

CARAVANING – Magazine profile 2010



Europe's renowned camping magazine



CARAVANING is Germany's leading camping magazine. Each issue features tests, new products and market surveys of towing vehicles and caravans, as well as camping and leisure accessories. CARAVANING also focuses on authentic travel and camping reports, where the needs of the user are always to the fore. Clearly structured navigation system guides readers through the magazine, which is divided into six main areas. There is a special emphasis on additional levels of content which provide supplementary information. CARAVANING also contains a cut-out-and-keep section dedicated to the best camping sites in Europe.

Although **CARAVANING** primarily addresses active caravaners and touring campers, it is also a very useful resource for motor-home owners, in particular for its camping and travel articles. In an age of mass tourism and package holidays, **CARAVANING** encourages holidays close to nature that can be individually tailored to one's preferences – a trend enjoying increasing popularity among young families in particular.

CARAVANING readers are keen campers who enjoy spending their holidays at campsites. Since they generally own their own caravan, they need reliable and powerful towing vehicles, not to mention the latest camping and leisure accessories. CARAVANING is read both by young families and couples travelling alone.

CARAVANING – the concept:



The generalist

USP
“Why us?”

CARAVANING is the market leader for all active travelling caravaners and campers who are looking for reliable and authoritative information.

Identity
“Who are we?”

CARAVANING is made by independent journalists who are devoted to the subject of caravanning and live it out themselves.

Benefit
“To whom do we offer what?”

CARAVANING conveys all the information currently relevant to the target group – presented in an understandable and visually attractive form.

Image
“How are we perceived?”

CARAVANING professes itself to be a consumer-oriented market and opinion leader on the subject of camping and is active on behalf of its readers.

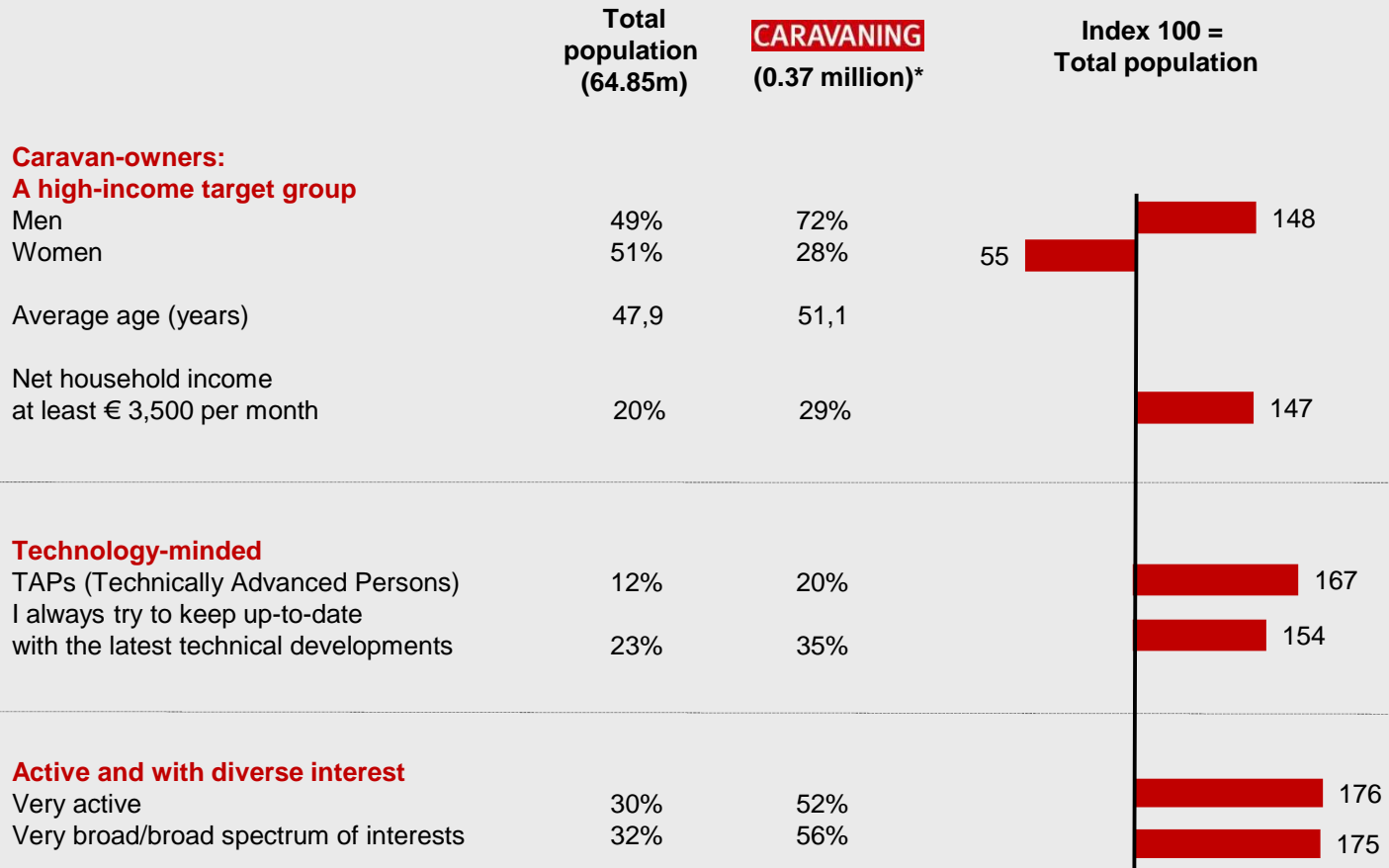
CARAVANING readers in profile (1):



All statements/ characteristics with index values to the right of the axis are present to a greater degree among the readers of CARAVANING than on average in the general population.

