

# TRAUMZIELE FÜR CAMPER

MEDIA KIT 2024

DoldeMedien  
VERLAG GMBH

# THE MAGAZINES

## CONTENT

Beginners and experienced campers alike will be delighted by the sheer number of regions and camping sites that are included in this special edition, **Traumziele für Camper**, with extensive photo collections and a ton of useful information. In addition to tips for activities, from sport to spa, special accessories are also demonstrated. Anything that can make travelling in a leisure vehicle an even better experience can be found in **Traumziele für Camper**.

## TARGET GROUP

Camping enthusiasts who enjoy gourmet food, sustainability and comfortable travels, with or without owning a vehicle.

## CIRCULATION

printed circulation    Ø 13,000 copies  
digital circulation    Ø 450,000 e-paper recipients

## SCHEDULE

issue/focus	publication date	closing date ads/ printing material
summer holiday	21.03.2024	08.02.2024
winter camping	26.09.2024	08.08.2024
camping with children	20.12.2024	07.11.2024

\*Print issue 5,000 copies, digital distribution is equal



## »» SPRING/SUMMER

- outdoor activities and travel destinations for spring/summer
- camping sites at the water's edge, in the mountains & forest
- regional tips for discovery and daytrip destinations
- glamping and special opportunities to stay overnight
- service topics and tips for equipment

## »» CAMPING WITH KIDS

- child-friendly camping sites and opportunities to stay overnight
- tips for camping travels with children
- advice on daytrips for your family holiday
- service topics



## »» AUTUMN/WINTER

- outdoor activities and travel destinations for autumn
- top destinations for perfect winter camping
- camping sites in the best skiing areas
- wellness during your camping holiday
- tips and service topics for the cold camping season

# IMAGE ADS

TRAUMZIELE  
für Camper

sizes		prices	bleed ads (+5 mm trimming all around)
page fractions		4c	width x height (mm)
1/1	4th cover page	€ 3,680	233 x 300
1/1	inner part	€ 3,200	233 x 300

TRAUMZIELE  
für Camper  
KIDS

1/1	4nd cover page	€ 2,200	195 x 270
1/1	4th cover page	€ 2,700	195 x 270
1/1	inner part	€ 2,000	195 x 270
1/2	vertical	€ 1,300	101 x 270
	lateral		195 x 127
1/3	vertical	€ 890	74 x 270
	lateral		195 x 89
1/4	1 column	€ 650	60 x 270
	2 columns		101 x 127
	4 columns		195 x 69

statutory VAT will be added

## DISCOUNTS

You will receive 10% discount on your booking with Dream Destinations for Camper Kids if you also book other products from our portfolio within the same calendar 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

## PRINT MATERIALS

Please send your ready-to-print files to [druckunterlagen@doldemedien.de](mailto:druckunterlagen@doldemedien.de), or as an alternative, you are welcome to use WeTransfer or provide an external download link.

[technical information](#)

# INSERTS

## LOOSE INSERTS

Loose inserts are printed matter lying loosely in the magazine.

up to 10 gram	€ 63
10 to 20 grams	€ 71
21 to 30 grams	€ 79
additional to each further gram	€ 0.80

**maximum size** 215 x 290 mm (width x height)

**minimum size** 105 x 148 mm (width x height)

## BOUND INSERTS

Bound 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** 215 x 320 mm (width x height)

**minimum size** 125 x 320 mm (width x height)

**additional costs** € 13\*

*\*added to the regular price per thousand for loose inserts*

## GLUED-IN INSERTS

Glued-in inserts are printed matter or items glued onto a 1/1 page carrier ad. Glueing on smaller formats 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.

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:

**Silberdruck GmbH & Co. KG**  
**Herrn Thorsten Siemon**  
**Otto-Hahn-Str. 25**  
**34253 Lohfelden**

Please pay attention to our delivery guidelines (you will receive the specifications with the order confirmation). For further details please see [technical information](#)

# EQUIPMENT ADVERTORIALS

An advertorial looks like content 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.

