

REISEMOBIL INTERNATIONAL

MEDIA KIT 2026

DoldeMedien
VERLAG GMBH



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

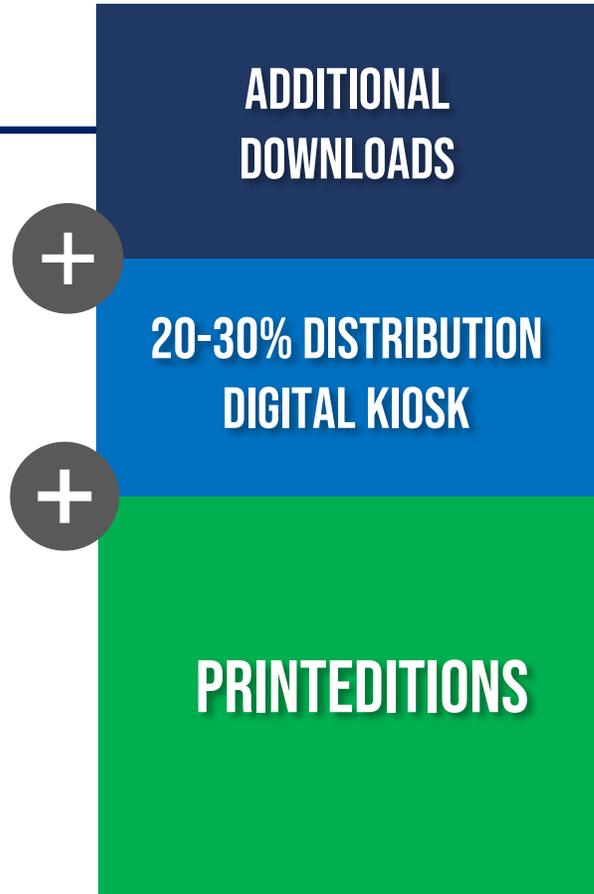
Our magazines are available as a subscription in digital PDF format instead of in print directly from the publisher, and are therefore read with regularity.

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	-
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 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. 06021-6371-30

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 Reisemobilbau als Allround-Unternehmen im Bereich der Reisemobil- und Caravan-Industrie. Besuchen Sie unsere Ausstellung. Mehr Info unter Tel. 08283/2610
www.dopfer-reisemobilbau.de

ELNAGH

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

ETRUSCO

Der Rundumservice für Ihre Reise
59174 Kamen, Tel. 02307 201690
www.brunberg-reisemobile.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.bauer-caravanning.de
Tel. 07427/4889601

FRANKIA

LUNDBERG REISEMOBILE
Ohrestraße 214 • 22448 Neerstedt/HH
Tel. 940 5285025 • info@lundberg.de

FRANKIA

Engel FRANKIA
www.engel-caravanning.de
Friedberg/Heusen - Tel. 06021-6371-30

mit über 20 Jahren Erfahrung für FRANKIA Partner in Thüringen
www.autohaus-imhof.de
97227 Gemünden am Main - 09361-3842

HOBBY

Caravanning-Center
SCHMIDTMEIER
71144 Schönmünster - Tel. 07147/6-3033-0
www.car-schmidtmeier.de

HYMER

HYMER HYMER HYMER
Eduardus HYMER Reisemobile auf dem neuen Mercedes Sprinter
www.hymer-chemnitz.de

Wohnmobile United
EHYMER
carado CROSSCAMP MÜLLER
61381 Friedberg/HT
Tel. 061757400950 • 017479334410
info@wohnmobile-united.de
www.wohnmobile-united.de

HYMER-CHEMNITZ

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

HYMER

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

bei mit G gekennzeichneten Anzeigen handelt es sich um gewerbliche Angebote

1sp/40 mm
Black & White: € 196
Spot colour: € 224
Four-coloured: € 288

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

K-LS 2001

Wohnmobile United
EHYMER
carado CROSSCAMP MÜLLER
61381 Friedberg/HT
Tel. 061757400950 • 017479334410
info@wohnmobile-united.de
www.wohnmobile-united.de

