

# REISEMOBIL INTERNATIONAL

## MEDIA KIT 2025

DoldeMedien  
VERLAG GMBH



- The magazine
- Increased digital reach
- Schedule
- Print advertisements
- Print specials
- Digital formats:  
Banner, content formats, newsletter,  
lotteries, digital specials
- Technical information
- Contacts

# THE MAGAZINE

## CONTENT

Since 1989 Reisemobil International has been publishing extensive information on travelling with a mobile home.

Vehicles from all budget ranges of are tested, rated and presented. Market overviews, practical advice, new accessories and service topics complete our technical scope. A wide range of tourist content provides suggestions for the next short trip or the big annual vacation.

## TARGET GROUP

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

Whether rental customers, beginners or experienced campers, solo travelers, couples or families - the editorial content covers a wide range of information needs.

## CIRCULATION/ISSUE

Printed circulation (determined by IVW): Ø 52,000 copies

Digital reach: Ø 20,000 e-paper copies  
(more on the following page)



## PITCH

- Pitch check
- Pitch & campsite magazine
- City tip
- Travel reports
- Travel magazine

Pictures: Lesepages by Barucart, pingu, Krowitzler



## TESTS & VEHICLE TECHNOLOGY

Tests of all vehicle categories such as semi-integrated and fully integrated vehicles, alcove models and campervans offer a diverse, up-to-date market insight. The different test formats provide readers with practical decision-making aids.

- **Professional test:** Focus on technology, measurement of driving dynamics and ride comfort on a test track for best comparability, additional detailed knowledge from external experts
- **Practical test:** In the test period lasting several days, the focus is particularly on living and vacation comfort
- **Test drive and premieres:** New products in the first quick check
- **Endurance test:** Several months of reporting, individual impressions of several test editors, possible retrofitting of accessories on the test vehicle



## 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

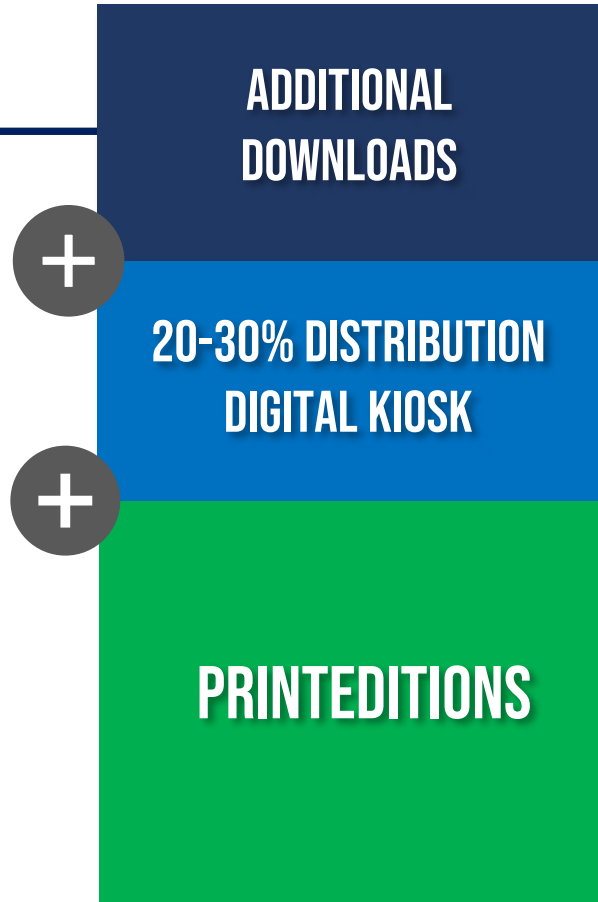
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

### 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

AD FORMATS		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		€ 8,485	€ 10,185	€ 13,580	395 x 252	420 x 280
1/1		€ 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
	Landscape				184 x 184	210 x 203
1/2	Vertical	€ 2,125	€ 2,550	€ 3,400	90 x 252	103 x 280
	Landscape				184 x 124	210 x 140
1/3	Vertical	€ 1,420	€ 1,705	€ 2,265	55 x 252	67 x 280
	Landscape				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	-
<b>COVER PAGES</b>						
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 format advertisements for purchase within your insertion year (12 months from publication of the first advertisement).

### By frequency

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

### By volume

3+ pages	5%
6+ pages	10%
9+ pages	15%
12+ pages	20%
15+ pages	22%

### Combination discount

An additional 10% off when a **Camping, Cars & Caravans** advert is placed in the same or the following month of publication (maximum 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 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%

## COMBINATION DISCOUNT

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

## RUNNING TEXT

Commercial use per line	€ 8.20 /mm height
Colour photo	€ 47.00
Cypherfee	€ 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.

### DETHLEFFS

www.engel-caravanning.de  
Friedberg/Heusen - Tel. 06031-6371-30

raimobile von brodow  
www.raimobile.de  
34246 Vellmar (Kassel) - Tel. 0561/89079060  
Reise mobile aus Leidenschaft

### DOPFER

5 lines running text  
Colour photo  
€ 88

DOPFER Reise mobilbau als Alles in tol integriert oder Allrad mobil. Besuchen Sie unsere Ausstellung. Mehr Info unter Tel. 08283/2610  
www.dopfer-reise mobilbau.de

### ELNAGH

www.knocks-motors.de  
Tel. 05694-990 990  
Ersatzteile und Service auch für Enagh

### ETRUSCO

Der Rundumservice für Ihre Reise  
59174 Karmen, Tel. 02307 201690  
www.brumberg-reise mobil.de

REISEMOBILE BRUMBERG

### EURA MOBIL

Wohnmobilpark am Petersberg  
Verkauf: Euro Mobil & Forster  
Service: Fiat & Citroen  
50224 Bockelshausen/Alzeny  
www.wohnmobilpark-petersberg.de

www.stotz-caravanning.de  
Tel. 07427/4889601

1sp/20 mm / BW: € 98  
S. c.: € 112 / 4c: € 144

Ihr kompetenter Servicepartner für alle Fälle  
www.frankia-wiedemann.de

### FORSTER

Wohnmobilpark am Petersberg  
Verkauf: Euro Mobil & Forster  
Service: Fiat & Citroen  
50224 Bockelshausen/Alzeny  
www.wohnmobilpark-petersberg.de

www.stotz-caravanning.de  
Tel. 07427/4889601

### FRANKIA

LUNDBERG REISEMOBILE  
Ohrechaus 214 • 22448 Neerstedt, HH  
Tel. 940 5285025 • info@lundberg.de

