

Advertisement Rate Card No. 18
Valid for the issues
1-12/2011



The Allure of the Open Road.

CAMPING, CARS & CARAVANS
One of Europe's most professional
Caravan Magazines.

DoldeMedien
VERLAG GMBH

Printed Circulation:
55,000 copies

Advertisement Rate Card No. 18

Your contact:

Publisher:

DoldeMedien Verlag GmbH
Postwiesenstr. 5 A
70327 Stuttgart
Tel: +49 (0)711/1 34 66-90
Fax: +49 (0)711/1 34 66-96
Internet: www.doldemedien.de

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Banking Details:

Untertürkheimer Volksbank
Account-No. 18 919 006, Sort Code 600 603 96
IBAN DE20600603960018919006
BIC GENODES1UTV

Payment 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.

Frequency of Publication:

Monthly; on the second last Tuesday of the previous month (see table on page 5).

Advertisement Rates and Discounts

Advertisement Rates and Sizes for pages and page fractions see table on page 4.

Advertisement Rates and Sizes for Business Ads

Price per mm in height in a single column:	
black and white:	€ 3.30
spot colour:	€ 3.90
4c:	€ 5.30
1 column wide:	43 mm
2 columns wide:	90 mm
height:	variable
minimum height:	10 mm

Advertisement Rates and Sizes for Text Ads

commercial use per line:	€ 6.10
colour picture/photo:	€ 15
box number fee:	€ 10

The type style is chosen by the publisher; no logos, margins and free configuration is allowed. Discounts for display ads will be transferred to text ads.

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Discount Table

For display ads placed within a 12 month contract period beginning with the first publication:

By number of ads		By number of pages	
3 or more	3 %	3 or more	5 %
6 or more	5 %	6 or more	10 %
9 or more	10 %	9 or more	15 %
12 or more	15 %	12 or more	20 %
24 or more	20 %	15 or more	22 %
		18 or more	23 %
		24 or more	25 %

Combination Discount

An additional 10 % is given per issue on placing a parallel ad in REISEMOBIL INTERNATIONAL. (maximum size difference 50 %).

Printing Documentation:

All ads must be sent to us in digital format in the form of a Print-PDF file per e-mail to druckerunterlagen@doldemedien.de.

For more detailed information see page 6.

Special Inserts**Crossword**

1 x per issue, 2/1 page 4c:

Price includes complete production: € 1,650

With a parallel crossword in REISEMOBIL

INTERNATIONAL: 10% combination discount, no other discounts applicable. Agency commission is allowed. We will be pleased to send you detailed information concerning the transaction per e-mail.

Caravan Dealer's List

Address entries for licensed caravan dealers include e-mail and internet addresses under the desired vehicle brand. Vehicle brands are arranged in alphabetical order and within these brand names, the dealers are listed in postal order. Only available on a 12 issue basis (annual).

No discounts, no agency commission. Price per brand and issue:

Address entry: € 25

Optional company logo

in black and white: € 10 (additional)

Front Page Booklet

We will be pleased to send you detailed information.

Bound Postcard Insert with Perforation

We will be pleased to send you detailed information.

Booking orders for CD

Euro 200,-/each started MB disc space

We will be pleased to send you detailed information.

Online-Banner

fullsize-banner: Euro 150,-/week

halfsize-banner: Euro 100,-/week

For detailed online-ratecard please call +49 (0) 711/13466-92 or check http://www.doldemedien.de/_verlag/zeitschriften1.html

Loose, Bound and Glued-in Inserts

All prices for loose, bound and glued-in inserts are per thousand or part thereof and are only applicable to machine processable inserts. Statutory VAT is added to the invoice. An additional charge is incurred for manual changes.

No discounts available on loose, bound and glued-in inserts; agency commission is applicable. Subscription circulations incur postage (details given on enquiry). Partial circulation is possible in certain states or Nielsen Regions (not applicable to ads with attached booklets or glued-in inserts!); Minimum circulation: 20,000 copies. Inserts may not contain advertisements or other paid elements of other companies.

We would be happy to send you more detailed technical information per e-mail. Please send a (rough) sample in time, in order for us to test machine processes.

Delivery – 8 days after the closing date of the

issue free domicile to: H. Wennberg GmbH, Wareneingang Konradin Druck, Herrn Jerke, Steinbeisstr. 54-58, 71665 Vaihingen/Enz. Please read our stacking specifications (this is sent with your order confirmation).