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

REISEMOBILE STAUDI
Industriest. 24 • 68119 Viernheim
Tel. 06204/4150 • Fax 06204/78864
www.reisemobile-staudi.de

PHOENIX
www.phoenix-reisemobile.de

KABE
www.kabe-se.de

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

MOSER
55129 Mainz - Tel. 06131 / 95958-0
www.moser-caravanning.de

EHYMER ZENTRUM BT Dhorau GmbH
HYMER SERIBA CROSSCAMP
www.hymerb1.de

ILLUSION

TANK
Ihr KUSCH-Partner im Norden
www.Tank-Reisemobile.de

ITINEO

REISEMOBILE STAUDI
Industriest. 24 • 68119 Viernheim
Tel. 06204/4150 • Fax 06204/78864
www.reisemobile-staudi.de

IVECO

PHOENIX
www.phoenix-reisemobile.de

KABE

KABE
www.kabe-se.de

KARMANN

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

MOSER
55129 Mainz - Tel. 06131 / 95958-0
www.moser-caravanning.de

1sp/60 mm
Black & White: € 294
Spot colour: € 336
Four-coloured: € 432

ILLUSION

TANK
Ihr KUSCH-Partner im Norden
www.Tank-Reisemobile.de

ITINEO

REISEMOBILE STAUDI
Industriest. 24 • 68119 Viernheim
Tel. 06204/4150 • Fax 06204/78864
www.reisemobile-staudi.de

IVECO

PHOENIX
www.phoenix-reisemobile.de

KABE

KABE
www.kabe-se.de

KARMANN

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

MOSER
55129 Mainz - Tel. 06131 / 95958-0
www.moser-caravanning.de

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

ILLUSION

TANK
Ihr KUSCH-Partner im Norden
www.Tank-Reisemobile.de

ITINEO

REISEMOBILE STAUDI
Industriest. 24 • 68119 Viernheim
Tel. 06204/4150 • Fax 06204/78864
www.reisemobile-staudi.de

IVECO

PHOENIX
www.phoenix-reisemobile.de

KABE

KABE
www.kabe-se.de

KARMANN

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

MOSER
55129 Mainz - Tel. 06131 / 95958-0
www.moser-caravanning.de

LA STRADA
Vertriebspartner, Messetermine & vieles mehr...
www.lastrada-mobile.de

LA STRADA

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

LA STRADA
Vertriebspartner, Messetermine & vieles mehr...
www.lastrada-mobile.de

SeeCamper GmbH
07577/21-990
see camper.com

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

LA STRADA
Vertriebspartner, Messetermine & vieles mehr...
www.lastrada-mobile.de

HOLIDAY
Ihr Vertriebspartner im Großraum Hannover
31526 Neustadt/Hzbg
Tel. 05022-964170
www.holiday-helm-linse.de

LA STRADA
Vertriebspartner, Messetermine & vieles mehr...
www.lastrada-mobile.de

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

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](#).

