

**pro
mobil**

CARAVANING

PRINT & ONLINE

ADVERTISING RATE CARD NO. 31
EFFECTIVE JANUARY 1, 2011
www.mps-anzeigen.de



- | | |
|----|---|
| 2 | DESCRIPTION |
| 3 | MOTOR PRESSE STUTTART |
| 4 | ADVERTISING SIZES AND RATES |
| 6 | PUBLISHING AND CLOSING DATES
(PROMOBIL AND CARAVANING) |
| 8 | AD SPECIALS - TECHNICAL DATA |
| 10 | PROMOBIL.DE |
| 11 | CARAVANING.DE |
| 12 | ONLINE-PRICES |
| 15 | MOBILLIFE |
| 16 | CONTACTS |

2011

DESCRIPTION



- **Founded in:** 1983
- Published:** monthly
- Cover price:** Euro 3.70
- Paid circulation:** IVW av. I-II/2010: 75,749



PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 510546

PROMOBIL

Europe's largest motor home magazine

promobil is Germany's oldest and Europe's biggest motor-home magazine. Since 1983 the undisputed market leader has been uncompromisingly tailored to the needs and interests of motor-home enthusiasts. The magazine focuses on vehicle and accessory tests as well as the latest additions to all parts of the RV sector – from leisure-mobiles to luxury liners. Authentic travel reports and extremely useful practical tips are just as much a part of the *promobil* repertoire as reader-focused service topics, news from the RV-site scene and a very popular, in-depth collectable reference section.

promobil tests are respected for their sound expertise and high credibility, for the *promobil* editors are acknowledged and accredited experts. The new product presentations always represent the latest developments and are often covered exclusively. The specific mix and variety of topics make the magazine both an essential buyer's guide and an opinion leader that shapes the market.

Target group

promobil readers like to travel flexibly and independently. They are particularly active motor home users and the motor home is an integral part of their life. They also take on the role of opinion leaders and are important sources of information for others. They enjoy travelling and do so frequently. In their travels they also often actively participate in sports. Their well over average income allows them to be generous consumers.

DESCRIPTION



► **Founded in:** 1959
Published: monthly
Cover price: Euro 3.00
Paid circulation:
IVW av. I-II/2010: 30,461



THE MOTOR PRESSE STUTTART

Motor Presse Stuttgart is the leading publishing group for special interest magazines in Germany with a strong international presence and interests in 14 countries. Mobility, leisure and lifestyle are the main topic areas covered by over 150 magazines of the Group. All magazines are quality titles with high-income and consumer-intensive readers – made

by professionals for experts, enthusiasts and the lay public. Their functions lies as much in influencing purchasing decisions as in forming opinions about markets, brands and products. They stimulate, give orientation when buying, initiate market developments, form opinions, fascinate and entertain.

CARAVANING

PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 527859

CARAVANING

The big European camping magazine

CARAVANING is Europe's renowned camping magazine that tells caravaners and campers all they need to know. Each issue comprises two main focuses, the first being tests that are always up-to-date and often exclusive, plus product presentations and market overviews of towing vehicles and caravans as well as camping and leisure accessories. The other is reflected in the generous space devoted to the subject of camping, where all travel and leisure articles are specifically tailored to the interests of campers and the user is always the primary focus. An extensive news section, expert tips, plus the cut-out-and-keep campsite archive, round off the magazine mix.

CARAVANING addresses active caravaners and touring campers. In an age of mass tourism and package holidays, **CARAVANING** encourages the individual, close-to-nature kind of holiday – a trend enjoying increasing popularity among young families in particular but also among couples travelling alone.

Target group

CARAVANING readers enjoy camping and vacation frequently at camping sites. Since as a rule they own their own caravan, they require a reliable and powerful towing vehicle, as well as the latest camping and recreational equipment. They show a high level of interest in specific product information along these lines. **CARAVANING** is read by both young families and couples travelling alone.

