

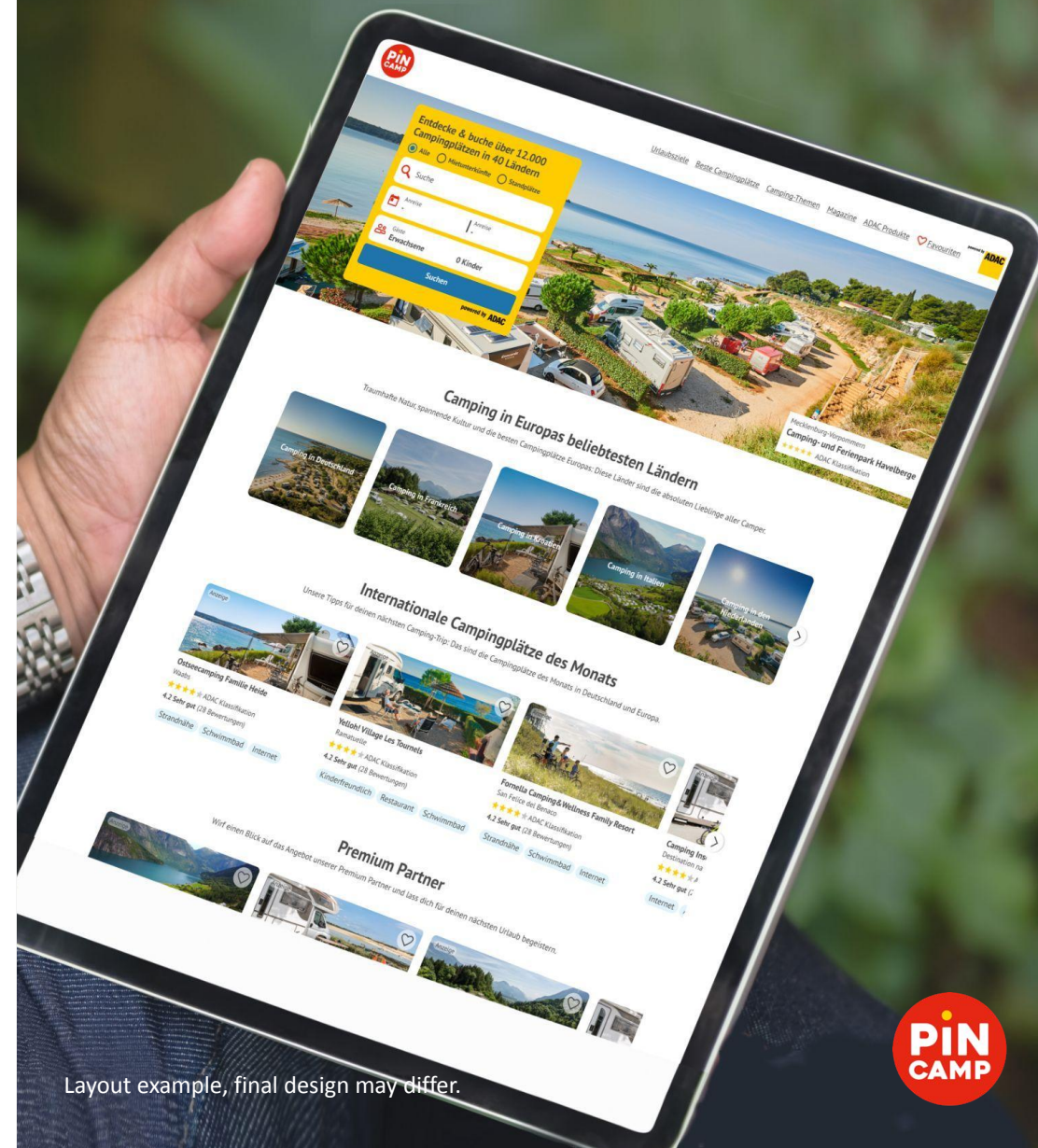
PiNCAMP.de: Your gateway to German campers

Take advantage of the camping boom: There are over 1.4 million camping vehicles in Germany - and 100,000 new registrations every year! In no other country in Europe is camping growing as strongly as in Germany.

And PiNCAMP, the **camping portal from ADAC, is the number 1!** In just three years, we have become the German market leader.