*Basis:
Readers of
CARAVANING
(6 frequencies) =
370,000 readers.

Source: AWA 2009



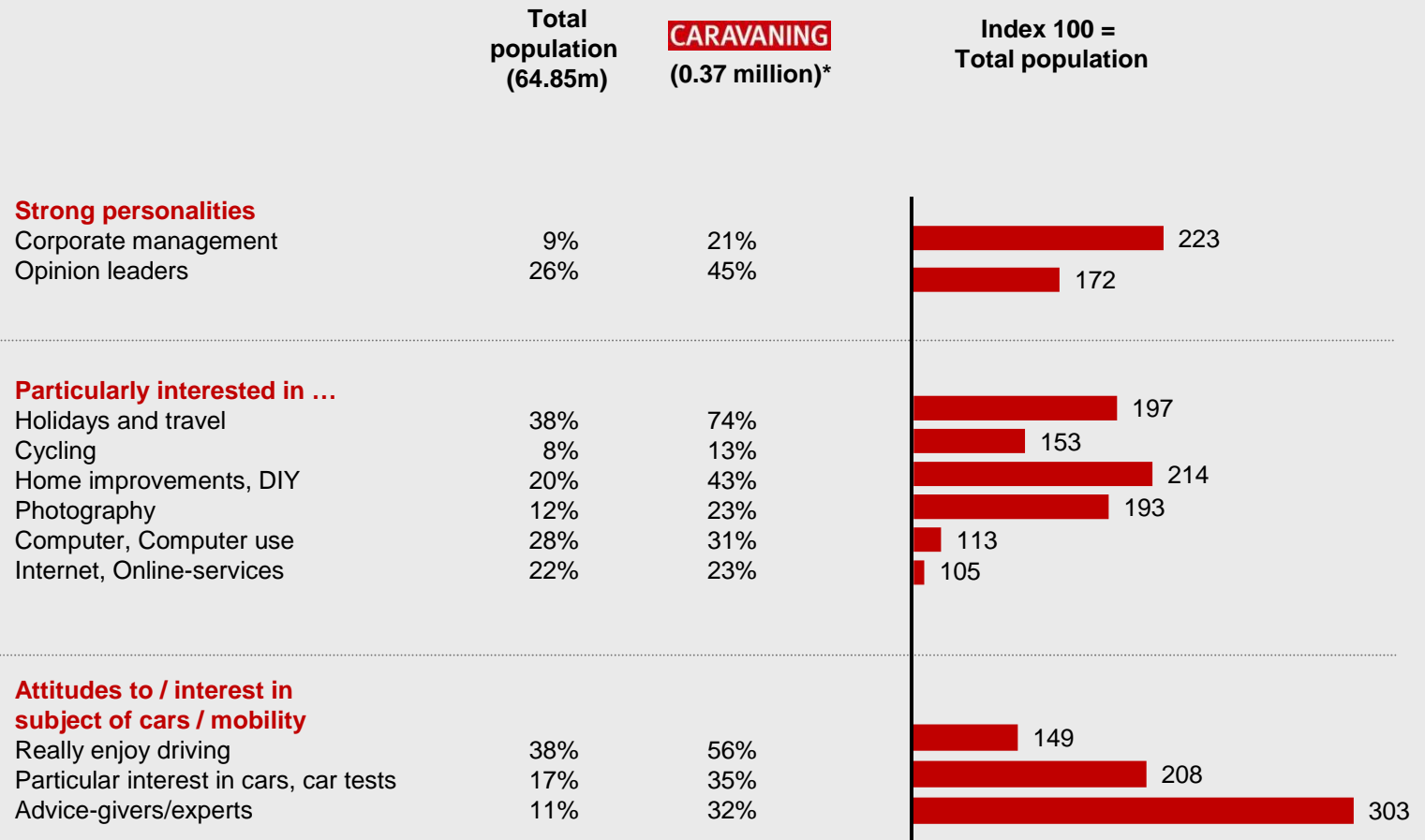
CARAVANING readers in profile (2):

