camper Hobby MAXIA VAN

01.08.2023

Unterwegs genauso stilbewusst wohnen wie zuhause: Das geht mit dem MAXIA VAN. Der wendige Camper verspricht großen Wohnkomfort und riesigen Fahrspaß.

Klare Formen, perfekt aufeinander abgestimmte Farben und ein offenes Raumgefühl: Mit dem MAXIA VAN trifft **Hobby** den Geschmack aller, die skandinavisches Design lieben. Aber auch technisch bietet die Baureihe klare Vorteile, vor allem in Sachen Sicherheit und Komfort, erklärt Frank Maukel, Leitung Marketing bei Hobby: „Der MAXIA VAN ist unsere erste Baureihe auf VW Crafter-Basis. Viele Funktionen und Assistenzsysteme sind den Menschen aus dem PKW bekannt. Das sorgt für ein hohes Maß an Sicherheit und Fahrkomfort.“

NEWSLETTER

With the editorial newsletter approximately 50,000 subscribers receive industry news twice per month in their inboxes, along with product information. Integrate your advertising message!

NEWSLETTER ADVERTORIALS

New products are best presented with a newsletter advertorial. In spite of the required mark as “advertising”, its editorial look and feel make it very hard to distinguish at a single glance from information content by the editors, and it receives the same number of clicks. Is important that headline and text immediately provoke an interest. You provide the text and the photograph, we take of the layout.

BANNER

Banners are very good for advertising lotteries, events or discount actions. You provide the finished banner, we integrate it on the desired date.

price per date of shipping and advertising item:

€ 1,990

statutory VAT will be added

discount price
€ 2,985
for booking
2 advertising items within
six weeks

REISE MOBIL INTERNATIONAL

Ihr Newsletter von Reisemobil International

- Anzeige -

Wohnmobil-Neuheiten| Hobby OPTIMA DE LUXE
Gebaut für Skandinavien-Fans

Hobby bringt das nordische Lebensgefühl ins Wohnmobil. Der OPTIMA DE LUXE vereint Gemütlichkeit und Design. Klare Linien, perfekt aufeinander abgestimmte Farben, modernes Design: Die Inneneinrichtung des OPTIMA DE LUXE erinnert an ein stylisch eingerichtetes Wohnzimmer.

[Mehr erfahren](#)

Kostenlos bei Winzern übernachten.
Jetzt bestellen!

Versand-kostenfrei bis 31.03.

Unterwegs entdeckt: Panorama Therme Beuren
Mit Burgblick

Am Rand der Schwäbischen Alb verspricht die Panorama Therme in Beuren Entspannung für Urlauber. Wer sein Wohnmobil auf dem neuen Stellplatz parkt, hat noch ein weiteres Highlight im Blick: die größte Burgruine Süddeutschlands.

[Zum Artikel](#)

REISE
MOBIL
INTERNATIONAL

REACH NEWSLETTER

recipients: 50,000

opening rate: Ø 18-22%

MAILING DATES

month	day
January	10./17./31.
February	07./21.
March	06./20.
April	03./17.
May	08./22.
June	05./19.
July	03./17./31.
August	14./28.
September	04./11./25.
October	09./23.
November	06./20.
December	04./18.

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 waste 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	50,000	Ø 18-22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 18-22%	€ 2,500
CamperVans	21,000	Ø 18-22%	€ 2,500

statutory VAT will be added

[technical information](#)



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

DIGITAL LOTTERIES

The large presentation in the lottery zone directs traffic straight to your website. While solving the questions, users spend a more than average length of time with intense focus on your brand and your offer.

HOW IT WORKS

- Beneath the fields in the lottery zone there are many hidden prizes.
- A click on your field opens your **presentation site**. There, users will find more information about the prize you are giving away, and the and your **lottery question**. In order to answer this correctly, participants in the lottery have to search for the answer on YOUR website. Users need the correct answer to participate in the lottery.
- We will draw the winners at the end of the promotion period. You send the prize to the winner in a timely manner.