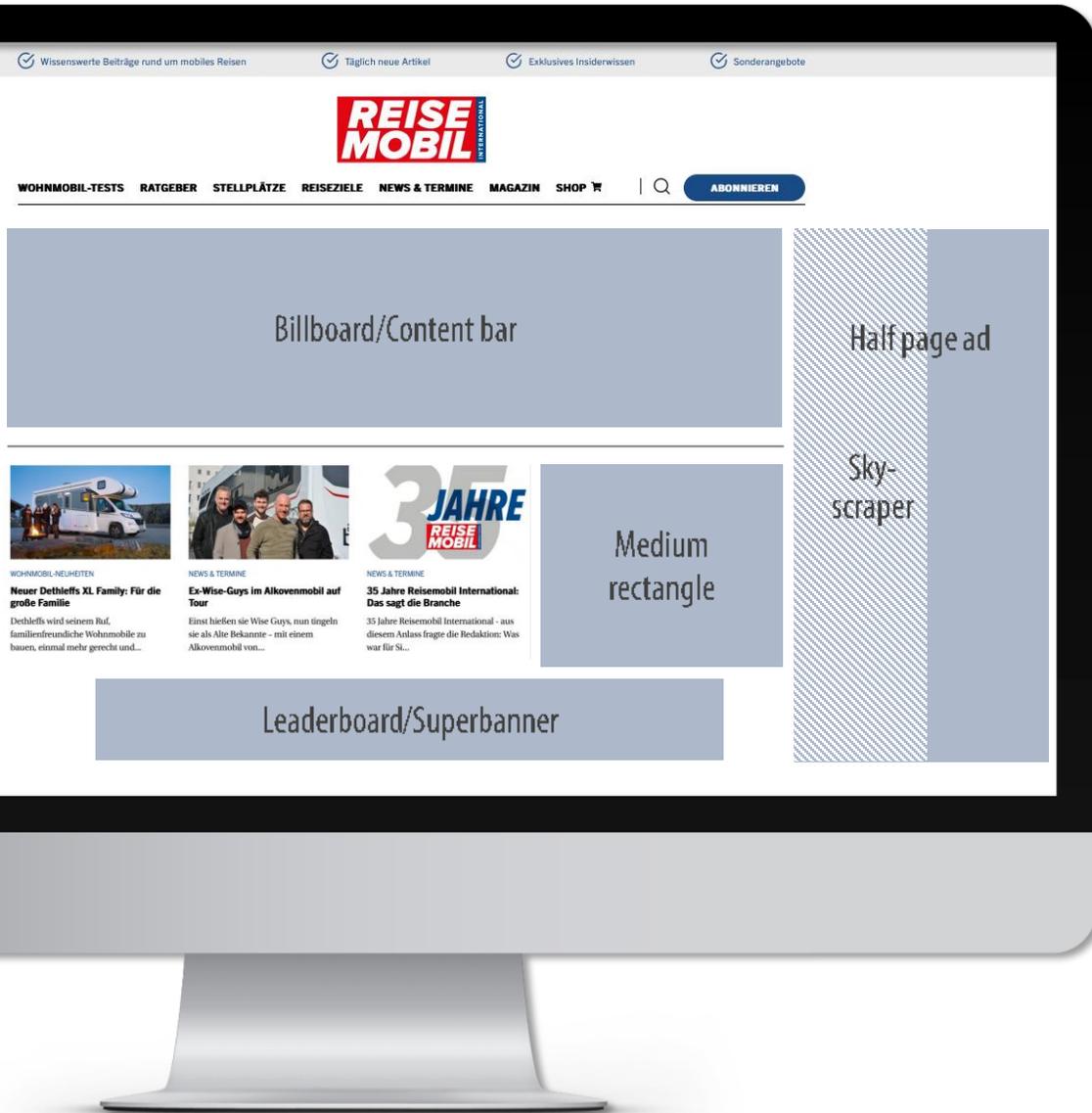
SCHEDULE



PUBLICATION MONTH	ISSUE	PUBLICATION DATE	CLOSING DATE ADS/PRINTING MATERIAL
December 2025	01/26	11.12.2025	14.11.2025
January 2026	02/26	08.01.2026	05.12.2025
February 2026	03/26	05.02.2026	09.01.2026
March 2026	04/26	05.03.2026	06.02.2026
April 2026	05/26	09.04.2026	13.03.2026
May 2026	06/26	07.05.2026	10.04.2026
June 2026	07/26	03.06.2026	04.05.2026
July 2026	08/26	09.07.2026	12.06.2026
August 2026	09/26	20.08.2026	23.07.2026
September 2026	10/26	17.09.2026	19.08.2026
October 2026	11/26	15.10.2026	18.09.2026
November 2026	12/26	12.11.2026	16.10.2026
December 2026	01/27*	10.12.2026	13.11.2026

*The new prices 2027 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: 435,000
 Unique user/month: 170,000
 Share of mobile users (smartphones & tablets): 65%
 Average April-September 2025

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 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.