Loose Inserts

Printed matter that is loosely inserted into the magazine.

up to 10 g:	€ 48
11 to 20 g:	€ 55
21 to 30 g:	€ 63
each additional gramme:	€ 0.70

Maximum size: 190 mm x 260 mm

Minimum size: 105 mm x 148 mm (DIN A6)

Bound Inserts

A bound insert is printed matter that is attached and integrated into a magazine.

up to 10 g:	€ 63
11 to 20 g:	€ 72
21 to 30 g:	€ 82
each additional gramme:	€ 0.90

Delivery – folded and untrimmed. Trimmed size 210 mm x 280. Untrimmed size and pre-folding on request.

Glued-in Inserts

Glued-in inserts are printed matter or objects that are pasted on to a 1/1 advertising page. Glued-in inserts are not possible on smaller sizes.

Postcard:	€ 27
CD/DVD:	€ 49
„Bank Card“	
(plastic or rigid cardboard):	€ 55
Booklet up to 10 g:	€ 41
Booklet 11 to 20 g:	€ 46
Booklet 21 to 30 g:	€ 51
each additional gramme:	€ 0.50

Further information on special inserts given on request.

Advertisement Rates

Sizes/page fractions		Basic Prices		
		Black & White	Spot Colours*	4c
2/1		€ 6,180	€ 7,420	€ 10,080
1/1		€ 3,090	€ 3,710	€ 5,040
3/4	vertical	€ 2,320	€ 2,785	€ 3,780
	lateral			
1/2	vertical	€ 1,545	€ 1,855	€ 2,520
	lateral			
1/4	1 column	€ 775	€ 930	€ 1,260
	2 columns			
	4 columns			
1/8	1 column	€ 390	€ 465	€ 630
	2 columns			
	4 columns			
1/16	vertical	€ 195	€ 230	€ 315
	lateral			

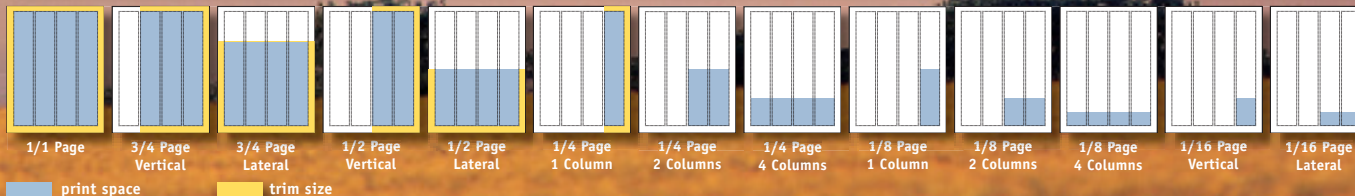
Advertisement Sizes

Sizes/page fractions		Type Area (no trimming edge)	Bleed Ads (+5 mm for trimming)
		width mm x height mm	width mm x height mm
2/1		395 x 252	420 x 280
1/1		184 x 252	210 x 280
3/4	vertical	137 x 252	150 x 280
	lateral	184 x 184	210 x 203
1/2	vertical	90 x 252	103 x 280
	lateral	184 x 124	210 x 140
1/4	1 column	43 x 252	55 x 280
	2 columns	90 x 124	-
	4 columns	184 x 60	-
1/8	1 column	43 x 124	-
	2 columns	90 x 60	-
	4 columns	184 x 30	-
1/16	vertical	43 x 60	-
	lateral	90 x 30	-

The statutory VAT is added to the net value of the invoice.

With 2/1 page size please heed the instructions concerning page layout (motif runs through the binding)! See detailed technical instructions on page 6.

*Spot Colours can be made out of max. 2 of the European Scale colours: cyan, magenta, yellow.



print space

trim size

Dates 2011

Issue	Publication Date	Closing Date
01/2011	21. December 2010	29. November 2010
02/2011	18. January 2011	22. December 2010
03/2011	22. February 2011	31. January 2011
04/2011	22. March 2011	28. February 2011
05/2011	19. April 2011	28. March 2011
06/2011	24. May 2011	02. May 2011
07/2011	21. June 2011	30. May 2011
08/2011	26. July 2011	04. July 2011
09/2011	23. August 2011	01. August 2011
10/2011	20. September 2011	29. August 2011
11/2011	25. October 2011	30. September 2011
12/2011	22. November 2011	31. October 2011
01/2012	20. December 2011	28. November 2011



Technical Data

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 on page 4. When designing your advertisement, you may use your preferred size to its full extent. Do not 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.