Engel FRANKIA  
www.engel-caravanning.de  
Friedberg/Heusen - Tel. 06031-6371-30

mit über 20 Jahren für FRANKIA Partner in Thüringen  
www.autohaus-imhof.de  
97727 Gemünden am Main - 09361-3842

### HOBBY

Caravanning-Center  
SCHMIDTMEIER  
71144 Schönbühl - Tel. 07147/6-3933-0  
www.car-schmidtmeier.de

### HYMER

Abgasreinigungssysteme zur Erlangung der grünen Umweltsplakette.  
KLS Motorenbau GmbH Dipl.-Ing. W. Krause, Rayener Str. 106, 47509 Rheudt, Tel. 02845/37545

www.frankia-wiedemann.de  
Tel. 05601/023620

www.schmidtmeier.de

### K-LS 2011

Abgasreinigungssysteme zur Erlangung der grünen Umweltsplakette.  
KLS Motorenbau GmbH Dipl.-Ing. W. Krause, Rayener Str. 106, 47509 Rheudt, Tel. 02845/37545

Wohnmobile United  
EHYMER  
carado CROSSCAMP MotorA  
61381 Friedrichsdorf  
Tel. 061757400950 • 017479334410  
info@wohnmobile-united.de  
www.wohnmobile-united.de

### HYMER-CHEMNITZ

Verkauf Vermietung Werkstatt Zubehör Camping Stellplatz  
34 CAMPING CENTER  
Jacobstr. 66, 41936 Hockelshoven  
Tel. 02433 - 93 90 90  
www.34-Camping.de

REISEMOBILE UND CARAVANS  
SERIBA EHYMER  
Verkauf - Vermietung - Zubehör - Werkstatt  
WeWo Caravanning Center  
56414 HUNDSANGEN  
Tel. 0 84 35/98 16 00 - Fax 96 63 47  
www.we-wo.de • info@we-wo.de

2sp/20 mm / Black & White : € 196 /  
Spot colour: € 224 / Four-coloured: € 288

### Wohnmobile United

3sp/45 mm / Black & White: € 661.50  
Spot colour: € 756 / Four-coloured: € 972

bei mit G gekennzeichneten Anzeigen handelt es sich um gewerbliche Angebote

EHYMER ZENTRUM BT Dhorau GmbH  
hymerb1.de  
WORK-LIFE-BALANCE  
EHYMER SERIBA CROSSCAMP

### ILLUSION

Tank Ihr KLUSS Partner im Norden  
www.Tank-Reise mobile.de

### ITINEO

REISEMOBILE STAUDT  
Industriest. 24 - 68119 Viernheim  
Tel. 06204/4150 - Fax 06204/78864  
www.Reise mobile-Staudt.de

### IVECO

Phoenix www.phoenix-reise mobile.de

### KABE

KABE SEIDE

### KARMANN

TOP - AKTIONSPREISE FÜR ALLE BESTANDS REISEMOBILE  
KARMANN  
www.karmann.de

4 lines running text  
€ 32,80

### 1sp/60 mm

Black & White : € 294  
Spot colour: € 336  
Four-coloured: € 432

### CAMPER BASE

RHEIN-MAIN KNAUS PREMIUM-HÄNDLER  
KNAUS WEINBERG  
Tel. 06124/21 08 116  
www.camperbase.de

### KARMAN

www.knaus-ersatzteile.com

4 lines running text  
€ 32,80

### LAIKA

4sp/35 mm / Black & White : € 686  
Spot colour: € 784 / Four-coloured: € 1,008

2sp/60 mm  
Black & White: € 588  
Spot colour: € 672  
Four-coloured: € 864

### LA STRADA

la strada  
Vertriebspartner, Messetermine & vieles mehr...  
www.lastrada-mobile.de

### LAIKA

IHR NEUER LAIKA-HÄNDLER  
LAIKA THORHEITEN  
SUCHEN VERGEBARE FAHRZEUGE VON OBT

### LAIKA

SeeCamper GmbH  
0757792490  
see camper.com

### LAIKA

NEUSEENLAND Caravanning  
Spenglerallee 23, 04442 Zwenkau - Tel. 03 42 03 / 43 35 40

### LAIKA

www.neuseenlandcaravanning.de

### LAIKA

LAIKA MALIBU

Statutory VAT will be added

# 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

Statutory VAT will be added

**STELLPLATZFÜHRER 1 IN DEUTSCHLAND**

**Schnäppchen-Shopping mit dem Wohnmobil**

Sie shoppen gern? Dieser Stellplatzführer verbindet Informationen zu Marken und Angebot von Outlets und Fabrikverkäufen mit den Tipps zu 150 Übernachtungsplätzen in vertretbarer Entfernung – für ganz Deutschland!

**43 Camps zum Wohlfühlen im Überblick**

**TRAUMZIELE für Camper**

**DÄNEMARK**

- 1 Insel Men, Camp Mens Klint

**DEUTSCHLAND**

- 2 • Camping- und Ferienpark Wulfener Hals, Fehrmann
- 3 • Camping am Freesenbruch, Zingst
- 4 • Camping- und Ferienpark Havelburger, Uckermark
- 5 Südde-Camp, Wietzenhof, Lüneburger Heide
- 6 Camping Pfäbhorn, Bad Urach, Schwäbische Alb
- 7 Alpen-Caravanpark Tannsee, Klein-Kirch
- 8 • Camping Resort Alpegehlen, Berchtesgaden
- 9 • Kur-Gutshof-Camping Arnsdorf, Bad Birnbach
- 10 • Vital Camp Bayerbach, Bayerbach

**ÖSTERREICH**

**TIROL**

- 11 Seecamping Wimmer, Mauters, Achensee
- 12 Alpen Caravan Park Achensee, Achenkirch
- 13 Karwendel Camping & Achensee Hüttenhöf, Mauters, Achensee
- 14 • Camping Seelick Toni, Kramsach, Alpbachtal
- 15 Camping Seehof, Kramsach, Alpbachtal
- 16 • Seen Camping Stadlerhof, Kramsach, Alpbachtal
- 17 • Eurocamp Wilder Kaiser, Kössen, Kaiserwinckl
- 18 Camping Seepitz, Walschnee, Kaiserwinckl
- 19 Ferienpark Terrassen-Camping Söldsee, Kaiserwinckl
- 20 • Camping Schlossberg Itter, Hohe Salve
- 21 Camping Rattenhof Hofgarten, Hohe Salve
- 22 Ferienparadies Rattener See, Natters bei Innsbruck
- 23 Camping Kranenbitterhof, Innsbruck
- 24 • Sonnenplateau Camping Gerberhof, Wildermieming