MOTOR PRESSE STUTTART GMBH & CO. KG

P.O. Box:

70162 Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

Bank account:

Baden-Württembergische
Bank AG, Stuttgart
a/c no. 78 715 12 122
Routing code 600 501 01

Swift: SOLA DE ST

IBAN DE92 6005 0101 7871 5121 22

Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

ADVERTISING SIZES AND RATES



CARAVANING

PAGE FRACTIONS	SIZES*	PROMOBIL	CARAVANING
	1/1 page TA:185 x 248 mm TS:215 x 280 mm	4c 8,330 SC 6,825 b/w 5,220	4c 5,200 SC 4,270 b/w 3,270
	1/2 page (a) TA: 90 x 248 mm TS:109 x 280 mm (b) TA:185 x 122 mm TS:215 x 140 mm	4c 4,250 SC 3,480 b/w 2,660	4c 2,660 SC 2,180 b/w 1,670
	1/4 page classified section only! (a) TA: 43 x 248 mm TS: 55 x 280 mm (b) TS: 90 x 122 mm (c) TS:185 x 60 mm	4c 2,070 SC 1,690 b/w 1,290	4c 1,300 SC 1,045 b/w 800
	2/1 pages TA:392 x 248 mm TS:430 x 280 mm	4c 15,920 SC 13,650 b/w 10,440	4c 9,950 SC 8,540 b/w 6,540
	1 1/2 pages (a) TA:297 x 248 mm TS:316 x 280 mm (b) TA:392 x 185 mm TS:430 x 203 mm	4c 12,580 SC 10,305 b/w 7,880	4c 7,860 SC 6,450 b/w 4,940

CLASSIFIED ADS IN MARKT SECTION



Commercial ads

Price per mm, column width 43 mm.

b/w (minimum size 15 mm) € 5.20

Spot colour (minimum size 20 mm) € 8.80

4c (minimum size 20 mm) € 8.20

Lineage ads € 4.10

(no discounts, no voucher copies)

Private small ads € 1.90

(no discounts, no voucher copies, no agency commission)

CARAVANING

Commercial ads

Price per mm, column width 43 mm.

b/w (minimum size 15 mm) € 3.20

Spot colour (minimum size 20 mm) € 4.20

4c (minimum size 20 mm) € 5.20

Lineage ads € 1.65

(no discounts, no voucher copies)

Private small ads € 1.20

(no discounts, no voucher copies, no agency commission)

Box number ad rate € 10.00

For tourist and campground ads please ask for special rate card.

The Active-Combination:

promobil / CARAVANING / outdoor / MountainBIKE / RoadBIKE / RUNNER'S WORLD / klettern / DSV aktiv Ski & Sportmagazin.



1 1/4 pages
 TA:250 x 248 mm
 TS:270 x 280 mm

4c 10,420
SC 8,540
b/w 6,525

4c 6,500
SC 5,340
b/w 4,090



2 x 1/2 page
 TA:392 x 122 mm
 TS:430 x 140 mm

4c 8,540
SC 6,990
b/w 5,350

4c 5,330
SC 4,370
b/w 3,350

width x height
TA: Type Area /
TS: Trim Size

All prices in € plus VAT.
 *For bleed advertisements please add additional 5 mm on all sides for trimming.

“Spot colour” means that next to black and white your ad may consist of maximum two of the three basic colours (cyan, magenta or yellow). Other formats on request.

FLEXIBLE AND VERSATILE

All of the ads within a 12-month period in the magazines of the active combination are added together to arrive at the common discount volume. Invoicing is according to the individual rate cards of the magazines.

DISCOUNTS

For ads placed within 12 months in the magazines of the active combination:

Discounts by number of ads

(applies to space ads or millimetre ads only)

3+ ads	3 %
6+ ads	5 %
9+ ads	10 %
12+ ads	15 %
24+ ads	20 %

Discounts by pages

for display ads only!

3+ pages	5 %
6+ pages	10 %
9+ pages	15 %
12+ pages	20 %
18+ pages	22,5 %
24+ pages	25 %
48+ pages	26 %
72+ pages	27 %
96+ pages	28 %

Terms of Payment

Payment due within 30 days of invoice date. A discount of 2 % will be granted for prepayment of the full amount before the on-sale date, provided that no previous invoices are outstanding. If payment is not received by the above date interest, a rate of 5 % above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees.