- 1/3 page in an eye-catching editorial layout
- the process is simple: you just send us photos and text, we take care of everything else
- there is no cost for layout, the price for booking includes the entire production

## DATA & PROCEEDING

- you send us 1-2 print resolution photos (300 dpi) and approx. 1,000 characters text including blanks to your media consultant (see contact page)
- all advertorials will be layouted as one section for optimal editorial overall impression
- advertorials are marked with the word Anzeige.
- you will receive a proof for clearance

## DISCOUNT

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

€ 990 incl. design and corrections

statutory VAT will be added

ANZEIGEN

**Willkommen an Ihrem Traumziel**

Ob Kurztrip oder Jahresurlaub, ob Einsteiger oder erfahrene Camper: Ort stellt man erst auf Reisen fest, was das mobile Zuhause noch gemütlicher machen könnte, welche technischen Ergänzungen sinnvoll wären und ob beispielsweise in puncto Sicherheit Optimierungsmöglichkeiten bestehen. Interessantes und nützliches Zubehör finden Sie mit Traumziele für Camper. Viel Spaß beim Stöbern.

**NACHHALTIG REISEN: BEI ELTERNMARKT BABYARTIKEL MIETEN STATT KAUFEN!**

Babyartikel mieten lohnt sich vor allem in der Reisezeit! Baby- und Kleinkinder-Produkte sollten im Urlaub kleiner und handlicher sein als die gewohnte Heim-Variante. Auf Reisen ist es viel praktischer ein leichtes Reisebett, einen Reisehochstuhl, einen Flaschenwärmer für das Auto oder eine Wandertrage zu haben. Kauft man extra eine teure Babyausrüstung für unterwegs, liegt sie später oft nur herum, was nicht nur für den Geldbeutel wenig nachhaltig ist. Gerade für die Urlaubszeit möchte man die Urlaubskasse lieber für schöne Aktivitäten vor Ort aufsparen. ElternMarkt bietet hier die Lösung: teste und miete was zu dir passt für genau die Zeitspanne, die du brauchst. Danach kannst du entscheiden, ob du die Babyartikel zurückgeben, in ein anderes Modell tauschen oder doch kaufen möchtest. Nachhaltiges Handeln liegt ElternMarkt sehr am Herzen. Mit unserem Konzept „mieten statt kaufen“ möchten wir einen Beitrag dazu leisten, die Müllberge der Wegwerf-Gesellschaft zu reduzieren. Wir beraten kompetent und ehrlich, nehmen uns bewusst Zeit und gehen individuell auf Deine Anfragen und Wünsche ein.



[www.elternmarkt.de](http://www.elternmarkt.de)

**GUTEN GEWISSENS DIE WELT ENTDECKEN**

Mit dem weltweit leichtesten Dachzelt wunschlos glücklich reisen. Die Dachzelle von Tambu werden aus recycelten PET-Flaschen und Baumwolle hergestellt und sind daher besonders nachhaltig. Abends zu zweit den Blick in den Sternenhimmel genießen ist mit Yano besonders schön. Im Zelt ist ein großzügiges Dachfenster eingelassen. Eingang und Fenster sind mit Meshgewebe ausgestattet und sorgen so für eine gute Belüftung – zudem ist der Camper vor lästigen Blutsaugern geschützt. Auf einer Grundfläche von 2 m x 1,45 m lässt es sich bequem wohnen und schlafen. Yano von Tambu überzeugt mit durchdachtem Design, vielfältigen Stauraumöglichkeiten und umfangreichem Zubehör. Im Lieferumfang enthalten sind neben den passenden Schutzrollen für Sonne und Regen auch eine Matratze, eine Teleskopleiter aus Aluminium und eine Schuhbox. Dank des mitgelieferten Dachträgers kann das Zelt an fast allen gängigen Fahrzeugmodellen montiert werden.