**KÄRNTEN**

- 25 • Camping Auenfeld, Achau, Zillertal
- 26 • Kärntner Hof, Fügen, Zillertal
- 27 • Campingsdorf Hofers, Zell am Ziller, Zillertal
- 28 Camping Hochzillertal, Kallnach, Zillertal
- 29 Camping Mayhofen, Mayhofen, Zillertal
- 30 Camping Ötztal, Längenfeld, Ötztal

**STEIERMARK**

- 31 • Seecamping Berghof, Villach, Osttiroler See
- 32 Camping Bad Ossiacher See, Annenheim, Ossiacher See

**SCHWEIZ**

- 42 Campofelice Camping Village, Tenero, Tessin

**ITALIEN**

- 43 • Caravanpark Secten, Hochpustertal, Südtirol

• Wellness-Campingplatz

**EDITORIAL**

**Neuheiten-Feuerwerk 2024 beginnt**

**Die Stimmung in der Branche ist derzeit positiv. Die Produktion läuft vielerorts auf Hochtouren. Doch es wächst die Sorge, dass die Kaufzurückhaltung steigt.**

**DA WIRD DOCH MAL WAS...**

**VORDERGRUND MACHT BILD GESUND**

*Simon Pabst*

[www.reise-mobil-international.de](http://www.reise-mobil-international.de) [Facebook](https://www.facebook.com/reise-mobil-international) [Instagram](https://www.instagram.com/reise-mobil-international)

# 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. In this way, the reader spends an above-average amount of time and effort on your brand and your offers when solving the crossword puzzle. 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 carry out the draw and send you the winners' contact details. You send the prizes directly to the winners.

## DISCOUNT

Additional 10% combination discount by booking a crossword in **Camping, Cars & Caravans** in the same or the following month of publication. No further discounts. Agency commission is granted.

€ 1,960 incl. production

Statutory VAT will be added

Preisrätsel

Reiseüberlassung	italienisches Volk	Stadt im Oberen Taifland	berühmt	regelmäßiges Weck	mongolischer Schatz	Lösungsmittel	sehr schmackhaft	biblischer Prophet	Stamm in Persien	Nichters Berg im Kaukasus	Insulardrucker	Rufname von Guesars (1967)
Hautschaber					ehemaliger Schach-Personen	Ewerbeständigkeit	französischer Koch (17. Jhd.)	dt. Legende (1. Jhd.)	Stamm (Hugotter)	Witzredner	Auftraggeber eines Amtes	
Falschmeldung in der Presse		21	offizieller Ratgeber	Teil des Hubschraubers	60 Sekunden	gotterfüllt	Marionettentheater	ethnische Rumpfung	11		so weit, so lange	
Stoffstück Stofftast			10	Campinggegenstand	Kater im Roman		Energiezuger beim Camping	großer Stapel	biblisches Wort (A.T.)	20	italienischer Mann	
deutsche Vorsilbe	heilig in Städte	Ornamentengruppe	französischer unbek. Artikel	modisch elegant	Landesplatz für Flugzeuge		Prägerstempelabdruck	6	Kühnheit		Züge	Wanderung
Halbesachs, Busch		3	munter, aktiv	Sitzmöbel Camping	Wärmegürtel	deutschsprachig (17. Jhd.)	Innenwandstufung		Wüste in Nordafrika			
Papierwürde	Benzinrohstoff	Leitung bei Filteraufnahme	innisch-norwegische Dialekt	ein Viehhüter	Schiffwaffe	Ausdruck des Danks			schließen		Bestandteil von Flussnamen	14
Zahl unter dem Dingsch		18	Zigarettenpapiermüll	legastelle	12	Kleinstadt in Mecklenburg	ab. Berliner Flughafen	spanische Ära (17. Jhd.)	dt. Kosmograph (1507)	Teil einer Zeitung	zielführend, richtig	Sprechweise einer dt. Dialekt
schon drei	dt. Wissenschaftler	vorangekommen	Quadrillefigur	afrikanisches Stoppentier	2	Fruchtname	Variante	Ausdruck des Entsetzens	15	Ausstrahlung	Ort in Mitteleuropa	16
monch	vorgelassen	Kochrezepte beim Campen	2	Fruchtname	Variante	Ausdruck des Entsetzens	15	Ausstrahlung	Ort in Mitteleuropa	16		
Bootschleppstange	figur in Pflanz und Bese	unterster Teil des Schiffsraums	Teil des Schiffsraums	Fruchtname	Variante	Ausdruck des Entsetzens	15	Ausstrahlung	Ort in Mitteleuropa	16		
Wunsch, andere zu überreden	Abk.: Trans-Europa-Express	Koordinate für Vater	13	Fruchtname	Variante	Ausdruck des Entsetzens	15	Ausstrahlung	Ort in Mitteleuropa	16		
nordisches Gütergeschlecht	ethiopische Getreidepflanze	Energiequelle		Fruchtname	Variante	Ausdruck des Entsetzens	15	Ausstrahlung	Ort in Mitteleuropa	16		

Lösungswort: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

Anzeige

## GEWINNEN SIE UNSEREN NEUEN STELLPLATZFÖHRER GRATIS ÜBERNACHTEN

Deutschland, Reiseland Nummer eins. Das zeigt sich unter anderem an dem Netz der Reisemobilstellplätze, das immer dichter wird. Der Grund: Viele Städte und Gemeinden haben den wirtschaftlichen Wert der Reisemobilisten als nicht gerade unvernünftige Urlaubergemeinschaft erkannt. Damit sie zu ihnen kommen, richten sie Übernachtungsplätze ein - manche sogar gebührenfrei, allenfalls der Service kostet etwas.

**Um die geht es hier:** Dieser kompakte Führer nennt Ihnen eine Auswahl von 324 solcher Gratis-Stellplätze. Sie erfahren alles Wissenswerte - Kontaktadresse und Ausstattung, Sehenswertes und Freizeittipps - für den jeweiligen Ort. Damit Sie sich wohlfühlen und etwas erleben. Obendrein eignet sich dieser Stellplatzführer für Urlauber, die - etwa auf der Durchreise - nicht gern auf Rastplätzen der Autobahnen übernachten. Die Redaktion nennt für einen Großteil der Plätze die Entfernung zur Autobahn bis 15 Kilometer - eine zumutbare Distanz, wie wir finden. Außerdem erfahren Sie auf einen Blick, ob Sie vor Ort in den Genuss von Gratis-WLAN kommen.