PUBLISHING AND CLOSING DATES



ISSUE	PUBLISHING DATE	CALENDAR-WEEK	CLOSING DATE AND LAST CANCELLATION DATE FOR SPACE ADS	COPY DATE FOR SPACE ADS, CLOSING DATE AND LAST CANCELLATION DATE FOR CLASSIFIED ADS
01/2011	08 Dec. 2010	49	10 Nov. 2010	12 Nov. 2010
02/2011	12 Jan. 2011	02	13 Dec. 2010	15 Dec. 2010 Issue CMT Stuttgart
03/2011	09 Feb. 2011	06	12 Jan. 2011	14 Jan. 2011
04/2011	09 Mar. 2011	10	08 Feb. 2011	10 Feb. 2011
05/2011	06 Apr. 2011	14	09 Mar. 2011	11 Mar. 2011
06/2011	09 May 2011	19	06 Apr. 2011	08 Apr. 2011
07/2011	08 Jun. 2011	23	10 May 2011	12 May 2011
08/2011	13 Jul. 2011	28	14 Jun. 2011	16 Jun. 2011 Preview edition Caravan Salon Düsseldorf
09/2011	17 Aug. 2011	33	20 Jul. 2011	22 Jul. 2011 Main edition Caravan Salon Düsseldorf
10/2011	14 Sep. 2011	37	17 Aug. 2011	19 Aug. 2011 Final edition Caravan Salon Düsseldorf
11/2011	12 Oct. 2011	41	13 Sep. 2011	15 Sep. 2011
12/2011	09 Nov. 2011	45	11 Oct. 2011	13 Oct. 2011
01/2012	07 Dec. 2011	49	09 Nov. 2011	11 Nov. 2011

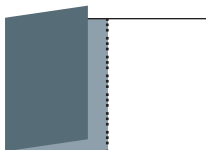
PUBLISHING AND CLOSING DATES

ISSUE	PUBLISHING DATE	CALENDAR-WEEK	CLOSING DATE AND LAST CANCELLATION DATE FOR SPACE ADS	COPY DATE FOR SPACE ADS, CLOSING DATE AND LAST CANCELLATION DATE FOR CLASSIFIED ADS
01/2011	14 Dec. 2010	50	16 Nov. 2010	18 Nov. 2010
02/2011	18 Jan. 2011	03	17 Dec. 2010	21 Dec. 2010 Issue CMT Stuttgart
03/2011	15 Feb. 2011	07	18 Jan. 2011	20 Jan. 2011
04/2011	15 Mar. 2011	11	14 Feb. 2011	16 Feb. 2011
05/2011	12 Apr. 2011	15	15 Mar. 2011	17 Mar. 2011
06/2011	17 May 2011	20	15 Apr. 2011	19 Apr. 2011
07/2011	14 Jun. 2011	24	13 May 2011	17 May 2011
08/2011	19 Jul. 2011	29	20 Jun. 2011	22 Jun. 2011 Preview edition Caravan Salon Düsseldorf
09/2011	23 Aug. 2011	34	26 Jul. 2011	28 Jul. 2011 Main edition Caravan Salon Düsseldorf
10/2011	20 Sep. 2011	38	23 Aug. 2011	25 Aug. 2011 Final edition Caravan Salon Düsseldorf
11/2011	18 Oct. 2011	42	19 Sep. 2011	21 Sep. 2011
12/2011	15 Nov. 2011	46	17 Oct. 2011	19 Oct. 2011
01/2012	13 Dec. 2011	50	15 Nov. 2011	17 Nov. 2011

AD SPECIALS - TECHNICAL SPECIFICATIONS

More details and current updates on "Ad Specials" can be found under www.mps-anzeigen.de.

GATEFOLD



Gatefold inside front cover
Extra technical costs
promobil € 4,600
CARAVANING € 2,400
Minimum order:
 3 pages 4c

LOOSE INSERTS

Printed material not bound into the magazine.

