

## We are the market leader in the German book trade

- 5,500 of the best campsites in Europe
- Circulation: 65,000 copies
- Publication: December 2023
- Immersive PR & marketing campaign
  - Online e.g. on Amazon, Facebook, Instagram
  - Offline e.g. retail promotions, various print magazines
- High-profile presence in exclusive settings
- Period of use
  - Sales period one year
  - with an average of 2 years of use

1/8 page  
1.460 €

1/4 page  
2.495 €

1/2 page  
5.050 €

1/1 page  
9.320 €

See all advertising options on our media data pages.



[Media data](#)



[Contact](#)

Significantly  
more visible with  
your image  
display



Layout example, final design may differ.

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Media data



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# Our attractive product packages (North)

Our packages: Achieve maximum exposure on the German market



Exposure Packages	Bronze	Silver	Gold	Platinum
Online presentation	Comfort	Premium	Premium Plus	Premium Plus
App Feature				
Campsite guide		1/8 page	1/4 page	1/2 page
Highlights Magazine				
Social Post				
Article in a Newsletter				
Loyalty Special (if bookable)			Yes	Yes
Your price	<del>2.105 €</del> 2.000 €	<del>4.322 €</del> 4.000 €	<del>6.809 €</del> 6.000 €	<del>11.944 €</del> 10.750 €

Don't miss out!

We offer you the perfect opportunity to showcase yourself in the German market and increase your visibility! Our online presentation reaches an **impressive 6 million visitors in just 12 months** and our app is intensively used by **more than 200,000 people**. In addition, our camping guides are distributed throughout Germany and reach at least **120,000 readers** annually. Don't miss the chance to benefit from this enormous reach.

Contact us today to learn more about!



Contact





# Our attractive product packages (South)

Our packages: Achieve maximum exposure on the German market



Exposure Packages	Bronze	Silver	Gold	Platinum
Online presentation	Comfort	Premium	Premium Plus	Premium Plus
App Feature				
Campsite guide		1/8 page	1/4 page	1/2 page
Highlights Magazine				
Social Post				
Article in a Newsletter				
Loyalty Special (if bookable)			Yes	Yes
Your price	<del>2.105 €</del> 2.000 €	<del>4.452 €</del> 4.000 €	<del>6.979 €</del> 6.000 €	<del>12.259 €</del> 11.050 €

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## ADAC Campingführer Germany/Northern Europe

Page format	Placement at campsite descriptions	Placement in the service section	U2. Double page (cover inside + first inside page)	U3. Double page (last inside page + back inside)	U4. Back outside	Character explanation	Planning map back	Planning map interior
2/1	17.745 €	18.785 €	13.150 €	9.995 €				
1/1	9.320€	10.495 €			16.220 €	10.555 €	13.440 €	10.495 €
1/2	5.050€	5.629 €				5.685 €		5.629 €
1/4 bleed	2.495 €							
1/8 bleed	1.460 €							

Calendar week 2023	35	36	37	38
BE, GB, IE, LU, FI, NO, SE, CZ, EE, LT, LV, PL, RU, SK	Fri., 01.09.	Fri., 08.09.		
Special areas U2,3,4, Magazine, Inserts			Mon., 11.09.	Mon., 11.09.
PiNCAMP Highlights			Thu., 14.09.	Fri., 15.09.
DE, NL, DK			Fri., 15.09.	Fri., 22.09.

Date Advertising deadline: Last acceptance for ad placement

Date Printing material deadline: Last possible delivery date for advertisement

Publication date: 04.12.2023



[Contact us for more options](#)





# Print - prices and deadlines

## ADAC Campingführer Southern Europe

Page format	Placement at campsite descriptions	Placement in the service section	U2. Double page (cover inside + first inside page)	U3. Double page (last inside page + back inside)	U4. Back outside	Character explanation	Planning map back	Planning map interior
2/1	18.500 €		13.185 €	9.815 €				
1/1	9.720 €	10.495 €			16.210 €	10.495 €	13.440 €	10.495 €
1/2	5.365 €					5.629 €		5.629 €
1/4 bleed	2.665 €							
1/8 bleed	1.590 €							

Calendar week 2023	35	36	37	38	39	40	41	42
AD, AL, BA, BG, GR, HU, ME, MK, RO, RS, SI	Fri., 01.09.	Fri., 08.09.						
PiNCAMP Highlights			Thu., 14.09.	Fri., 15.09.				
CH				Fri., 15.09.	Fri., 22.09.			
FR, AT						Fri., 29.09.	Fri., 06.10.	
Special areas U2,3,4, Magazine, Inserts							Mo., 02.10.	Fri., 06.10.
ES, IT, PT, HR								Fri., 13.10.