Erhältlich bei [www.frankana.de](http://www.frankana.de)

98

genutzt und bei 0 bis +45 Grad geladen werden. Sie ist so bemessen, dass diese unter den Sitz eines Fiat Ducato passt, und wiegt 18,9 Kilogramm. Über die PowerXtreme PRO-App lässt sich der Batteriestatus auf dem Smartphone ablesen. Zu den weiteren Modellen der PowerXtreme-Reihe gehören die X75 und X125 mit 75 und 125 Amperestunden Kapazität. Die PowerXtreme X10, X20 und X30 mit einer Kapazität von 10 bis 30 Amperestunden sind hingegen speziell für Wohnwagen und Rangierhüllen entwickelt worden. Alle Akkus verfügen über ein Batterie-Management-System und sind mit Bluetooth ausgestattet. Die Lebensdauer der Batterien beträgt mehr als 3.000 Zyklen.

[www.emergoplus.de](http://www.emergoplus.de)

ANZEIGEN



[www.reimo.com](http://www.reimo.com)

**UNTERWEGS MIT DER QOOL BOX**

spannt an einem spektakulären Spot in der Sonne neben deinem Lebensmittel sollten da nicht fehlen. Wenn du im Urlaub gerne auf Plätzen ohne Strom campst, hast du mit der QOOL Box trotzdem Lebensmittel. Denn die QOOL Box ist nicht mit anderen Kühlboxen vergleichbar: Durch innovative Vakuumisolation und QOOL Temperature Elements kann die Temperatur im Inneren bis zu 10 Tage konstant gehalten werden – ohne Stromversorgung, in jeder Klimazone der Welt. Das schafft die QOOL Box mit Vakuumisulationspaneelen, die an allen Seiten verbaut sind. QOOL Temperature Elements enthalten zudem Phase Change Material – innovative Kühlelemente, die vor dem Gebrauch einfach im Gefrierschrank eingefroren werden. Du kannst zwischen fünf Temperaturbereichen von -25°C bis +25°C wählen, je nachdem was du für deinen Urlaub brauchst. Mit dem Code **QOOL10** erhältst du bis zum 30.09.2023 zehn Prozent auf deine Bestellung.



99

# DIGITAL SPECIALS

Digital special editions of Traumziele für Camper provide tips and inspiration for favourite activities in combination with a camping holiday. Our readers are very interested in travel topics. The specials therefore offer you an environment that pays a very strong attention in which to present your brand.

## FORMATS & PRICES

Size		Prices	Trimmed advertisements (trim on all sides 5 mm)
in parts of the page		4 colours	Width x Height (mm)
1/1	2nd cover page	€2,200	195 x 270
1	4th cover page	€2,700	195 x 270
1/1	Inside	€2,000	195 x 270
1/2	portrait	€1,300	101 x 270
	landscape		195 x 127
1/3	portrait	€ 890	74 x 270
	landscape		195 x 89
1/4	1 column	€ 650	60 x 270
	2 columns		101 x 127
	4 columns		195 x 69

statutory VAT will be added

## DISTRIBUTION AS E-PAPER

to more than 450,000 recipients  
(subscribers, single purchases, newsletter and downloads)

TRAUMZIELE  
*für Camper*

### »» DIGITAL SPECIAL 1/2024



#### dream destinations for early summer

- suggested daytrips and travel destinations for hiking and cycling
- perfectly situated camping sites
- tips for a satisfying start to the season

publication date

02 May 2024

booking deadline

15 April 2024

### »» DIGITAL SPECIAL 2/2024



#### city trips

- presenting the most beautiful cities
- where to find the tastiest food and beverages
- best of sightseeing
- insider tips

publication date

02 October 2024

booking deadline

16 September 2024

**COMBINED PRICES**  
if you book both editions  
you will receive a  
**10% DISCOUNT**

# NEWSLETTER

With the editorial newsletter, around 75,000 subscribers receive industry news and product information directly into their e-mail inbox once a month. Include your advertising message!