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	79.00	91.00
up to 20 g	79.00	102.00
up to 25 g	79.00	113.00
up to 30 g	86.00	120.00
up to 35 g	93.00	137.00

Prices per 1000 copies or part thereof.

Other sizes and weights on request.

What you can book:

Entire circulation or parts thereof (Nielsen regions).
 Subscriber circulation may be excluded. Further details on request. Minimum booking: 20,000 copies.
 Details on request.

Insert sizes:

minimum size: 105 x 148 mm (DIN A6)

maximum size: 190 x 260 mm

Minimum paper weight:

2 -page inserts: 100 g/sqm

4-page inserts: 70 g/sqm

larger inserts: 60 g/sqm

TIPPED INSERTS

Tipped inserts are glued to a master advertisement in such a way as to allow the reader to detach and use them easily. The following tip-ins are possible:

STUCK-ON POSTCARDS

(+ other rectangular, unfolded printed matter)

Non-subscribers **from 37,00**

Subscribers **from 44,00**

Prices per 1000 copies or part thereof.

Other sizes and weights on request.

BOOKLET

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20 g	56.00	78.00
up to 30 g	61.00	94.00
up to 40 g	66.00	110.00
up to 50 g	71.00	125.00

Prices per 1000 copies or part thereof.

Other sizes and weights on request.

CDs / DVDs / OBJECTS

up to 20g, up to 2.4 mm height

Non-subscribers **69,00**

Subscribers **91,00**

Prices per 1000 copies or part thereof. Other weights on request.

What you can book:

Background advertising: 1/1 page, b/w or color in the total circulation, for price see rate card. For glued-in inserts parts of the circulation (i.e. postal circulation for product samples, international circulation) can be excluded. Size of tipped insert: min. 75 x 75 mm, max. 175 x 210 mm. Product samples must fulfil certain technical requirements. Details on request.

promobil

CARAVANING

TECHNICAL SPECIFICATIONS



The current and binding technical specifications can be found at: www.duon-portal.de.

Colour advertisements:

Colour scale: European Trichromatic System.

A special agreement must be made for special colours or shades which cannot be created out of the basic colour range. Special colours will be put together from the European Trichromatic System for technical reasons. Slight variations in shade may occur within normal tolerances of the offset printing process. Additional colours can be put together from a maximum of two primary colours (cyan, magenta or yellow) from the European scale in addition to black (and/or white). If the primary colour black is not used in colour ads, this does not affect calculation of the cost of the advertisement.

Bleed advertisements, ads printed across the gutter:

Please keep all live matter within a security range of at least 10 mm from trimming edge. Double pages should be supplied as double pages plus 5 mm on all sides for trimming. For *promobil* (perfect binding), if texts or important picture features run through the binding of a double page, the middle should afford a duplication of 3 mm per page.

BOUND INSERTS

A bound insert is printed material bound into the magazine.

PAGES WEIGHT	NON- SUBSCRIBERS	SUBSCRIBERS
4-page/up to 13g	94.00	116.00
6-page/up to 20g	107.00	130.00
8-page/up to 26g	113.00	146.00
12-page/up to 37g	135.00	179.00

Prices for bound inserts in combination with postcards, booklets or product samples on request.

Prices per 1000 copies or part thereof.

Other sizes and weights on request.

What you can book:

Only possible for entire circulation.

Bound insert sizes *promobil*:

Untrimmed size: 221 x 289 mm without fold incl.

3 mm each bottom, inside and outside bleed/trim and 6 mm at the top.

Bound insert sizes *CARAVANING*:

Untrimmed size: 218/228 (fold) x 289 mm, incl.

3 mm each bottom, inside and outside bleed/trim and 6 mm at the top. The particulars (first fold, second fold) must be arranged with the publisher. Live matter must be at least 10 mm from the trimming edge. Inserts must be supplied in untrimmed form.

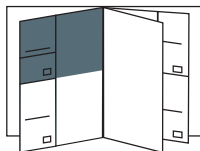
Trimmed size: 215 x 280 mm.

Minimum paper weight:

4 pages:	100 g/sqm
8 pages:	80 g/sqm
12 pages:	70 g/sqm
16 pages:	65 g/sqm

Alle prices in € plus VAT.