YOUR BENEFITS

- Your **participation will gain a lot of attention** and feature your logo.
- Your own lottery site for extensive text and image promotion of the product you are giving away.
- While searching for the answer to your lottery question, participants generate **traffic on YOUR website**.
- We will promote the digital lotteries via all our media channels, print and digital, which gains **extra attention for your product with no extra costs!**



DIGITAL ADVENT CALENDAR

During the pre-Christmas season this sympathetic product presentation which also has immense reach, gains a special kind of attention for your company and your offers.

HOW IT WORKS

- Every day from the 1st to the 24th of December, there are great prizes to win.
- Clicking on a day opens a short presentation of your product including a participation-button. Participation is only possible on the relevant day, but the doors remain clickable afterwards, which means your information is available until the promotion runs out.
- We will draw the winners at the end of the promotion period. You send the prize to the winner shortly thereafter.

YOUR BENEFITS

- your presence in the midst of a positive, sympathetic Christmas spirit
- a strong advertising effect through daily posts on FB during the time of the promotion, where each cooperation partner is mentioned by name
- comprehensive accompanying campaigns across all channels, from Reisemobil International to CamperVans and Camping, Cars & Caravans
- **NEW: Additional print promotion in Reisemobil International no. 12/24 (out 7 Nov)**
All partners confirmed before 07 October 2024 will be shown on a double page inside the magazine.

TECHNICAL INFORMATION

logo	minimum size 300 x 200 px (min. 150 dpi)
product image	minimum size 250 x 320 px (min. 150 dpi)
file formats	preferably PNG (with empty background), alternatively JPG or GIF
text	max. 300 characters including empty spaces
headline	max. 40 characters including empty spaces
target URL	URL to link to
facebook page	for linking our FB post to your FB page



BOOK NOW IN ADVANCE!

advent calendar
01.12. – 24.12.24

statutory VAT will be added

DEAL OF THE MONTH

Present your purchase benefits to the entire community of Reisemobil International, Camping, Cars & Caravans or CamperVans.

YOUR SPECIAL OFFER

You offer an exclusive reduced price to our community with at least 20% discount.

YOUR ACTION WILL BE ADVERTISED ON ALL CHANNELS

- exclusive teaser on the cover of the magazine of your choice, including your logo
- presentation of the deal on 2/1 pages inside the magazine
- teaser for the deal of the month in the newsletter
- advertising for the deal on the website
- advertising integrated into social media channels
- duration of digital advertising measures: 1 month from the publication of the print edition

PRICES

	Fixed price when at the same time booking an advert in the same magazine edition (min. 1/2 page)	Fixed price for booking without parallel booking of advert
Reisemobil International	€ 2,900 + fee for advert	€ 7,700
Camping, Cars & Caravans	€ 2,900 + fee for advert	€ 7,300
CamperVans	€ 2,900 + fee for advert	€ 5,500

statutory VAT will be added



comprehensive digital campaign to advertise the deal

- ✓ facebook
- ✓ instagram
- ✓ newsletter
- ✓ website



double page inside the magazine includes detailed presentation of the deal and its advantages



large teaser of your discount price on the front page

PRODUCT TEST

Product and tech tests are a part of every edition as a rule and one of our favourite categories. The new advertising format product test gives you the opportunity to determine the product and the publishing date of your test yourself, independent from the frame conditions set by editing.

YOU SEND US:

- the test product
- press communication texts and further documentation
- product photos
- product videos (if available and desired)

Our editing team then will test the product, take additional photographs and then publish a test report on our website (marked as advertising). We will advertise the entry through teasers in our digital channels.

WE PUBLISH:

- ✓ editorial teaser on reisemobil-international.de
+ dedicated contribution page with text and images
- ✓ teaser in the newsletter (50,000 recipients)
- ✓ Facebook post (18,791 followers)

total price incl. design and approval link:

€ 3,990

statutory VAT will be added



PRODUKTTES | Kurz-Check: Kaffeemaschinen im Wohnmobil

Campers Kaffee

RM & Test: Karsten Koefman | 28.01.2020

Mit einer guten Tasse Kaffee starten viele Reisemobilisten in den Tag – Immer häufiger aus dem Vollautomaten. Doch wie sieht es mit dem Stromverbrauch der Kaffeemaschinen im Wohnmobil aus?