## NEWSLETTER-ADVERTORIALS

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

## BANNER

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

price per date of shipping and advertising item:

# € 1,490

statutory VAT will be added

**TRAUMZIELE**  
*für Camper*

**REISEZIELE / WOHNMOBILTouREN**

**Nürnberger Land: Wandern & Campen**  
**Siebenfaches Gipfelglück**

Himalaja? Rocky Mountains? Wenigstens die Alpen? Muss alles nicht sein: Im Nürnberger Land stürmen Wanderer die Seven Summits. Zu den sieben Gipfeln können sie vom Reisemobil aus loslaufen.

[Hier weiterlesen](#)

**Städtetipp**  
**Mayen**

Zwischen Rhein und Mosel, Laacher See, Burg Eitz und Nürburging erhebt sich in der Vulkaneifel die Kleinstadt Mayen. Nicht nur während der Burgtspiele lohnt sich ein Besuch des Ortes rund um die Genevaburg.

[Hier weiterlesen](#)

Entdecken Sie neue Traumziele & Top-Camps zum Wohlfühlen in unserer brandneuen Sommer-Ausgabe!

[ZUM SHOP](#)

**STELLPLATZ-TIPPS**

**9 Camps in Südjylland**  
**Das Land der schwarzen Sonne**

Dänemark: als Reiseziel wird immer gefragter. Vor allem der Urlaub an den Küsten und in der Natur Jütlands reizt die Deutschen. Wir stellen Ihnen neun Camps in Südjylland vor.

[Hier weiterlesen](#)

## PERFORMANCE

recipients: 75.000

opening rate: Ø 18-22%

## MAILING DATES 2024

month	day
Januar	12.01. (CMT Stuttgart)
February	09.02.
March	08.03.
April	12.04.
May	10.05.
June	07.06.
July	12.07.
August	09.08. (Caravan Salon Düsseldorf)
September	06.09.
October	11.10.
November	08.11.
December	06.12.

Please book or deliver your data at least five working days before the date of shipping.

[technical information](#)

# 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: PS0coated\_v3\_eci.icc
- content: PS0coated\_v3\_eci.icc

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

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

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

**compression:** Aladdin DropStuff, WinZip, SmartZip

**e-mail:** [druckunterlagen@doldemedien.de](mailto:druckunterlagen@doldemedien.de)

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

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

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

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

**graphics/pictures:** All data must be attached. Accepted picture formats: EPS or TIFF in CMYK format, min. 300 dpi at 100%.

The resolution of internet pictures is inadequate for printing!

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

**color profiles:** ISO Coated Fogra27 or Fogra39

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

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

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

**magazine format:** 233 mm (width) x 300 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

## DEAL OF THE MONTH

<b>picture</b>	300 dpi resolution
<b>text</b>	300-350 characters incl. blanks

## 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>headline</b>	max. 50 characters incl. blanks
<b>summary</b>	max. 40 characters incl. blanks
<b>text</b>	max. 200 characters incl. blanks
<b>optional landing page</b>	max. 2,000 characters incl. blanks please specify

### possible extensions

- own keywords
- bold words (max. 5 words in a row)
- video (YouTube or Vimeo link)
- picture galleries (with captions and credits)

### Tip

Write your text as an editorial, use spicy headlines and evocative images.

## WEBSEITE • TIP OF THE MONTH

<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

## 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>headline</b>	max. 50 characters incl. blanks can be integrated into title image, if necessary
<b>text</b>	max. 80 characters incl. blanks can be integrated into title image, if necessary
<b>in addition</b>	max. 4 paragraphs with 350 characters incl. blanks, subheads possible (max. each 50 characters) desired colour for buttons, etc. as hex colour code, tracking links

## NEWSLETTER BANNER

<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>headline</b>	max. 50 characters incl. blanks
<b>text</b>	max. 40 characters incl. blanks
<b>optional landing page</b>	max. 350 characters incl. blanks please specify

## COMPETITIONS

<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

# CONTACTS

## DoldeMedien VERLAG GMBH

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[vermarktung.doldemedien.de](http://vermarktung.doldemedien.de)

[general terms & conditions](#)

### HEAD OF SALES



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### DATA MANAGEMENT



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