BOUND-IN RETURN POSTCARD



Bound inserts with integrated postcard incl. printing
promobil: on request
CARAVANING: on request

Further information

about ad specials, dates and technical specifications available on www.mps-anzeigen.de or by phone: **+49 711 182-1254**.

Order and cancellation deadlines

Inserts 3 weeks before publication date. Tip-ins and bound inserts the same as closing dates. Please order as soon as possible and provide 5 samples along with your order. Third-party advertisements in inserts not possible and for bound inserts only with the agreement of the publisher.

Delivery

at least 2 weeks before publication date. Inserts should be machine processible, correctly packaged and prepared, and list the magazine and issue they will appear in, on exchangeable EURO pallets only, free domicile, delivered to the printer:

Vogel Druck
Leibnizstraße 5
97204 HÖchberg bei Würzburg
GERMANY

Delivery of advertisements:

The reception of ads in the editorial section occurs via the DUON-Portal by the VDZ-publishers at www.duon-portal.de.

Support is available at: support@duon-portal.de or directly by phone: **+49 40 374117-50**.

Classified ads for the "Markt" shall be sent only via our website www.mps-anzeigen.de, making use of the *promobil*/CARAVANING "electronic data transmission".

outdoor CHANNEL Newsletter Stellplätze Buch-Shop Kleinanzeigen Jetzt registrieren!

pro mobil BIKE TREASURY Anglerwelt.de FISHERY CARAVANING outdoor TAUCHER+NET Klettern FISCHERWEG SKI-ATLAS CAVALLO

Aktuelles Test Stellplätze Service Community Videos Heft / Abo

Sie sind hier: » Startseite Suchbegriff eingeben

Report: Reise-Planung mit dem Wohnmobil
Die Urlaubsfahrt mit dem Wohnmobil will gut geplant sein. Hier gibt's alle Tipps und eine ausführliche Packliste zum kostenlosen Download.
[mehr »](#)

Achtung: Promobiler
Wollen Sie Ihr Wohnmobil verkaufen? Ankauf fair & seriös seit 20 Jahren

PKW hinter Wohnmobil 2
Sie wollen Ihren PKW auf Ferien mitnehmen? Wir haben das System
[Google-Anzeigen](#)

Premiere: Der neue Carado T 348
Mit dem neuen Carado T 348 auf Ducato-Flachrahmen präsentiert nun auch die Hymer-Einstiegsreihe ihr erstes Hubbett-Modell. Alle Infos zum neuen Carado hier.
[mehr »](#)

Premiere: Bürstner Ixeo Time
Bürstner ist der Vorreiterrolle bei den Teilintegrierten mit Hubbett. Der neue Ixeo Time jetzt auf dem Caravan Salon in Düsseldorf.
[mehr »](#)

Premiere: Neue Laika Kreos
Mit zwei neuen 5000er Modellen stellt Laika neue Luxus-Varianten des Kreos vor. Die Highlights hier in der promobil-Premiere.
[mehr »](#)

News [alle News »](#)

- » Hobby-Hausmessen im Herbst
- » Skandinavien beliebt bei Campern
- » Truma bringt Wassersystempflege auf den Markt
- » Caravan Salon auf Erfolgskurs
- » Neuer VW Caddy Trampler
- » Alko Vollluftfederung Premium X2 von Alko überarbeitet
- » Dometic präsentiert Eiswürfelbereiter

Aktuelles promobil Sonderheft
Bäder und Thermen 2010
Fitness, Wellness, Freizeitspass: 460 Stellplätze bei Bädern und Thermen im promobil Stellplatz Extra 2010.
[mehr »](#)

Stellplätze fürs Handy - mobil life
Die promobil iPhone-App
Das neue Handy-Programm von promobil gibt Ihnen mobilen Live-Zugriff auf unsere große Stellplatz-Datenbank - gratis!
[mehr »](#)

Datenbank, GPS, Listen, iPhone-App ...
Gratis: 3.900 Stellplätze online
Alles über Stellplätze auf einen Blick: Gratis-Datenbank, Stellplätze fürs Handy, Top20-Listen, News, DVDs,

Brief description

promobil.de simply provides mobile travellers with everything they need to know. The main focus is on current, often exclusive reports on mobile homes and accessories, trade fair dates and tourist highlights. The "Service" section covers important topics relating to mobile homes, providing advice concentrating on such areas as vehicle registration, insurance and tax. There is also a free index of suppliers and disposal sites.