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. The majority of motifs can be easily enlarged, however, when reducing the ad there is a risk that relevant ad components will be lost during the trimming process.



Delivery of Data: Fundamentally, all advertisements must be sent as a high resolution Print PDF file in the PDF/X standard (please request our detailed instructions for the necessary Acrobat Distiller settings).

If you deliver open data (source files) in the software standards listed to the right, this will cause additional work and extra costs.
Please send files with all fonts and correctly placed links!

Data Storage Mediums:

CD-ROM (Apple Macintosh readable)
DVD (Apple Macintosh readable)

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 CS3
Adobe InDesign up to CS3
Adobe Photoshop up to CS3

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 Macintosh 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.

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
Printing process according to ISO Coated V2
Maximum colour application 270 %

Binding: Adhesive binding.

Print Order for Colour Ads:

black, blue, red, yellow.

Magazine Format: 210 mm x 280 mm.



General Terms and Conditions

These conditions are a translation from German into English. In case of dissension or dispute the German version applies.

1. An „Advertising Order“ for the purposes of the following General Terms and Conditions is the contract for the publication of one or more advertisements of an advertiser or other publicity agent in a publication for distribution.

2. In case of doubt, advertisements have to be published within one year of the conclusion of contract, the right has been granted for the publication of individual advertisements, then all advertisements must be published within one year of the date of the appearance of the first advertisement, insofar as the first advertisement has been published within the time-limit referred to above.

3. The advertiser is entitled, within the agreed time-limit or the time-limit referred to in paragraph 2, to publish further advertisements over and above the quantity stated in the order.

4. If an order is not fulfilled for reasons beyond the publisher's control, then the advertiser, without consideration of any legal obligations, must refund to the publisher the difference between the discount granted and the discount corresponding to the actual volume of advertising placed. The refund will not apply where non-fulfilment is due to force majeure within the publisher's area of risk.

5. This relates to classified advertisements and is not applicable.

6. Orders requesting the publication of advertisements and inserts in specific issues, specific numbers or in specific positions within the periodical must be received by the publisher within sufficient time before the advertisement closing date of the issue concerned to enable the publisher to advise the advertiser in the event of it not being possible to fulfil the latter's request.

7. The 1st paragraph relates to classified advertisements within an editorial column and is not applicable.

8. The publisher reserves the right to reject orders for which a legally binding confirmation has been given, and also single advertisements within the scope of a contract, on the grounds of content, origin or technical form, if the content thereof is contrary to laws or regulations of public authorities, or where publication thereof cannot reasonably be demanded by the publisher. This also applies to orders placed with branch offices, at counters or with representatives of the publisher: Insert orders only become binding on the publisher after submission of a specimen of the insert and approval thereof. Inserts which, by reason of their form or layout give the reader the impression that they form

part of the newspaper or periodical or which contain advertising matter of third parties, shall not be accepted. Rejection of an order will be notified to the advertiser forthwith.

9. The advertiser is responsible for ensuring prompt delivery of the advertisement copy and faultless copy material or inserts. The publisher will forthwith request replacements where the copy material is obviously unsuitable or damaged. The publisher guarantees the usual printing quality for the publication reserved within the scope of the possibilities afforded by the copy material.

10. Where the printed advertisement is wholly or partly illegible, incorrectly or incompletely printed, the advertiser will be entitled to a reduction in payment or a perfect replacement advertisement, but only insofar as the purpose of the advertisement has been prejudiced. If the publisher fails to comply within a reasonable period or if the replacement advertisement is not perfect, the advertiser will be entitled to a reduction in the amount of payment, or to withdraw from the contract. Claims for compensation due to positive infringement of the stipulations of the contract, negligence in the completion of the contract and unlawful actions are excluded, ven in the event of placing of the contract via the telephone; claims for compensation in respect of impossibility of completion of the contract and default are limited to the restitution of the foreseeable damages and to the amount payable for the advertisement or insert under consideration. This does not apply in the event of the intentional and gross negligence on the part of the publisher, his legal representatives or employees. The liability of the publisher for damages due to the absence of guaranteed quality remains unaffected.

In the event of contracts with commercial organisations, the publisher is additionally also not responsible for gross negligence on the part of employees who are not empowered to act as executives; in all other cases the extent of liability arising out of gross negligence is limited to the extent of the foreseeable damages up to the amount payable for the advertisement under consideration. Complaints, apart from damages which are not obvious, must be made within four weeks of receipt of the invoice and voucher copy.

