

# CLEVER CAMPEN – five issues in 2018

The magazine for campers and wannabe campers



The success story CLEVER CAMPEN has just started a new chapter. Launched five years ago initially as an annual special, due to its great popularity this was changed to a quarterly publication frequency. But even that is not enough for some readers. So in 2018 there will be five issues for the first time. To mark its fifth anniversary, the editorial team has also updated the look of the magazine and fine-tuned many details. But the concept remains unchanged: with its informative yet easily digestible topics, CLEVER CAMPEN is aimed at novices and younger campers. At the same time, CLEVER CAMPEN is the only newsagent magazine to cover the entire spectrum of mobile leisure. It appeals as much to first-time campers with tents as to caravan and motor-home owners (or hirers).

## Issue 1

Booking date:

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## Issue 2

Booking date:

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## Issue 3

Booking date:

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## Issue 4

Booking date:

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## Issue 5

Booking date:

Copy date:

**3 January 2018**

17 Nov 2017

24 Nov 2017

**28 Mar 2018**

19 Feb 2018

26 Feb 2018

**20 Jun 2018**

9 May 2018

17 May 2018

**15 Aug 2018**

9 Jul 2018

16 Jul 2018

**10 Oct 2018**

31 Aug 2018

7 Sep 2018

Print run: approx. 32,000 copies

Cover price: € 3.50

## Technical specifications

For the current mandatory technical specifications, see [www.duon-portal.de](http://www.duon-portal.de).

Magazine format and ad formats as in *promobil* and CARAVANING.

## Call us for details:

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### Order Management




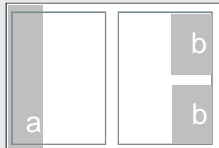
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# CLEVER CAMPEN – five issues in 2018

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## Ad formats and rates

Page fractions	Dimensions*	4C
	<b>1/1 page</b> TA: 185 x 248 mm TS: 215 x 280 mm	5,175
	<b>2/1 page</b> TA: 392 x 248 mm TS: 430 x 280 mm	9,980
	<b>1/2 page</b> (a) TA: 90 x 248 mm TS: 109 x 280 mm (b) TA: 185 x 122 mm TS: 215 x 140 mm	2,650
	<b>1/4 page</b> (a) TS: 55 x 280 mm (b) TA: 90 x 122 mm	1,330

**Width x Height**  
**TA:** Type Area  
**TS:** Trim Size

For bleed advertisements, please add 5 mm on all sides for trimming.

All prices in € plus VAT  
Other formats on request

## Classified display ads

	<b>4C</b>
<b>Classified ad rates</b> Per mm height for 43 mm column width	<b>5.30</b>

**Your ads in CLEVER CAMPEN qualify for combined discounts with *promobil*, CARAVANING and CAMPINGBUSSE.**