**Tatsächlich:** Mit diesen Informationen reisen Sie kostengünstig. Ihre Urlaubskasse steht Ihnen dann für andere Dinge zur Verfügung. Davon haben die gastgebenden Gemeinden etwas. So hat jeder der Beteiligten einen Anteil daran, wenn Sie gebührenfrei auf einem Stellplatz übernachten. Ich wünsche Ihnen allezeit gute Fahrt, viel Spaß auf Ihren Reisen - und bleiben Sie gesund.

**GEWINNEN SIE: 3x 1 Stellplatzführer Gratis Übernachten**

**Teilnahmebedingungen**  
Hier nehmen Sie Bezug online bei [www.reisemobilinternational.de/preisraetsel/](http://www.reisemobilinternational.de/preisraetsel/)  
**Einreichungsfrist: 9. März 2021**  
Der Rechtsweg ist ausgeschlossen, es besteht kein Anspruch auf die Auszahlung des entsprechenden finanziellen Gegenwertes.

Die richtige Lösung des Rätsels in Heft 1/2021 lautet:  
**AUSZEIT VOM ALLTAG**  
Der Gewinner wurde bereits benachrichtigt. Herzlichen Glückwunsch.

# 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.

### 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](#).

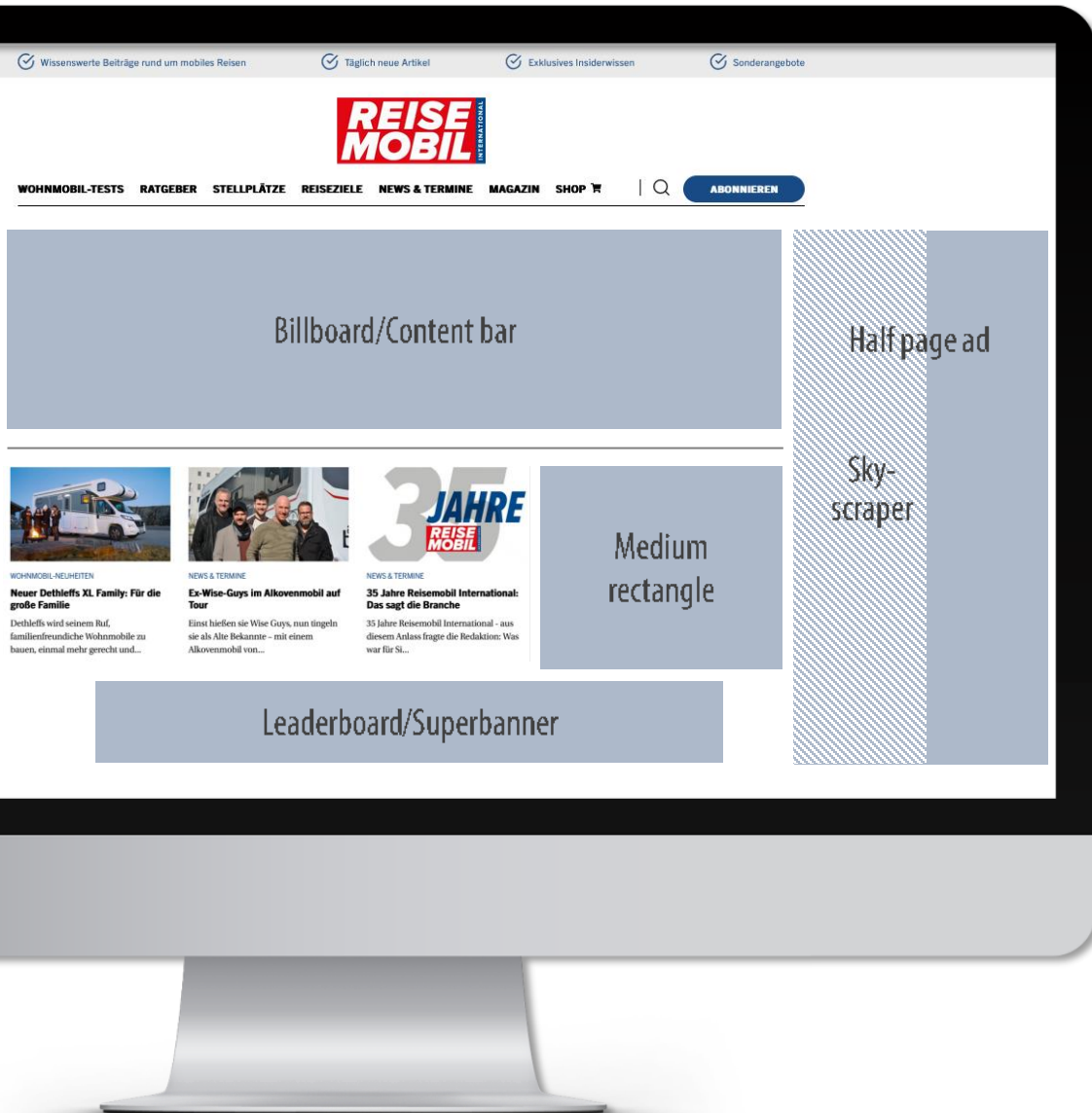


# SCHEDULE

PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS	SPECIAL EDITIONS	PUBLICATION DATE	CLOSING DATE ADS
December 2024	01/25	05.12.2024	11.11.2024	Camper Kids	19.12.2024	07.11.2024
January 2025	02/25	09.01.2025	05.12.2024			
February 2025	03/25	06.02.2025	10.01.2025	Bordatlas Dog Special	26.02.2025	15.01.2025
March 2025	04/25	06.03.2025	07.02.2025	CamperCoach	27.03.2025	28.02.2025
				Traumziele für Camper Spring/Summer	27.03.2025	13.02.2025
				Bordatlas Winegrower Special	27.03.2025	17.02.2025
April 2025	05/25	10.04.2025	14.03.2025	Bordatlas Brewery Special	30.04.2025	19.03.2025
May 2025	06/25	08.05.2025	09.04.2025	Traumziele für Camper Short Trips	15.05.2025	03.04.2025
June 2025	07/25	05.06.2025	09.05.2025	4x4 Camper	12.06.2025	15.05.2025
				Bordatlas Thermal-Spa Special	30.06.2025	19.05.2025
July 2025	08/25	10.07.2025	12.06.2025			
August 2025	09/25	21.08.2025	25.07.2025			
September 2025	10/25	18.09.2025	22.08.2025			
October 2025	11/25	16.10.2025	19.09.2025	Traumziele für Camper Fall/Winter	17.10.2025	11.09.2025
				Buyer's Guide 2026	30.10.2025	02.10.2025
November 2025	12/25	13.11.2025	17.10.2025	4x4 Camper	06.11.2025	09.10.2025
				Bordatlas 2026	27.11.2025	10.10.2025
December 2025	01/26*	11.12.2025	14.11.2025	Camper Kids	18.12.2025	06.11.2025