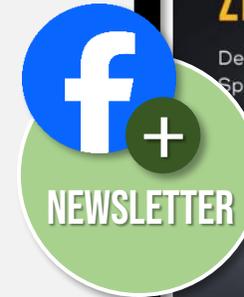
Additional reach

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
www.reisemobil-international.de	350,000	118,000	€ 2,490
www.camping-cars-caravans.de	120,000	50,000	€ 1,990
www.campervans.de	310,000	75,000	€ 2,490
www.campervans.de/4x4-camper.de	50,000	25,000	€ 990
www.bordatlas.de	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.

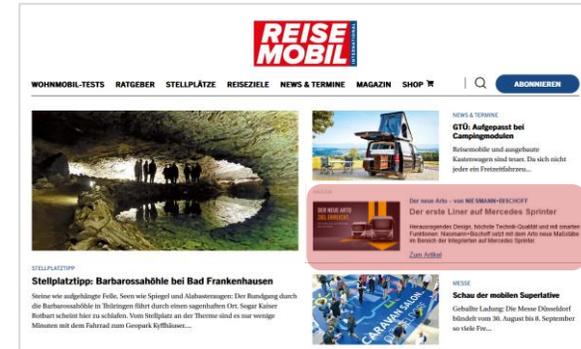
Der Arto ist in zwei Grundrissvarianten erhältlich: Der Arto 78 als Einachser mit 7,82 Meter Länge und 4,5 Tonnen zulässiges Gesamtgewicht sowie der Arto 88 als Tandemachser mit 9,05 Meter Länge und 5,5 Tonnen. Mit einer stolzen Breite von 2,40 Metern unterstreicht der neue Arto seine Positionierung 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. 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
Ratzburg: Mitten im Wasser
 Nur über drei Dämme ist Ratzburg zu erreichen. Wander- und Radwege führen um die gerade mal 30 Quadratkilometer große Inselstadt sowie um die Seen herum. Bade- und Rastplätze sind überall vorhanden. Einer davon ist der gemütliche Stellplatz der Stadt.
[Zum Artikel](#)

ANZEIGE

DER NEUE ARTO ZIEL ERREICHT.
 Der erste Liner auf Mercedes Sprinter

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	50,000	all vehicle categories
4x4-Camper	25,000	Offroad topics

Facebook post	Subscribers	Target group
Reisemobil International	22,000	Motorhomes of all types
Camping, Cars & Caravans	26,000	Caravans
CamperVans	27,000	Campers/Vans

Instagram story	Subscribers	Target group
CamperVans	26,000	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 WEBSITE & 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



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: 0.22%

MAILING DATES 2026

Month	Day
January	08./14./21.
February	05./11./25.
March	05./11./25.
April	01./09./22.
May	07./13./20.
June	04./10./24.
July	09./15./22.
August	12./20./26.
September	02./09./17./23.
October	07./15./21.
November	04./12./18.
December	02./10./16.

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.