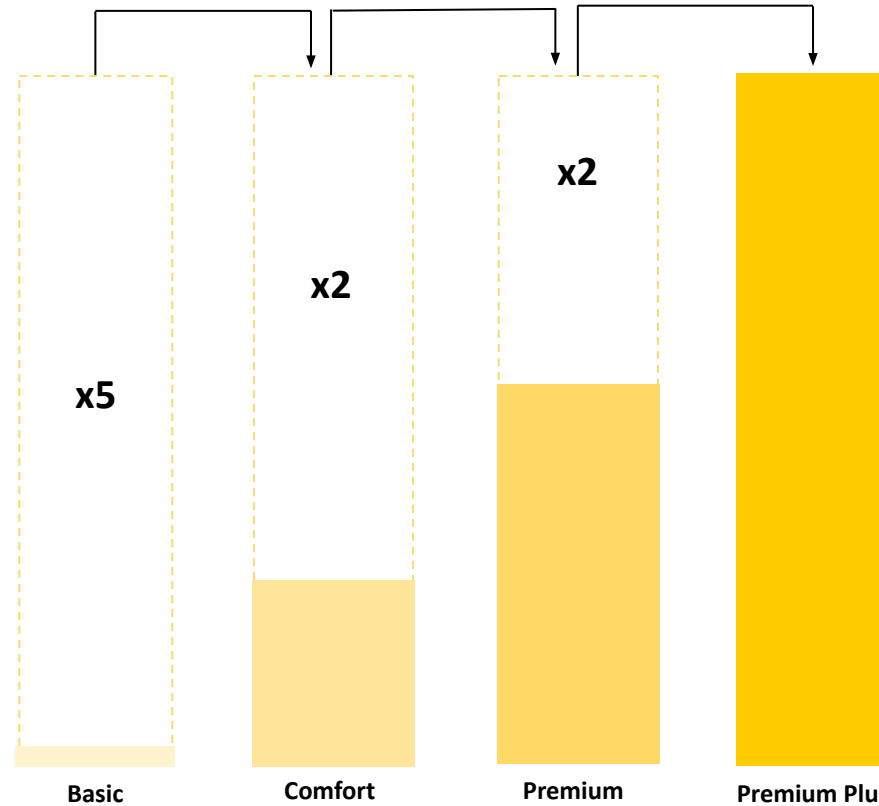
- Campers plan and book their next camping holiday on PiNCAMP.
- Campers get inspired by plenty of tips, tricks and insights in PiNCAMP Magazin.
- Campers recommend their camping favorites on Facebook and Instagram at PiNCAMP.

Reach over 7 million German campers where they get inspired and plan and book their camping holiday - on **PiNCAMP.de**. And on **PiNCAMP.ch** too!
















































Layout example, final design may differ.

Profile views PiNCAMP.de



Online Marketing Packages lead to a significant increase in your profile views

		Basic	Comfort 1.510 €* 	Premium 2.267 € 	Premium Plus 2.999 € 
More visibility on PiNCAMP	Significant increase in profile views		x 5 to Basic	x 2 to Comfort	x 2 to Premium
	Power Rotation Rotation of your campsite on destination pages				
	Social media promotion, reach at least 15,000 contacts				
	Your campsite rotates as an ad on Basic campsites				
Your personal appearance on PiNCAMP	Unlimited number of images				
	Display of your ADAC classification (if available)				
	Display of your ADAC Campcard discounts (if participating)				
	Presentation of your telephone number and e-mail address for contact				
	No advertisements from other campsites in your own PiNCAMP profile				
	Link on your PiNCAMP profile to your homepage				
	Your logo on your PiNCAMP profile				
	Extra search engine optimized detailed description of your campsite				
	Integration of your Youtube video and webcam link  Add your video				
	Link to your homepage in your image gallery				
PiNCAMP Online Booking (on request)	Improved visibility through integration in search by date				
	Fair booking commission (-2% on standard booking commission)				

* Package 'Mini' 549 € for campsites with up to 100 tourist pitches.



Online Marketing Packages 2024

ADAC

PiNCAMP.de / PiNCAMP.ch - Small & Charming

"Small & Charming" is a special selection for campsites with up to 100 tourist pitches and a maximum of 50% additional permanent camping pitches.