Date	Advertising deadline: Last acceptance for ad placement
Date	Printing material deadline: Last possible delivery date for advertisement

Publication date: 14.12.2023



[Contact us for more options](#)





## PiNCAMP Magazin 2024

### Minimum requirements

- Delivered ad format:
  - Trimmed final format
  - Plus 3 mm bleed on all sides
- PDF Format PDF/X
- Color mode: CMYK
- No spot colors/special colors
- Fonts and glyphs must be embedded  
(there have repeatedly been problems with this in the past)

### Recommended requirements\*

- Delivery without trim and/or registration marks
- Distance from elements to the edge of the display 5 mm
- Double-page ads: Do not place text or important elements in the center across the gutter
- Total ink coverage max. 280
- Resolution of image graphics at least 300 dpi
- Black font must be created in 100% black (not 4-color)
- Avoid transparencies
- Print profiles for the ad spaces
  - Inner part = Profile PSO LWC Standard
  - Cover (U2, U3, U4) = profile FOGRA 39 (ISO coated v2)

## Media data ADAC Campingführer and ADAC Stellplatzführer

### Minimum requirements

- Supplied display format
  - Trimmed final format
  - plus 3 mm bleed on all sides
- PDF Format PDF/X
- Color mode: CMYK
- No spot colors/special colors
- Fonts and glyphs must be embedded  
(Caution: Common source of errors)

### Recommended requirements\*

- Delivery without trim and/or registration marks
- 5 mm distance from elements to the edge of the display
- Total ink coverage max. 300%
- Resolution of image graphics at least 300 dpi
- Black font must be created in 100% black (not 4-color)
- Avoid transparencies
- Double-page ads: Do not place text or important elements in the center across the gutter
- Print profiles for the ad spaces
  - Inner part = Profile PSO LWC Improved ECI
  - Cover = profile FOGRA 39 (ISO coated v2)
  - Character explanation and planning map = in profile FOGRA 39 (ISO coated v2)



## Media data ADAC Campingführer and ADAC Stellplatzführer

### Interior

Pages	Margin drop/set mirror	Trimmed final format in mm	Delivered ad format in mm incl. 3 mm bleed on all sides
2/1 page	Edge drop	340 x 225	Delivery as single pages, so twice 176 x 231
1/1 page	Edge drop	170 x 225	176 x 231
1/2 page	Edge drop	170 x 112	176 x 118
1/4 page	Print space	120 x 53	126 x 59
1/8 page	Print space	120 x 31	126 x 37
1/3 page	Only unchanged repeater ads		

### Cover

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
2/1 page*	Marginal U2 and p. 1 or U3 and last page	328 x 225**	334 x 231
1/1 page	Edge drop	172 x 225	178 x 231

\* By gluing the cover to the book block, space is lost on the left and right compared to a regular double-page spread inside, so the ad must be correspondingly less wide.

\*\* There are different print profiles for this case, as the ad is placed on the cover on the one hand and in the inner section on the other.

Therefore, it is best to deliver the ad 2x at this point, in two different print profiles, see technical requirements.





## Media data ADAC Campingführer and ADAC Stellplatzführer

### Explanation of symbols

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
1/1 page	Edge drop	100 x 210	106 x 216
1/2 page	Edge drop	100 x 102	106 x 108

### Planning map

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
1/1 back	Edge drop	97,4 x 221	103,4 x 227
1/1 inner part	Edge drop	97,4 x 221	103,4 x 227
1/2 inner part	Edge drop	97,4 x 110,5	103,4 x 116,5



## Your contact at ADAC PiNCAMP



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