11. Proofs will only be supplied if expressly requested. The advertiser will be responsible for the accuracy of the returned proofs. The publisher will take account of all corrections communicated to him within the time-limit notified when the proofs are sent.

12. If no particular instructions are given regarding dimensions, then, according to the nature of the advertisement the dimensions will be calculated on the basis of the actual printed size.

13. Where the advertiser does not make an advance payment, the invoice will be dispatched immediately or at the latest within fourteen days of publication of the advertisement. The invoice is payable within the time-limit indicated in the rate card, calculated from the date of receipt of the invoice, except where, in individual cases some other period is allowed for payment or payment in advance is agreed upon. Discounts for early payment will be allowed according to the rate card.

14. In the event of any delay in payment or any deferment, interest will be charged according to the rate card, as will the cost of collection. Where there is delay in payment, the publisher may defer further execution of the current order until payment is received and demand payment in advance for the remaining advertisements. Where there are justified doubts regarding the solvency of the advertiser, the publisher will be entitled, even during the term of an agreement for advertising, to make the publication of further advertisements, irrespective of any payment conditions originally agreed upon, dependent on the advance payment of the amount thereof and the settlement of all invoiced amounts outstanding.

15. On request, the publisher will supply with the invoice a voucher copy of the advertisement. If it is no longer possible to obtain a voucher, then its place will be taken by a legally binding certificate from the publisher regarding the publication and distribution of the advertisement.

16. The advertiser will be required to bear the costs of preparing any printing blocks, matrices and drawings ordered, and also of any appreciable amendments desired by the advertiser to any originally agreed orders.

17. Where there is a reduction in the circulation, a claim for a reduction in the price will be entertained in the case of an order for a number of advertisements if the average circulation for the calendar year which the rate card is based on or elsewhere stated average circulation is less than the average circulation for the previous calendar year. If, however, the circulation is not stated the average sales figures are the reference (in the case of specialist magazines the audited average is applicable).

A reduction in the circulation will only become a defect justifying a reduction in price if:

with a circulation of up to	50,000 copies amounts to	20 %
with a circulation of up to	100,000 copies amounts to	15 %
with a circulation of up to	500,000 copies amounts to	10 %
with a circulation of more than	500,000 copies amounts to	5 %

Additionally, there will be no entitlement to any reduction in the prices for orders where the publishers have given the advertiser notice of the reduction in the circulation sufficiently early to enable the latter to withdraw from the contract before the advertisement appears.

18. In the case of box numbers, the publisher employs the accuracy of a business professional regarding the storage and transfer of offers. Registered letters and express letters concerning box numbers will be forwarded by regular post. Receipts of box numbers will only be retained for a period of four weeks. Letters that have not been obtained within the aforementioned period will be destroyed.

The publisher will send back valuable documentation, even though they are not required to do so. The publisher reserves the right to release detailed offers for examination, in the interest and protection of the advertiser, to eliminate any doubts of misuse of the service-numbers. The publisher is not required to transfer business sales prices and procurement offers.

19. Copy material will only be sent back on the specific request of the advertiser. The obligation to retain copy material will terminate 3 months following the conclusion of contract.

20. Place of performance is the registered office of the publisher.

In the event of legal action, the governing jurisdiction for commercial transactions with business persons, corporate bodies under public law or public funds is the registered office of the publisher. Insofar that the publisher's requirements regarding payment collection procedures are not enforced, the jurisdiction of the non-business persons place of residence is applicable.

In the event of the domicile or ordinary residence of the advertiser not being known at the date of issue of proceedings, and in the event of the advertiser, after the contract has been concluded, moving his domicile or ordinary place of residence outside the jurisdiction of the law, the place of the registered office of the publisher is agreed as being the place of competent jurisdiction.

Also in the DoldeMedien Verlag range:



Freedom, Leisure, Passion.

REISEMOBIL INTERNATIONAL

published monthly.
Printed Circulation 3. Quarter 10:
92,000 copies.

Target group: everyone who is interested in travelling by RV/motorhome.



The definitive RV/motorhome site guide for all RV/motorhome owners.

The **BORDATLAS**

published annually (November).
Printed Circulation: 65,000 copies.

Target group: RV/motorhome and caravan owners.



Hiking, experience, pleasure

active

published bimonthly
printed circulation: 45,000 copies
Target group: everyone who is interested in pleasurable outdoor-activities, new hiking-routes, interesting cities and places, with main focus on Germany, Switzerland, Austria.