*\*The new prices 2026 apply*

# WEBSITE – BANNER FORMATS



DISPLAY ADS	AD SIZE (width x height in px)	CPM
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 scroll in visible area, not displayed on mobile devices

## TRAFFIC WEBSITE

Page impressions/month: 350,000  
 Unique user/month: 118,000  
 Share of mobile users (smartphones & tablets): 65%  
 Averages per month in 2024

MOBILE ADS	AD SIZE (width x height in px)	CPM
Mobile interscroller ad	640x 960	€ 55
Mobile content ad	640x 300	€ 50
Mobile medium rectangle	300 x 250	€ 40

AD BUNDLE	CPM
728 x 90 + 160 x 600 + 300 x 250	€ 35



Statutory VAT will be added

# HOMEPAGE – EVENT

100% concentrated attention and brand visibility.

## FOCUS ON YOUR CAMPAIGN

The homepage event combines billboard, half page ad and medium rectangle with an additional coloring of the background. It directs the focus of website users specifically to your campaign, ideal for the launch of market introduction campaigns or special promotions, where concentrated presence and maximum visibility at a specific time are most important.

## EXCLUSIVE AD BUYOUT

Only your banners will be displayed during the booked period. The homepage event is displayed on the homepage and on all subpages with banner positions.

## DETAILS & RATE

- Three banner formats displayed simultaneously:
  - 1) Billboard (970 x 250 pixels)
  - 2) Half page ad (300 x 600 pixels)
  - 3) Medium rectangle (300 x 250 pixels)
- Up to five alternating motifs possible per banner
- Individual background color (please specify desired hex color code)
- CPM € 95
- Expect 15–30k impressions per day (depending on the website).  
A concrete traffic forecast is provided as soon as the desired period has been determined.

TELL YOUR STORY!  
Ideally use motifs that  
present the advertising  
message in sequence.

Statutory VAT will be added



# WEBSEITE – ADVERTORIAL

The online advertorial on [www.reisemobil-international.de](http://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.

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 remain permanently available on our website, are found by search engines and are thematically integrated into the menu navigation. The advertising format is NOT filtered out by ad blockers.

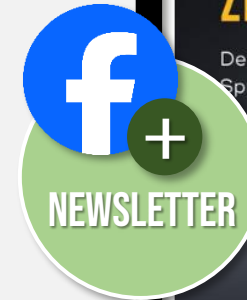
## Additional reach

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.

## TRAFFIC RATES & PRICES

Website	Page impressions Average/month 2024	Unique User Average/month 2024	Price per month Incl. design and approval link
<a href="http://www.reisemobil-international.de">www.reisemobil-international.de</a>	350,000	118,000	€ 2,490
<a href="http://www.camping-cars-caravans.de">www.camping-cars-caravans.de</a>	120,000	50,000	€ 1,990
<a href="http://www.campervans.de">www.campervans.de</a>	310,000	75,000	€ 2,490
<a href="http://www.campervans.de/4x4-camper.de">www.campervans.de/4x4-camper.de</a>	50,000	25,000	€ 990
<a href="http://www.bordatlas.de">www.bordatlas.de</a>	180,000	25,000	€ 690

*Statutory VAT will be added*



REISE MOBIL  
News & Termine > Der neue Arto – von NIESMANN+BISCHOFF

### Der erste Liner auf Mercedes Sprinter

# DER NEUE ARTO ZIEL ERREICHT.

Der erste Liner auf Mercedes Sprinter Basis.

15.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter

#### Der neue Arto – Der erste Liner auf Mercedes Sprinter

Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

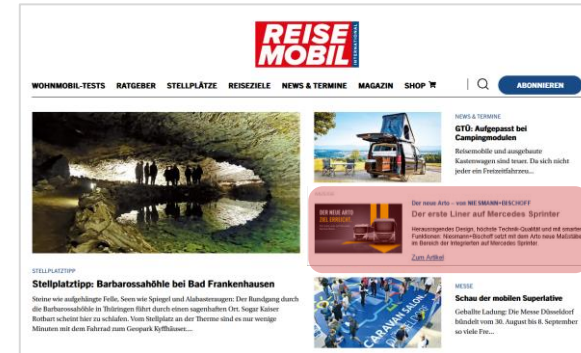
Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung als Fahrzeug der Liner-Klasse.

# WEBSITE – ADVERTORIAL/REFRESH

The refresh offers you a cost-effective way to draw attention to your advertorial once again.

Your campaign is advertised again and reaches even more potential customers. The package includes refreshing the booked advertorial on [www.reisemobil-international.de](http://www.reisemobil-international.de). Teasers in other newsletters can also be used to reach additional (secondary) target groups (see “reach extension” package).

## TEASER ON THE HOMEPAGE



## TEASER WITHIN THE NEWSLETTER



Bundle price  
€ 990

For the one-time repetition of  
the teaser on the website and  
in the newsletter

We use your already existing advertorial presence on the website as a basis (sample image)



# WEBSITE – ADVERTORIAL/REACH EXTENSION

The advertorial package already includes a teaser on the website, in the newsletter and on Facebook. Network the campaign with other channels and increase your reach.

Your campaign is advertised even more strongly for a low budget and you generate interest among other target groups for whom your offer is also suitable. This is ideal, for example, for vehicles for which several advertising channels are suitable, for accessories that are used across vehicles and for all tourist offers.

## TEASER IN FURTHER CHANNELS

News

**StädteTipp**  
**Ratzeburg: Mitten im Wasser**

Nur über drei Dämme ist Ratzeburg zu erreichen. Wander- und Radwege führen um die gerade mal 30 Quadratkilometer große Inselstadt sowie um die Seen herum. Bade- und Rasplätze sind überall vorhanden. Einer davon ist der gemütliche Stellplatz der Stadt.

[Zum Artikel](#)

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ANZEIGE

**DER NEUE ARTO  
 ZIEL ERREICHT.**

Der neue Arto – von NIESMANN+BISCHOFF  
**Der erste Liner auf Mercedes Sprinter**

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

[Zum Artikel](#)

Price/teaser

€ 490

For each additional booking in one of the channels

We use your already existing advertorial presence on the website as a basis (sample image)

REISE MOBIL

News & Termine > Der neue Arto – von NIESMANN+BISCHOFF

**Der erste Liner auf Mercedes Sprinter**

**DER NEUE ARTO  
 ZIEL ERREICHT.**

Der erste Liner auf Mercedes Sprinter Basis.

