

MAGAZINE TOPICS











16th March 2026

Booking deadline: 12.02,26

Circulation:

13.000 print copies at special sales points 450.000 E-Paper recipients

Destinations for spring and summer Campsites by the water, in the mountains, in the forest Regional discovery tips Glamping and special accommodation options

11th May 2026

Booking deadline: 02.04.26

Circulation:

450.000 E-Paper recipients and additional advertising via Instagram and Facebook

Excursion tips and destinations for outdoor activities Short breaks & discovery tours Tips for a successful start to the season

16th October 2026

Booking deadline: 10.09,26

Circulation:

450.000 E-Paper recipients and additional advertising via Instagram and Facebook

Top destinations for winter Wellness on a camping vacation Tips and service topics for the cold camping season

Information on how to prepare the vehicle for winter

17th December 2026

Booking deadline: 05.11,26

Circulation:

25.000 print copies Magazine display at CMT (5k) 300.000 E-Paper recipients

Particularly child-friendly campsites and accommodation options Excursion tips for family vacations Equipment tips for vehicle and travelling with children

IMAGE ADS

TRAUMZIELE FÜR CAMPER

AD FORMAT	BASIC PRICE 4C	TYPE AREA (no trim) W x H (in mm)	BLEED ADS (+5 mm trim on each side) W x H (in mm)
1/1 page	€3,200	205 x 255	233 x 300
3rd cover page	€3,200	-	233 x 300
4th cover page	€3,680	-	233 x 300

SHORT TRIPS, WINTERCAMPING and CAMPER KIDS

Al	D FORMAT	BASIC PRICE 4C	TYPE AREA (no trim) W x H (in mm)	BLEED ADS (+5 mm trim on each side) W x H (in mm)
2nd or 3	rd cover page	€3,200	-	210 x 280
4th c	over page	€3,680	-	210 x 280
1/	1 page	€3,200	184 x 252	210 x 280
1/2	Vertical	€1,600	90 x 252	103 x 280
1/2	Landscape	€ 1,600	184 x 124	210 x 140
1/3	Vertical	€1,100	55 x 252	67 x 280
1/3	Landscape	€1,100	184 x 72	210 x 92
	1 column	€ 800	43 x 252	55 x 280
1/4	2 columns	€ 800	90 x 124	-
	4 columns	€ 800	184 x 60	-





DISCOUNT

10% discount when booking two issues within the same calendar year (maximum format difference 50%)

TERMS OF PAYMENT

Payable after invoice date within 7 days with 2% discount or within 14 days without deduction. 3% discount for bank debit.

PRINTING MATERIAL

Please email finished ads to druckunterlagen@doldemedien.de, also via WeTransfer or external download link.

Do not hesitate to contact for further information or see technical information on our website.

ACCESSORIES ADVERTORIALS

ADVANTAGES

- Visually appealing, editorial presentation of your accommodation
- Readers are more likely to perceive the content as information. Show how your products make the vacation even more enjoyable!
- No design costs: the entire production and the correction loop are included

AD FORMAT: 1/3 page 4c

- We require 1–2 photos in print resolution (300 dpi) and approx. 1,000 characters of text incl. spaces
- You will receive a proof of your advertorial before printing
- For an optimal overall editorial impression, all advertorials are laid out as a common theme section
- The advertorial pages are marked with the word "Anzeigen" (advertisings)

Your benefit:

We take your current discount from Reisemobil International Camping, Cars & Caravans or CamperVans into account

ANZEIGEN



NACHHALTIG REISEN: BEI ELTERNMARKT BABYARTIKEI MIETEN STATT KAUFEN

Babyartikel mieten Johnt 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 haber

nur herum, was nicht nur für den Geldbeutel wenig nachhaltig ist. Gerade für die Urlaubszeit möchte man die Urlaubskasse lieber für schöne Aktivitäten

ElternMarkt bietet hier die Lösung: teste und miete was zu dir passt fü genau die Zeitspanne, die du brauchst. Danach kannst du entschei den, ob du die Babyartikel zurückgeben, in ein anderes Modell tau schen oder doch kaufen möchtest

Nachhaltiges Handeln liegt ElternMarkt sehr am Herzen. Mit unserem Konzept "mieten statt kaufen" möchten wir einen Bei on Wir beraten kompetent und ehrlich, nehmen uns bewusst Zeit

gestellt und sind daher besonders nachhaltig.

zelte von Tambu werden aus recycelten PET-Flaschen und Baumwolle her

Abends zu zweit den Blick in den Sternenhimmel genießen ist mit Yang besonders schön. Im Zelt ist ein großzügiges Dachfenster eingelassen. Eingang

und Fenster sind mit Meshgewebe ausgestattet und sorgen so für eine gute Yano von Tambu überzeugt mit durchdachtem Design, vielfältigen Staumög lichkeiten und umfangreichem Zubehör. Im Lieferumfang enthalten sind neben den passenden Schutzhüllen für Sonne und Regen auch eine Matratze,

eine Teleskopleiter aus Aluminium und eine Schuhbox. Dank des mitgel





ANZEIGEN

ZE FAMILIE



tischer ein leichtes





itzel? Sich der wiln Shows mit Knallvilde Tiere hautnah t in deutschen Freinden Tag finden Sie den eigenen vier

hnis-Stallnlatzführer on Reisemobil International zeigt thnen 140 Obernach allen notwendigen Stellplatz-Details wie Platzgröße, Kontaktdaten, GPS-Koordinaten, Ver- und Entsorgungsmöglichseiten, Serviceangebot und die Obernachtungsgebühren Für nur 19.90 €

