

Advertisement Rate Card No. 21
Valid for the issues
1-12/2010

Freedom, Leisure, Passion.

REISEMOBIL INTERNATIONAL
One of Europe's Leading
RV Magazines.



DoldeMedien
VERLAG GMBH



Printed Circulation:
87,003 copies
(3. Quarter 2009)

Advertisement Rate Card No. 21

Your contact:

Publisher:

Doldemedien Verlag GmbH
Postwiesenstr. 5 A
70327 Stuttgart
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anzeigen@doldemedien.de
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Banking Details:

Untertürkheimer Volksbank
Account-No. 18919006, 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 Friday 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: € 3.50
spot colour: € 4.20
4c: € 5.70
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: € 6.60
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.

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 or more
6 or more	6 or more
9 or more	9 or more
12 or more	12 or more
24 or more	24 or more
3 %	5 %
5 %	10 %
10 %	15 %
15 %	20 %
20 %	25 %

Combination Discount

An additional 10 % is given per issue on placing a parallel ad in CAMPING, CARS & CARAVANS (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 druckunterlagen@doldemedien.de.

For more detailed information see page 6.

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Special Inserts

Crossword

1 x per issue, 2/1 page 4c: Price includes complete production: € 1,650. With a parallel crossword in CAMPING, CARS & CARAVANS: 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.

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 200,-/week
halfsize-banner: Euro 150,-/week

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.

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	€ 6,690	€ 8,030	€ 11,040
1/1	€ 3,345	€ 4,015	€ 5,520
3/4 vertical lateral	€ 2,509	€ 3,012	€ 4,140
1/2 vertical lateral	€ 1,673	€ 2,008	€ 2,760
1/4 1 column 2 columns 4 columns	€ 837	€ 1,004	€ 1,380
1/8 1column 2 columns 4 columns	€ 419	€ 502	€ 690
1/16 vertical lateral	€ 210	€ 251	€ 345

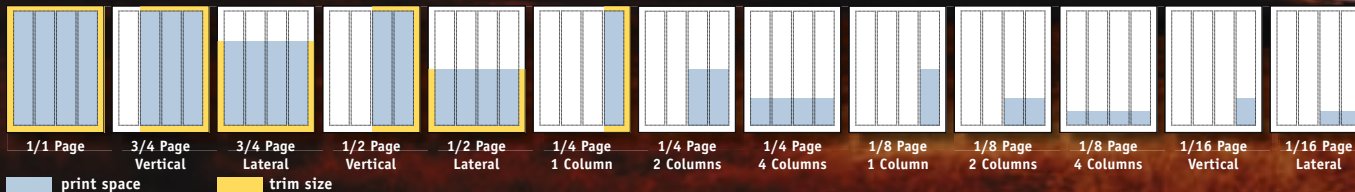
Advertisement Sizes

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 lateral	137 x 252 184 x 184	150 x 280 210 x 203
1/2 vertical lateral	90 x 252 184 x 124	103 x 280 210 x 140
1/4 1 column 2 columns 4 columns	43 x 252 90 x 124 184 x 60	55 x 280 - -
1/8 1 column 2 columns 4 columns	43 x 124 90 x 60 184 x 30	- - -
1/16 vertical lateral	43 x 60 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.



Dates 2010

Issue	Publication Date	Closing Date
01/2010	11. December 2009	20. November 2009
02/2010	15. January 2010	18. December 2009
03/2010	12. February 2010	20. January 2010
04/2010	12. March 2010	17. February 2010
05/2010	16. April 2010	24. March 2010
06/2010	14. May 2010	21. April 2010
07/2010	11. June 2010	19. May 2010
08/2010	16. July 2010	23. June 2010
09/2010	18. August 2010	27. July 2010
10/2010	17. September 2010	20. August 2010
11/2010	15. October 2010	22. September 2010
12/2010	12. November 2010	20. October 2010
01/2011	10. December 2010	17. November 2010



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):

QuarkXPress up to 7
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 possible 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 applicable 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 accurateness 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:



Stylish Living, Travelling Made Easy, Experience More.

CAMPING, CARS & CARAVANS
published monthly.
Printed Circulation 3. Quarter 09:
55,000 copies.

Target group: Everyone who is interested in caravans.



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

The **BORDATLAS**
published annually (November).
Printed Circulation: 60,000 copies.

Target group: RV/motorhome and caravan owners.



Benefits for members, trade fair news and up-to-date info from the mobile home scene.

The **CARAVAN SALON CLUB MAGAZIN** published twice a year.
Printed Circulation: 90,000 copies.

Sent to over 125,000 members in approx. 90,000 households.