19.07.2024

Herausragendes Design, höchste Technik-Qualität und mit smarten Funktionen: Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter

**Der neue Arto – Der erste Liner auf Mercedes Sprinter**

Niesmann+Bischoff setzt mit dem Arto neue Maßstäbe im Bereich der Integrierten auf Mercedes Sprinter.

Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung als Fahrzeug der Liner-Klasse.

Newsletter	Subscribers	Target group
Reisemobil International	45,000	Motorhomes of all types
Camping, Cars & Caravans	25,000	Caravans
CamperVans	20,000	Campers/Vans
Traumziele für Camper	30,000	all vehicle categories
4x4-Camper	25,000	Offroad topics

Facebook post	Subscribers	Target group
Reisemobil International	20,000	Motorhomes of all types
Camping, Cars & Caravans	26,000	Caravans
CamperVans	25,000	Campers/Vans

Instagram story	Subscribers	Target group
CamperVans	22,000	Campers/Vans

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.

## Can be implemented with only a few documents

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 WEBSEIT & PRICES

Website	Impressions/homepage Average/month 2024	Price per month Incl. design and approval link
reisemobil-international.de	30,000	€ 1,490
camping-cars-caravans.de	10,000	€ 590
campervans.de	11,000	€ 890
campervans.de/4x4-camper	5,000	€ 490
bordatlas.de	10,000	€ 890

**Bundle price**  
**€1,790**  
for reisemobil-international.de  
plus camping-cars-caravans.de  
or campervans.de

Statutory VAT will be added



## TIPP DES MONATS

- Anzeige -



## 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](#)

# NEWSLETTER

With the editorial newsletter, around 45,000 subscribers receive industry news and product information up to four times a month directly to their e-mail inbox.

Include your advertising message!

## NEWSLETTER ADVERTORIALS

The best way to present new products is with a newsletter advertorial. Due to the editorial design, it is indistinguishable from editorial information at first glance despite the mandatory labeling with the word "advertisement" and is clicked on just as often. It is important that the headline and text immediately arouse interest. You supply the text and photo, we take care of the layout.

## BANNER

Banners are particularly suitable for advertising raffles, events or sales promotions.

Price per advertising media and dispatch

# € 1,990

Statutory VAT will be added

Special offer  
**€ 2,985**  
for the booking of two  
advertising media 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 stylish eingerichtetes Wohnzimmer.

[Mehr erfahren](#)

**Kostenlos bei Winzern übernachten.  
Jetzt bestellen!**

Versand-kostenfrei bis 31.03.

**Unterwegs entdeckt: Panorama Theme Beuren  
Mit Burgblick**

Am Rand der Schwäbischen Alb verspricht die Panorama Theme 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

## PERFORMANCE

Subscribers: 45,000

Opening rate: Ø 22%

## MAILING DATES 2025

Month	Day
January	09./15./22.
February	06./12./26.
March	06./12./26.
April	02./10./23.
May	08./14./21.
June	05./11./25.
July	10./16./23.
August	13./21./27.
September	03./10./18./24.
October	08./16./22.
November	05./13./19.
December	03./11./17.

Booking/data delivery possible no later than five working days before the dispatch date.

[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.

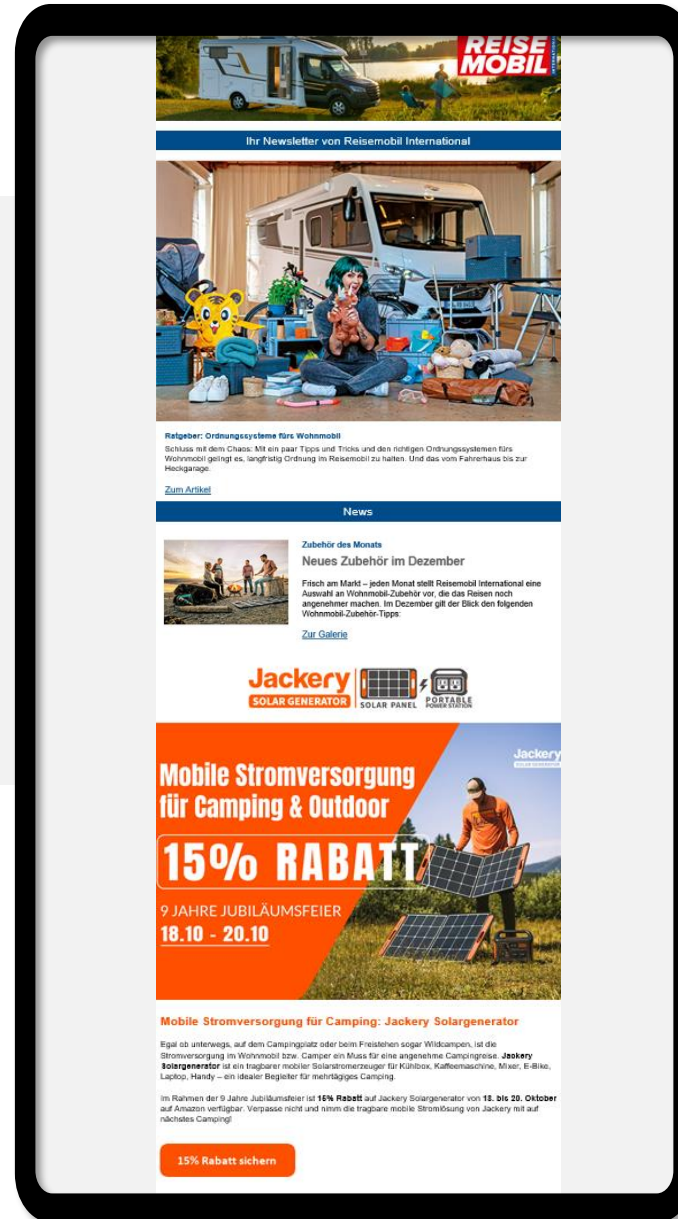
## YOUR BENEFITS

- **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 wasted 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	45,000	Ø 22%	€ 3,500
Camping, Cars & Caravans	25,000	Ø 20%	€ 2,500
CamperVans	20,000	Ø 22%	€ 2,500
4x4 Camper	25,000	Ø 22%	€ 2,500
Traumziele für Camper	30,000	Ø 24%	€ 2,500

Statutory VAT will be added



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

- Many great prizes are hidden under the fields.
- Click on your field to open your presentation page. There you promote your innovation or your portfolio and ask the lucky question. To answer this question, the raffle participant must search for the answer on YOUR website. The user will only be entered into the prize draw if the answer is correct.
- 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

- Attention-grabbing presence with your logo
- Your own landing page within the lottery content area for extensive text and image promotion
- While searching for the answer to your lottery question, participants generate traffic on YOUR website.
- Additional advertising effect through our extensive accompanying marketing campaign in Reisemobil International, CamperVans and Camping, Cars & Caravans.