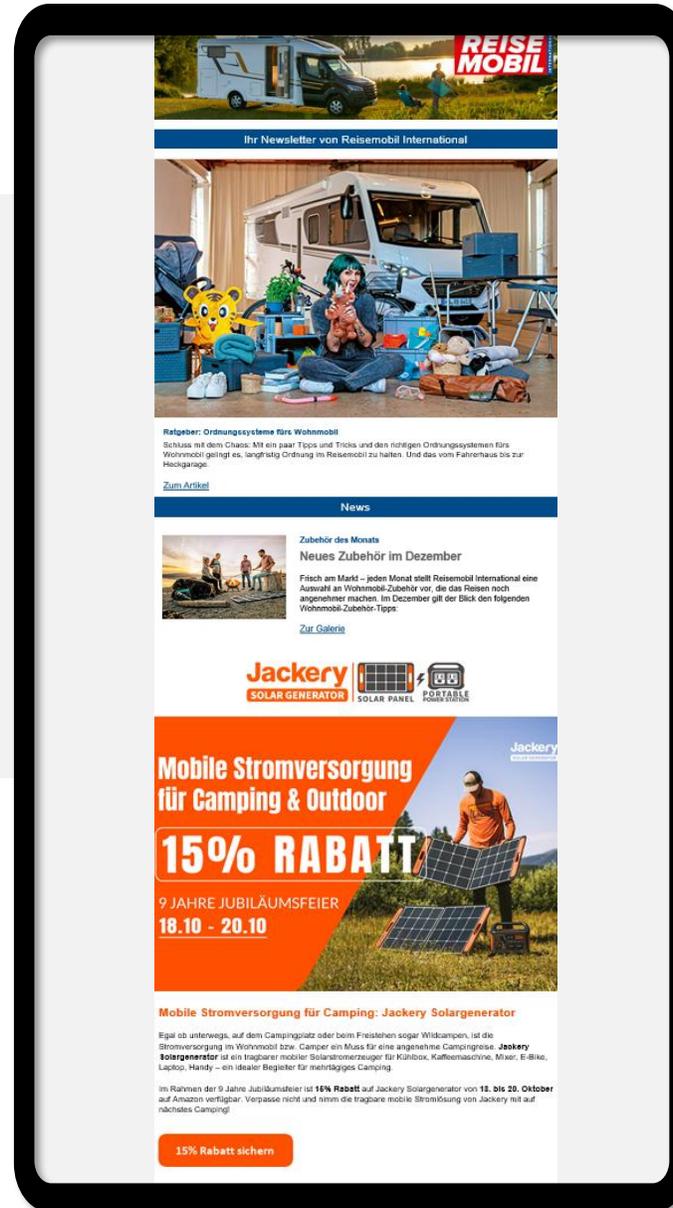
YOUR BENEFITS

- **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	50,000	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

TECHNICAL INFORMATION PRINT

PRINT

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

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

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

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

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

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

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

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

DATA

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

- Cover: PSOcoated_v3_eci.icc
- Content: PSO_LWC_improved

Please request our detailed instructions for the necessary Acrobat Distiller settings! If you deliver open data (source files) in the software standards listed below, this will cause additional work and extra costs. Please send files with all fonts and correctly placed links!

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

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

Compression: Aladdin DropStuff, WinZip, SmartZip

E-mail: druckunterlagen@doldemedien.de

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

- Adobe Illustrator up to CC2025
- Adobe InDesign up to CC2025
- Adobe Photoshop up to CC2025

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

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

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

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

Color profiles: ISO Coated Fogra39

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

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

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

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

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

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

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
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Summary	Max. 200 characters incl. blanks
Text	Max. 2,000 characters incl. blanks
Optional	Max. two subheads within the text
Landing page	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

Picture	300 dpi resolution
Text	300-350 characters incl. blanks

STANDALONE NEWSLETTER

Pictures	Cover picture + max. 4 further pictures 600 x 400 px Filesize: max. 250 kb File formats: jpg, gif or png
Overline	Max. 50 characters incl. blanks can be integrated into title image, if necessary
Headline	Max. 80 characters incl. blanks can be integrated into title image, if necessary
Text	Max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters)
In addition	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
Overline	Max. 50 characters incl. blanks
Headline	Max. 40 characters incl. blanks
Text	Max. 350 characters incl. blanks
Landing page	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

INSTAGRAM-STORY

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

All advertorials are marked with the word Anzeige

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[General terms & conditions](#)

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