

CARAVANING fact sheet



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.

CARAVANING addresses active caravaners and touring campers. 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. Consequently they have a strong interest in well-researched, specific product information, but also in other recreational vehicles such as motor-homes. CARAVANING is read both by young families and couples travelling alone.

Facts

- **Founding year:** 1959
- **Publication frequency:** monthly
- **Copy-Price:** € 3.70
- **Readers per issue:** 0.26 millions (AWA 2018)
- **Paid circulation:** 34,682 (IVW III/18)
- **Publisher:**
Motor Presse Stuttgart
GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart
www.motorpresse.de
www.mps-vermarktung.de
- **PZN:** 527859

 www.caravaning.de

Advertising Rates 2018

| Page fractions | Sizes* | 4-c |
|--|--|-----------|
|  | 1/1 page 185 x 248mm 215 x 280mm | € 5,900.- |
|  | ½ page 90 x 248 mm (a) 109 x 280 mm 185 x 122 mm (b) 215 x 140 mm | € 3,030.- |
| All prices plus value-added tax. * Further prices and sizes on request or on www.mps-vermarktung.de | | |
| Classified section | | |
| Prices per mm (column width 43 mm) | | € 5.80* |
| * Minimum size 20mm | | |

Contacts

Sales Director
Peter Steinbach
Phone +49 711 182-1996
psteinbach@motorpresse.de

Ad Management
Andrea Schmückle
Phone +49 711 182-1254
aschmueckle@motorpresse.de

Status: December 2018

CARAVANING fact sheet

Our readers

| | Total population (70.45 Mio.) | CARAVANING-readers (0.2 Mio.) | Index 100 = Total population | |
|---|----------------------------------|----------------------------------|------------------------------|--|
| Men | 49% | 63% | 129 | |
| Average age (years) | 48,6 | 52,7 | | |
| Net household income 3,500 € and more | 32% | 48% | 151 | |
| Freely disposable income 750 € and more | 17% | 24% | 142 | |
| Technik-minded | | | | |
| Keep up-to-date on technical developments | 29% | 42% | 145 | |
| Active and with diverse interests | | | | |
| Very active | 38% | 53% | 141 | |
| Broad/very broad spectrum of interests | 38% | 42% | 112 | |
| Strong personalities | | | | |
| Corporate management | 13% | 18% | 140 | |
| Multipliers with a strong personality | 24% | 34% | 140 | |
| Attitude toward/interest in cars | | | | |
| Enjoy driving | 36% | 47% | 131 | |
| Particularly interested in cars/car tests | 13% | 19% | 149 | |
| Advice-giver/expert in cars/car tests | 11% | 24% | 217 | |
| Particular interested in | | | | |
| Holiday and travel | 43% | 66% | 154 | |
| Building, modernizing, renovating | 13% | 18% | 140 | |
| Home improvements, DIY | 17% | 24% | 139 | |
| Shares, Investment funds | 5% | 11% | 219 | |
| Photography | 12% | 19% | 156 | |

All statements/characteristics are present to a greater degree among the readers of CARAVANING than on average in the general population (total 14+). Source: AWA 2018