Price per field and lottery  
€ 699



UNKATEGORISIERT | Verlosung 2023

### „Traumziele für Camper“ – das Reisemagazin

18.07.2023

Das Sonderheft bündelt Hotspots und touristische Highlights für den Wohlfühl-Urlaub mit Wohnmobil, Wohnwagen und Campingbus, im Z im Chalet oder in der Lodge.

Lassen Sie sich von der Auswahl an Top-Reisezielen inspirieren! Ob Seen oder Meer, Dünen oder Berge, Stadt, Land, in der Nähe oder am anderen Ende Europas: Traumziele für Camper finden Sie Anregungen und Urlaubstipps für jeden.

Jeder beschriebene Campingplatz hat eine eigene Gestaltung, punktet mit einem Alleinstellungsmerkmal, einem speziellen Angebot, einer besonderen Platz-Philosophie.

Zusätzlich locken handverlesene Highlights jeder Zielregion: schöne Plätze in der Natur, traumhaften Landschaften, romantische Schlösser und idyllische Städtchen, Tipps für Kurztrips am Urlaubsort, Outdooraktivitäten, kulturelle Sehenswürdigkeiten, Wellness und regionale Kulinarik zum Entdecken und Genießen!

Träumen Sie los, wir wünschen viel Spaß bei der Urlaubsplanung!

Die Glückstrage lautet:  
„Wie viele Ausgaben sind bereits von Traumziele für Camper erschienen?“

Die Antwort finden Sie hier:  
<https://shop.doldemedien.de/Traumziele-fuer-Camper>

# GALLERY ENTRY

High-quality camping accessories can make a significant contribution to an unforgettable trip and avoid some stressful experiences. The interest in accessories is correspondingly high and product tests and advice topics are among the most popular content on our websites.

Our accessories editorial team filters out the most interesting products from the multitude of trends and innovations and provides tips on purchasing, installation and use every month.

Present your accessory products in this highly relevant content area, where campers find inspiration and information for potential new purchases.

## SCHEDULE

Booking deadline:	First working day of the month
Data delivery:	No later than the 7th of the month
Caravan-Salon-Gallery 25:	Booking for exhibitors until 18.08. Data delivery until 22.08.

Presentation of your product in the  
**ACCESSORY GALLERY OF THE MONTH:**

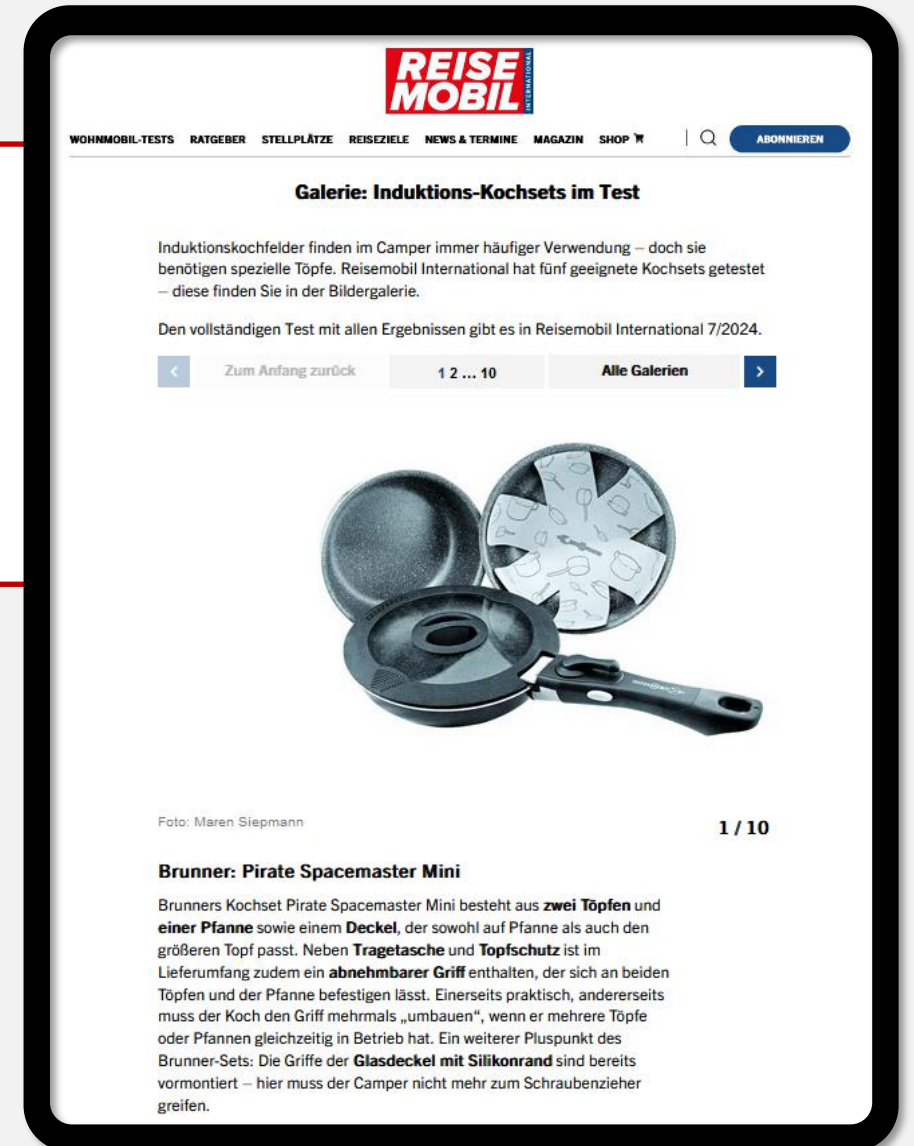
- Image
- Short text (max. 1,000 characters)
- Link

+

The gallery is also advertised via newsletters and social media channels.