Target group

promobil.de users wish to travel independently and flexibly. They are particularly committed mobile home enthusiasts for whom a mobile home is a fulcrum of their lives. For this reason, they enjoy assuming the role of opinion formers. This enables them to become important communicators. They are frequently active in sporting terms as well as undertaking a great deal of travelling. Their income is far above average, which normally means they adopt generous consumer behaviour.

outdoor CHANNEL Newsletter Buch-Shop Kleinanzeigen Jetzt registrieren!

CARAVANING BIKE TRIASPORT AnglerWelt.de PHOTO CARAVANING outdoor TAUCHER:NET Klettern FISCHER:REPORT SPI:ATLAS CAVALLO

Aktuelles Test Campingplätze Service Community Videos Heft / Abo

Sie sind hier: > Startseite Suchbegriff eingeben



Test: Der neue Opel Astra 1.7 CDTI
Der neue Opel Astra erreicht mit dem kleinen 1.7 CDTI 125 PS Leistung – wie schlägt sich der sparsame Diesel-Kompakte im Zugbetrieb?
[mehr »](#)



Hohe Rendite mit hohem Risiko kennt man.

Camping mit Komfort
Bungalows und Mobilheime auf den schönsten Plätzen Europas
[K](#) [D](#) [E](#)

Matratzen für Wohnwagen
Keine Rückenschmerzen im Urlaub! Günstig im Fabrikverkauf
Google-Anzeigen

Aktuelles


Premiere: Hymer Nova S
Wer an Luxuscamping denkt, muss jetzt auch den neuen Hymer Nova S ins Kalkül ziehen. Tandem-Wohnkomfort auf nur einer Achse...
[mehr »](#)

Aktuelles


Premiere: LMC Scandica
Top Isolierung, starke Heizung – mit dem neuen Scandica hat LMC vor allem Wintercamper im Visier. Mehr in der CARAVANING-Premiere
[mehr »](#)

Aktuelles


Premiere: TEC Weltbummler 2010
Der TEC-Modelle Tour und Travel King gehen jetzt wieder als Weltbummler in zwei Ausstattungs-Varianten auf die Reise.
[mehr »](#)

CAR Caravan Salon Highlights 2010
Caravan Salon 2010
 Neue Wohnwagen, innovative Sonder- Ausstattungen. Hier versorgen wir Sie mit allen aktuellen Infos.
[mehr »](#)

Unser Kleinanzeigenmarkt
Wohnwagen, Zubehör, Kontakte
 Anzeigen bequem suchen und buchen: Unser Markt im Web. Hier kennenlernen.
[mehr »](#)

News [alle News >](#)

- » Ärger beim Autofahren
- » Herbstliche Hobby-Hausmessen
- » Skandinavien-Reisen beliebt bei Campern
- » Neues Winterzelt Tempo von dwt
- » Caravan Salon auf Erfolgskurs
- » Truma bringt Wassersystempflege auf den Markt
- » Dometic präsentiert Eiswürfelbereiter
- » Neue Fensterabdeckungen von Dometic

Subaru Freizeitkarawane
Subaru mit Wohnwagen testen
 Probefahrten mit Gespann - die Subaru-Freizeitkarawane gastiert bis Ende August auf vielen Campingplätzen.
[mehr »](#)

Brief description

caravaning.de serves the specific interests of caravan holidaymakers. For this reason, the entire focus is on mobile leisure. This includes tests, presentations and market summaries of caravans and cars and camping and leisure accessories. The "Campingplätze" section, which features a "location of the month" and offers further tour proposals, enjoys particular popularity amongst users.

Target group

caravaning.de users are committed to camping and frequently spend their holidays on a campsite. They usually possess their own caravan and require reliable and high performance vehicles to pull it as well as up-to-date camping and leisure accessories. For this reason, they have a high degree of interest in the specific and expert product information which caravaning.de provides.