SBN: 978-3-948979-14-0

ietzt direkt online bestellen unter:





COVER FLAP



3-PAGE COVER FLAP

- 3 ad pages
- Ad placement: 2nd cover page + 2 folding pages

PRICES

Page fraction	Ad placement	Basic price
3/1	Illustrations 1, 2, 3	€7,000
2/1	Illustrations 2, 3	€ 5,200
1/1	Illustrations 1	€3,700

SIZES

1 2 Folding pages	190 x 300 mm (B x H)
3 2nd cover page	233 x 300 mm (B x H)
	plus 5 mm trim on each side



EDITORIAL

WINTER ADE - SOMMER JUCHHE NACH DER REISE IST VOR DER REISE

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
Each additional gram	€ 0.80

TRAUMZIELE: Maximum size: 215 x 290 mm (W x H)

> 105 x 148 mm (W x H) Minimum size:

195 x 270 mm (W x H) CamperKIDS: Maximum size:

> 105 x 148 mm (W x H) Minimum size:

MAXI BOUND INSERT

20 mm size difference to magazine. One option per issue only.

TRAUMZIELE

Maximum size: 215 x 320 mm (W x H) Minimum size: 125 x 320 mm (W x H)

CamperKIDS

Maximum size: 195 x 300 mm (W x H) Minimum size: 125 x 300 mm (W x H)

€ 13 (added to the regular price per thousand for loose inserts)

BOUND INSERTS

Bound inserts are printed matter firmly integrated in the magazine.

Up to 10 gram	€ 79
11 to 20 grams	€ 89
21 to 30 grams	€100
Each additional gram	€ 1

TRAUMZIELE: 215 x 290 mm (W x H) Maximum size:

> 105 x 148 mm (W x H) Minimum size:

195 x 270 mm (W x H) CamperKIDS: Maximum size:

> 105 x 148 mm (W x H) Minimum size:

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
Each additional 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:

TRAUMZIELE: <u>CamperKIDS</u>:

Silber Druck oHG Vogel Druck und Medienservice GmbH Warenannahme

Herr Thorsten Siemon

Otto-Hahn-Straße 25 Herr Thorsten Schmittner

Leibnizstraße 5 D-34253 Lohfelden D-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 on our website.

NEWSLETTER

With the editorial newsletter, around 50,000 subscribers receive travel tips and accommodation information up to three 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.

REQUIRED MATERIAL

Overline max. 50 characters including blanks
Headline max. 40 characters including blanks
Text max. 350 characters including blanks

Picture size 300 x 200 pixel

URL landingpage of your choice
Please email to onlinedaten@doldemedien.de

€ 1,490 per dispato





PERFORMANCE

Subscribers: 50,000 Opening rate: Ø 24%

MAILING DATES 2025

Month	Day
January	09.01. sat / 23.01.
February	06.02. / 20.02.
March	06.03. / 20.03.
April	02.04. / 17.04.
May	15.05.
June	05.06. / 19.06.
July	03.07. / 17.07.
August	14.08. / 28.08.
September	04.09. / 18.09.
October	09.10. / 23.10.
November	06.11. / 20.11.
December	04.12. / 18.12.

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

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	Unique User	Price per month
Mensife	Average/month 2024	Average/month 2024	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



HNMOBIL-NEUHEITEN | Design trifft Technik:

- Anzeige

Premium-Camper Hobby MAXIA VAN

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

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

WEBSEITE - 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).

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





TEASER WITHIN THE NEWSLETTER

For the one-time rep

News

Städtetipp
Ratzeburg: Mitten im Wasser
Rutuber drei Dämme ist Ratzeburg zu erreichen. Wander- und Radwege führen um die gerade mal 30 Quadratklometer große Inselstadt sowie um die Seen herum, Bade- und Rastplätze sind überall vorhanden. Einer davon ist der gemütliche Stellplatz der Stadt.

Zum Artikel

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 intennien auf Mercedes Sminter

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

Bundle price

WEBSEITE - 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.

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



TEASER IN FURTHER CHANNELS

tetinn

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 Rastplätze sind

Zum Artikal

R NEUE ARTO
L ERREICHT.

Maruelatta

Dor nous Arts - won MIESMANN+DISCHOEF

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

Newsletter	Subscribers	larget 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		
Reisemobil International	22,000	Motorhomes of all types
Camping, Cars & Caravans	26,000	Caravans
CamperVans	27,000	Campers/Vans
Instagram story		
CamperVans	26,000	Campers/Vans gris

Prices does not include VAT for German customers.

TECHNICAL INFORMATION PRINT

PRINT

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

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

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

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

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

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

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

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

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: Traumziele für Camper: 233 mm width x 300 mm height, CamperKids: 210 mm width x 280 mm height

TECHNICAL INFORMATION DIGITAL



WFBSFITF 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 rowmax, 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 jpq, gif or pnq

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**

CONTACTS

Dolde Medien

DoldeMedien Verlag GmbH

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

General terms & conditions

vermarktung.doldemedien.de

HEAD OF SALES



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

MEDIA CONSULTING



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



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



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

DATA MANAGEMENT



Monica Albrecht
Phone: +49 (0) 711/55 349-49
Print: druckunterlagen@doldemedien.de
Digital: onlinedaten@doldemedien.de