**€ 490** Special offer

*Prices do not include VAT for German customers*



The screenshot shows a website page for 'REISE MOBIL INTERNATIONAL'. The navigation bar includes 'WOHNMOBIL-TESTS', 'RATGEBER', 'STELLPLÄTZE', 'REISEZIELE', 'NEWS & TERMINE', 'MAGAZIN', and 'SHOP'. A search icon and 'ABONNIEREN' button are also present. The main heading is 'Galerie: Induktions-Kochsets im Test'. The text below reads: 'Induktionskochfelder finden im Camper immer häufiger Verwendung – doch sie benötigen spezielle Töpfe. Reisemobil International hat fünf geeignete Kochsets getestet – diese finden Sie in der Bildergalerie.' Below this, it says 'Den vollständigen Test mit allen Ergebnissen gibt es in Reisemobil International 7/2024.' There are navigation buttons: 'Zum Anfang zurück', '1 2 ... 10', and 'Alle Galerien'. A large image of a black induction cooktop with a lid is shown. Below the image, it says 'Foto: Maren Siepmann' and '1 / 10'. The product name is 'Brunner: Pirate Spacemaster Mini'. The description states: 'Brunners Kochset Pirate Spacemaster Mini besteht aus zwei Töpfen und einer Pfanne sowie einem Deckel, der sowohl auf Pfanne als auch den größeren Topf passt. Neben Tragetasche und Topfschutz ist im Lieferumfang zudem ein abnehmbarer Griff enthalten, der sich an beiden Töpfen und der Pfanne befestigen lässt. Einerseits praktisch, andererseits muss der Koch den Griff mehrmals „umbauen“, wenn er mehrere Töpfe oder Pfannen gleichzeitig in Betrieb hat. Ein weiterer Pluspunkt des Brunner-Sets: Die Griffe der Glasdeckel mit Silikonrand sind bereits vormontiert – hier muss der Camper nicht mehr zum Schraubenzieher greifen.'

# 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 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 for simultaneous booking of an advertisement in the same magazine and issue (min. 1/2 page)	Fixed price for booking without simultaneous ad placement
Reisemobil International	€ 2,900 + media cost for advert	€ 7,700
Camping, Cars & Caravans	€ 2,900 + media cost for advert	€ 7,300
CamperVans	€ 2,900 + media cost for advert	€ 5,500

Statutory VAT will be added



+



Example

Large teaser for your discount offer directly on the front page  
Design can be customized according to your wishes.

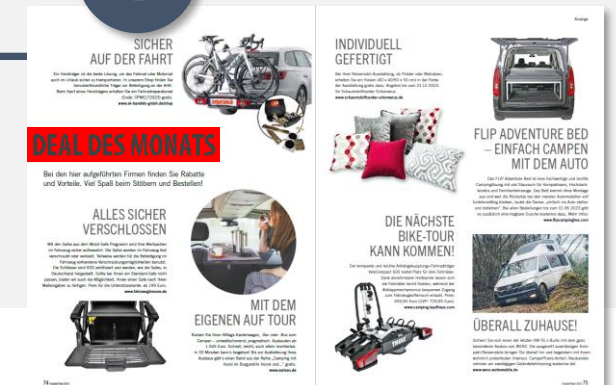
Extensive digital campaign to promote the deal

- ✓ Facebook
- ✓ Instagram
- ✓ Newsletter
- ✓ Website

+

Double-page spread in the magazine

With a detailed presentation of the deal and the benefits



# 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](mailto:druckunterlagen@doldemedien.de)

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

- Adobe Illustrator up to CC2024
- Adobe InDesign up to CC2024
- Adobe Photoshop up to CC2024

**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)

# TECHNICAL INFORMATION DIGITAL

## WEBSEITE • BANNER

<b>Filesize</b>	Any
<b>File format</b>	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](mailto: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

## WEBSEITE • TIP OF THE MONTH

<b>Cover picture</b>	1,600 x 900 pixels
<b>Optional</b>	Image row max. 65 characters incl. blanks + if necessary, image credit
<b>Headline</b>	Max. 65 characters incl. blanks
<b>Text</b>	Max. 250 characters incl. blanks
<b>Caption</b>	Max. 65 characters incl. blanks
<b>Landing page</b>	Please specify

## WEBSEITE • ADVERTORIAL

<b>Cover picture</b>	1,600 x 900 pixels
<b>Article picture</b>	1,024 x 683 pixels
<b>Gallery picture</b>	1,024 x 683 pixels
<b>Image rows for article and gallery pictures</b>	Each max. 65 characters incl. blanks plus if necessary, image credit
<b>Overline</b>	Max. 50 characters incl. blanks
<b>Headline</b>	Max. 40 characters incl. blanks
<b>Summary</b>	Max. 200 characters incl. blanks
<b>Text</b>	Max. 2,000 characters incl. blanks
<b>Optional</b>	Max. two subheads within the text
<b>Landing page</b>	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.

## DEAL OF THE MONTH

<b>Picture</b>	300 dpi resolution
<b>Text</b>	300-350 characters incl. blanks

## STANDALONE NEWSLETTER

<b>Pictures</b>	Cover picture + max. 4 further pictures 600 x 400 px Filesize: max. 250 kb File formats: jpg, gif or png
<b>Overline</b>	Max. 50 characters incl. blanks can be integrated into title image, if necessary
<b>Headline</b>	Max. 80 characters incl. blanks can be integrated into title image, if necessary
<b>Text</b>	Max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters)
<b>In addition</b>	Desired colour for buttons, etc. as hex colour code, tracking links

## NEWSLETTER BANNER

<b>Size</b>	570 x 120 pixels
<b>Filesize</b>	Max. 100 kb
<b>File formats</b>	jpg, gif or png

## NEWSLETTER ADVERTORIAL

<b>Picture</b>	300 x 200 pixels
<b>Optional</b>	Image row max. 65 characters incl. blanks + if necessary, image credit
<b>Overline</b>	Max. 50 characters incl. blanks
<b>Headline</b>	Max. 40 characters incl. blanks
<b>Text</b>	Max. 350 characters incl. blanks
<b>Landing page</b>	Please specify

## DIGITAL LOTTERIES

<b>Cover picture</b>	1,600 x 900 pixels
<b>Article picture</b>	1,024 x 683 pixels
<b>Headline</b>	Max. 40 characters incl. blanks
<b>Text</b>	Max. 1.500 characters incl. blanks
<b>Landing page</b>	URL where participants can find the answer to the lucky question
<b>In addition</b>	Company logo Value of prize given away Number or prizes given away Lucky question

## INSTAGRAM-STORY

<b>Wallpaper</b>	570 x 120 pixels
<b>File format</b>	Max. 100 kb
<b>Text</b>	jpg, gif or png
<b>Landing page</b>	Please specify

*All advertorials are marked with the word Anzeige*

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