ADVERTISING FORMATS	SIZE(PIXELS)	CPM	TARGETING OPTIONS*
Banner	468 x 60 & 728 x 90	30	frequency capping ... per session ... per day ... per multiple days ... per runtime of campaign age, gender geographic behaviour bandwidth, time *2.50 per item (except FC per session and time). Up to 3 targeting criteria can be combined. Further targeting options are planned.
Double Superbanner	728 x 180	60	
Skyscraper (inkl. Sticky u. Long Sky)	120 x 600 & 160 x 600	40	
Splitscreen Ad	300 x 600	40	
Medium-Rectangle	300 x 250	60	
Flash Layer	400 x 400 & individual	80	
Banderole Ad	770 x 250	90	
Interstitial	800 x 600	110	
Tandem Ad (Banner+Sky)	see single formats	80	
Tandem Ad (Layer+Banner)	see single formats	100	
Tandem Ad (Layer+Sky)	see single formats	110	
Tripple Ad (Layer, Banner+Sky)	see single formats	120	
Tripple Ad (Interstitial, Banner+Sky)	see single formats	150	
Wallpaper	see single formats	80	
Expandable Banner	468 x 60 > 468 x 180 & 728 x 90 > 728 x 270	50	
Expandable Skyscraper	120 x 600 > 360 x 600 & 160 x 600 > 480 x 600	60	
Expandable Splitscreen Ad	300 x 600 > 900 x 600	60	
Expandable Medium-Rectangle	300 x 250 > individual	90	
Expandable Wallpaper	see single formats	100	
PreRoll Ad15	max. 15 seconds	90	
All prices in € plus VAT.			

In addition to standard banner placements we may offer other advertising opportunities, such as sponsorships of topic specials, newsletters, advertorials, etc.

For further information please get in touch with:

Daniel Pfefferle, Motor Presse Stuttgart, phone +49 711 182-2013, dpfefferle@motorpresse.de

Philipp Heuer, freeXmedia GmbH, phone +49 40 513 06-509, philipp.heuer@freeXmedia.de

Advertising formats and prices: effective January 2011. Subject to alteration of prices.

For current ad formats, prices and technical specifications see www.freeXmedia.de.

Minimum booking volume: € 1,500.

The screenshot shows the promobil website interface with various content blocks:

- Navigation:** Newsletter, Buch-Shop, Kleinanzeigen, Jetzt registrieren!
- Menu:** Aktuelles, Test, Reise, Service, Forum, Videos, Heft / Abo
- Search:** Suchbegriff eingeben
- Featured Article:** Vier Hymer Camp im Gebrauchcheck. Hymer als Schnapphahn? Die Suche nach einem günstigen Gebrauchten ist nicht leicht, manches Angebot übertrüft, promobil hat vier gebrauchten Hymer Camp unter die Haube geschaut. mehr »
- Section: Fullbanner (468 x 60 px)**
 - Know-how: Trend: Teilintegrierte mit Hubbett
 - Test: Rapido 7066 DF - elegantes Mobil für 2
 - Service: Alles über Technik im Reisemobil
- Section: Small Rectangle (300 x 125 px)**
 - aktuelle Heft: Jetzt am Kiosk
 - Hier bestellen »
 - Abo und Preise: Alle Infos hier »
- Section: Small Rectangle (300 x 125 px)**
 - Die neuesten Mercedesboxen
 - Aktion Traummobil: Oldie nach Generalsanierung auf Caravan Salon enthält - Video und Fotostrecke
 - Caravan Salon: 3 Erker, 8 Betten, Luxus pur: Der Vans Chardon auf Scania - Infos plus Fotostrecke
 - Video: Die Sieger im Wettbewerb "promobil sucht das Superzubehör"
 - Deutsche Campingsplatzbranche im Aufwind
 - promobil auf dem Caravan-Salon 2009: Das ist geboten
 - Caravan Salon: Sun Living - Einstieger-Mobil für 35.000 Euro
 - Caravan Salon: Euro Mobil bringt neues Alkoven-Mobil Terestra A
 - Camping Wechselbrunn stellt eine Planungshilfe für den Urlaub ins Netz
- Section: Small Rectangle (300 x 125 px)**
 - Nächste Termine
 - 04.09.2009 - 06.09.2009: Globetrottertreffen
 - 04.09.2009 - 06.09.2009: Wohnmobilpark Ostsee-3, Oldie-Treffen für Wohnmobile
 - 04.09.2009 - 06.09.2009: 30. Fernreisemobiltreffen
 - Tragen Sie hier Ihre eigene Veranstaltung ein. Nach einer redaktionellen Prüfung wird diese im Kalender veröffentlicht »
- Section: Videos**