Die unangefochtene Nr. 1 bei deutschen Reisemobilisten: der Filterkaffee. Er ist quasi der geschätzte Dauerbrenner. Laut aktuellem Kaffeereport trinken 58 Prozent der Deutschen regelmäßig Filterkaffee, gefolgt vom Kaffee aus dem Vollautomaten – oder dem aus der Kapselmaschine. Auch im Wohnmobil ist der Filterkaffee eine gute Option: Wasser auf dem Gasherd erhitzen, aufbrühen, fertig. Ob beim Autarkcampen oder auf dem Stellplatz: Der Gasverbrauch ist minimal.

Ganz anders sieht das mit Vollautomaten aus. Die verlangen nach 230 Volt Netzspannung und sind wahre Stromfresser. Der Trend geht daher zu etwas kompakteren Maschinen – einige Camper setzen dabei auf reine Espresso-Maschinen. Der kleine schwarze nach dem Essen gehört hin und wieder einfach dazu.



Wer ein wenig den Blick schärft, findet zudem Modelle, die mit vergleichsweise wenig Strom auskommen – drei davon hat die Redaktion zu einem „Verbrauchs-Check“ geladen. Die Maschinen im Test ziehen zwischen 1.050 und 1.350 Watt, können somit von einem 1.500- bis 1.600-Watt-Wechselrichter befeuert werden, eine Standardgröße im Reisemobil, wenn auch mal Fön oder schwächere Wasserkocher in Betrieb gehen. Hier im Vergleich vertreten: die DeLonghi Nespresso Vertuo Plus, die Tchibo Cafissimo Classic Hot und die Siebträgermaschine DeLonghi Dedica Style.

YOUR PRODUCT ONLINE:

- text with about 3,000 characters
- headline
- teaser
- links
- 1-3 images/image gallery
- video integration if desired



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

DEAL OF THE MONTH

picture	300 dpi resolution
text	300-350 characters incl. blanks

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
headline	max. 50 characters incl. blanks
summary	max. 40 characters incl. blanks
text	max. 200 characters incl. blanks
optional	max. 2,000 characters incl. blanks
landing page	max. two subheads within the text 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.

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

STANDALONE NEWSLETTER

pictures	cover picture + max. 4 further pictures 600 x 400 px filesize: max. 250 kb file formats: jpg, gif or png
headline	max. 50 characters incl. blanks can be integrated into title image, if necessary
text	max. 80 characters incl. blanks can be integrated into title image, if necessary
in addition	max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters) 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
headline	max. 50 characters incl. blanks
text	max. 40 characters incl. blanks
landing page	max. 350 characters incl. blanks 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

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 CC2022
- adobe InDesign up to CC2022
- adobe Photoshop up to CC2022

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

CONTACTS

DoldeMedien VERLAG GMBH

DoldeMedien Verlag GmbH
Naststraße 19 B
D-70376 Stuttgart
phone: +49 (0) 711/55 349-0
Fax: +49 (0) 711/55 349-400
anzeigen@doldemedien.de
vermarktung.doldemedien.de

[general terms & conditions](#)

HEAD OF SALES



Sylke Wohlschiess
phone: +49 (0) 711/55 349-192
sylke.wohlschiess@doldemedien.de

MEDIA CONSULTING



Roland Trotzko
phone: +49 (0) 711/55 349-195
roland.trotzko@doldemedien.de



Jürgen Elser
phone: +49 (0) 711/55349-240
juergen.elser@doldemedien.de



freelance sales representative
Sabine Dittrich
phone: +49 (0) 7472/96 25 399
sabine.dittrich@doldemedien.de

DATA MANAGEMENT



Monica Albrecht
phone: +49 (0) 711/55 349-49
print: druckunterlagen@doldemedien.de
digital: onlinedaten@doldemedien.de