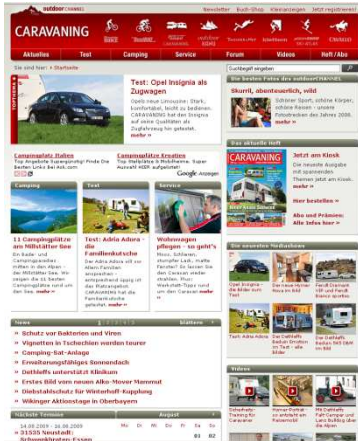


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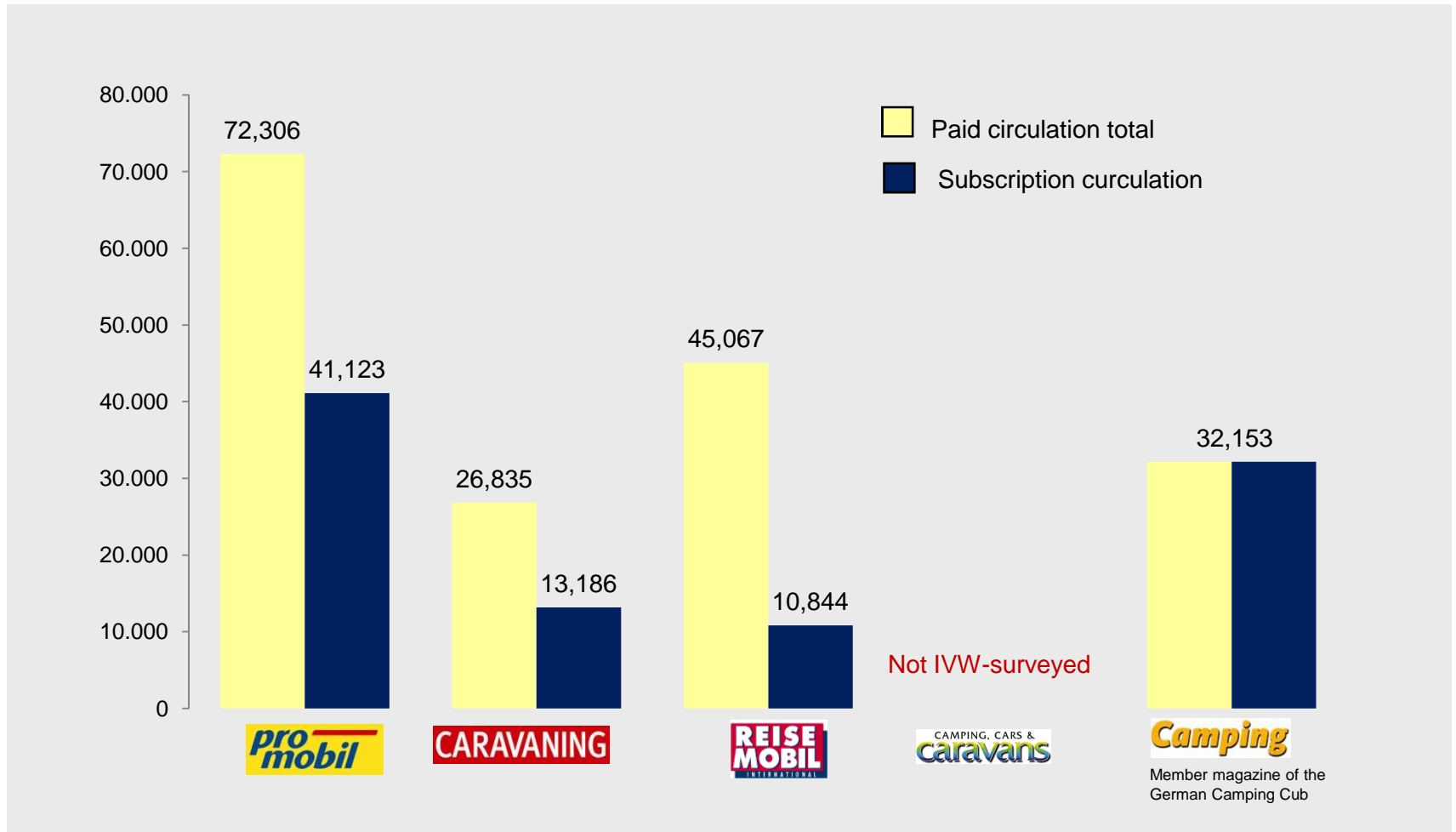
caravanning.de, the internet site of this leading European camping magazine, is based to a large extent on the contents of the print magazine, but numerous additional items takes it far beyond what it is possible to portray in print. Not least, the CARAVANING editors use the online presence to post hot-off-the-press, highly explosive or important news long before it can appear in the parent magazine. Thus caravanning.de complements and reinforces the magazine's market opinion leadership, also attracting other groups of readers who are not (yet) among the regular readers.

The main sections include the areas "Test & Panorama", "Camping & Travel", "Service & Accessories" and "Exhibitions & Calendar". Here the user can choose between a wealth of tests, driving reports, general articles and news topics, with a clear structure that makes things quick to find. A particularly generous amount of space on caravanning.de is devoted to satisfying the huge demand for information on campsites, and the straightforward navigation makes it easy to locate a suitable camping site fast.

There is also great demand for the second-hand section on caravanning.de, which presents current offers with both text and photos. Rounding off the broad spectrum of the online content are a number of other sections that include media data, a subscription shop and a bookshop.

promobil and CARAVANING – the market leaders in mobile leisure

IVW 4th Quarter 2009 paid circulation at a glance



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