Prices for a period of one month

	Homepage	News	Test	Pitches	Service
Fullbanner	1,200	4,000	2,400	4,000	2,400
Small Rectangle above	800	2,500	1,600	2,500	1,600
Small Rectangle below	400	1,250	800	1,250	800

Fullbanner: 468 x 60 px; Image, Flash, html

Small Rectangle above: 300 x 125 px; Image, Flash, html

Small Rectangle below: 300 x 125 px; Image, Flash, html

All prices in € plus VAT.

Subject to alteration of prices and layout.

Prices for a period of one month

	Homepage	News	Test	Campsites/Service
Fullbanner	800	1,200	1,200	1,200
Small Rectangle above	550	800	800	800
Small Rectangle below	300	400	400	400

Fullbanner: 468 x 60 px; Image, Flash, html

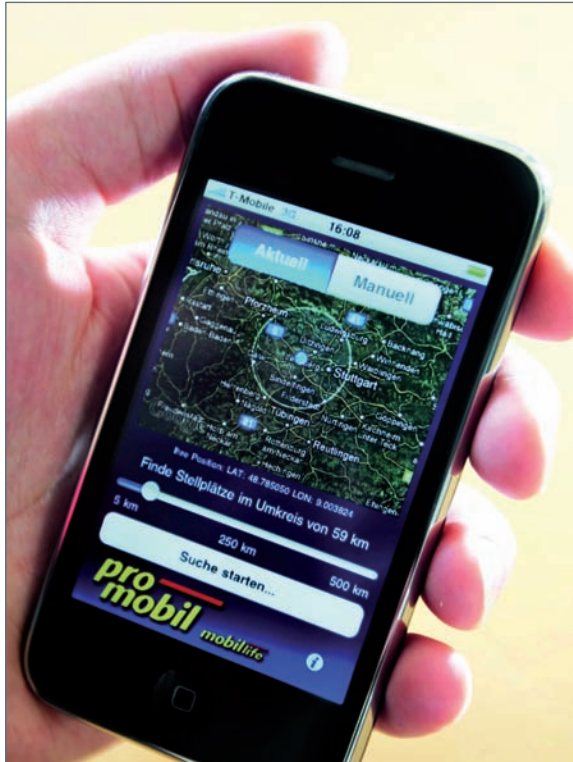
Small Rectangle above: 300 x 125 px; Image, Flash, html

Small Rectangle below: 300 x 125 px; Image, Flash, html

All prices in € plus VAT.

Subject to alteration of prices and layout.

The screenshot shows the homepage of the CARAVANING website. At the top, there is a navigation bar with the logo and various menu items. Below the navigation, there are several content blocks: a main banner for 'Caravan Salon 2009', a search bar, and a 'Das aktuelle Heft' section. The main content area is divided into columns with articles and tests. At the bottom, there is a 'Nächste Termine' calendar for September 2009 and a 'Videos' section.



mobillife – iPhone-App of promobil

- The Apple iPhone is growing in popularity – especially among mobile travellers.
- For this reason promobil.de has developed *mobillife* – a pitch database including about 4,000 pitches in Germany, Italy, Switzerland, Austria and France.
- Mobile travellers have free access to this database which includes all information about fees, suppliers and disposal sites as well as GPS- and contact data.
- Please contact us if you are interested in the mobile advertising opportunities of *mobillife*.
- Contact:
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