



CLUBMAGAZIN

MEDIA DATA 2021



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Four good reasons for the digital CARAVAN SALON club magazine

1 With the digital CARAVAN SALON club magazine, we offer you a high-quality communication platform that is extremely popular with your target group in the run-up to caravan salon 2021.

2 The club magazine is the detailed source of information about the offer at the fair, it is used to plan visits and also presents an exciting mix of topics on mobile travel.

3 Your ad reaches **more than 202,000 CARAVAN SALON Club members in 166,000 households** as well as numerous caravanning fans from the social web immediately before CARAVAN SALON.

The club magazine is published on numerous internal and external channels of the trade fair, so in addition to our members other caravanning-specific target groups can be reached via the digital magazine.

4 Our readership consists exclusively from caravanning-affine households, there is no wastage and you benefit from an extremely attractive price per thousand contacts.

Take advantage of this opportunity, highlight your offer in time before the trade fair and place your ad in the 2021 club magazine!



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Characteristics



PAPER FORMAT

210 x 280 mm

PAPER VOLUME

approx. 64 pages

CIRCULATION

Main issue as ePaper

Small print run due to the trade fair

DISTRIBUTION

- Club newsletter (71.000 recipients)
- CARAVAN SALON Düsseldorf Homepage
- Various visitor newsletters directly before CARAVAN SALON
- External special newsletters
- Social Media (Facebook and Instagram)

CLOSING DATE

July 12, 2021

PRINT DEADLINE

July 19, 2021

PUBLICATION DATE

mid-August 2021

CONTENTS

- All important information in advance about the trade fair
- Large, clearly arranged hall plan
- Articles about destinations, tourism and outdoor
- Trend topics on mobile travel
- Exclusive competitions
- Offers from club benefit providers



Design and prepress

CARAVAN SALON Club Marketing
DoldeMedien Werbeagentur GmbH
Postwiesenstraße 5A, 70327 Stuttgart
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Publisher, Editors and Ads

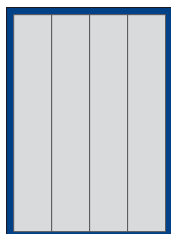
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www.messe-duesseldorf.de



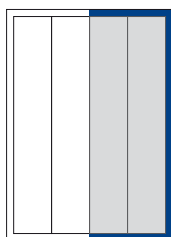
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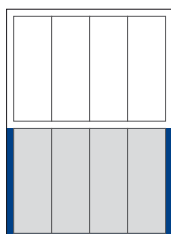
Ad formats and prices 2021



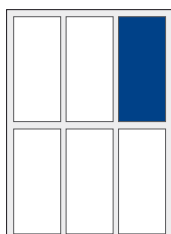
- Full page ad**
4.150,- € incl. 100 ticket codes
- Bleed format:
Width 210 x height 280 mm + 3 mm bleed
- Type area format: Width 182 x height 242,5 mm



- Half page ad in vertical format**
2.280,- € incl. 50 ticket codes
- Bleed format:
Width 102 x height 280 mm + 3 mm bleed
- Type area format: Width 89 x height 242,5 mm



- Half-page ad in horizontal format**
2.280,- € incl. 50 ticket codes
- Bleed format:
Width 210 x height 133,5 mm + 3 mm bleed
- Type area format: Width 182 x height 119 mm



- Collective ad/shop window pages**
825,- € incl. 25 ticket codes
- Format: Width 58 x height 119 mm
(artwork without bleed)

CONTRACTOR:

Company

Contact person

Street

Country

Zip code City

E-mail

Phone

Fax

Customer

Remark

Date, signature

Please be sure to complete:

Send the advertisement invoice to

Company

Contact person

Street

Country

Zip code City

Send ticket codes to

Company

Contact person

E-mail

ADVERTISEMENT BOOKING

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