Placement:

On all destination pages (pincamp.de + pincamp.ch) as well as within a dedicated section

Display:

Rotating display on destination pages, exclusive placement for advertisers only in the new "Small & Charming" section

Call to action:

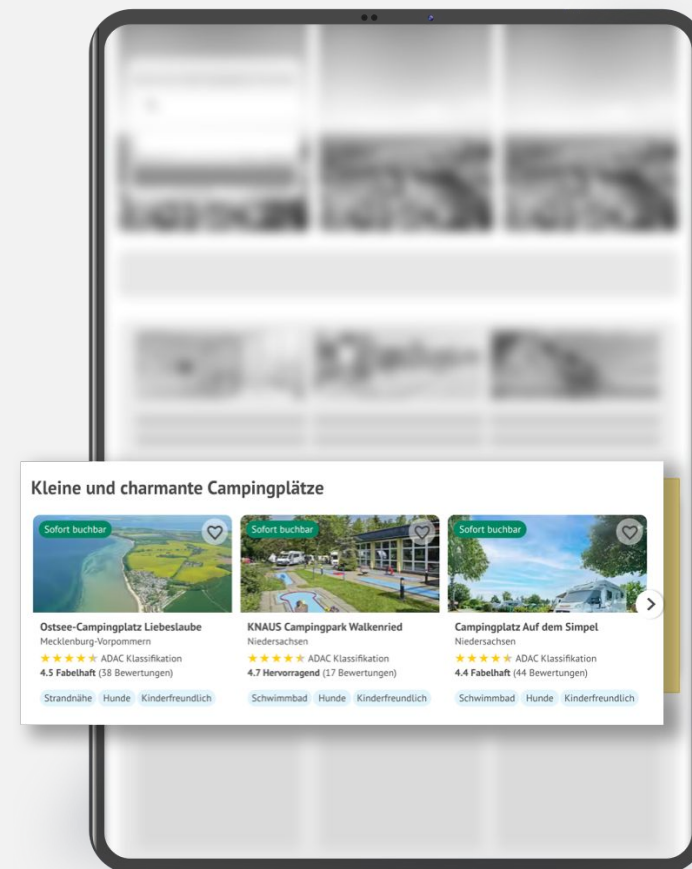
- Tile leads to the profile on PiNCAMP.de/ PiNCAMP.ch
- Button leads to the campsite as clickout

Booking period:

Annual

Per year (DE/CH)

419 € / 209 €



Contact



Layout example, final design may differ.

PiNCAMP.de / PiNCAMP.ch - Themes

Position yourself prominently with your USPs directly on the destination pages.

Placement:

On all destination pages (pincamp.de + pincamp.ch) as well as within a dedicated section

Display:

Rotating presentation on destination pages, preferential

Placement in the respective topic categories

Call to action:

- Tile leads to the profile on PiNCAMP.de/ PiNCAMP.ch
- Button leads to the campsite as clickout

Booking period:

Annual

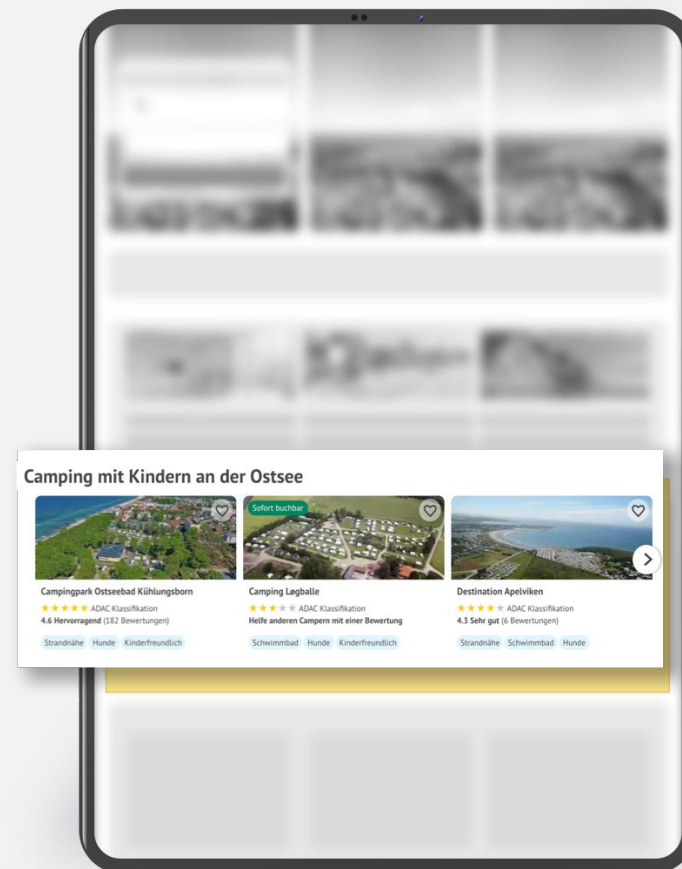
Per year (DE/CH)
375 €

List of prominently displayed topics:

By the sea
By the lake
Child friendly
Dog friendly
Winter camping
Wellness
Quiet
Naturist
4 stars
Superplatz Campsite
Glamping

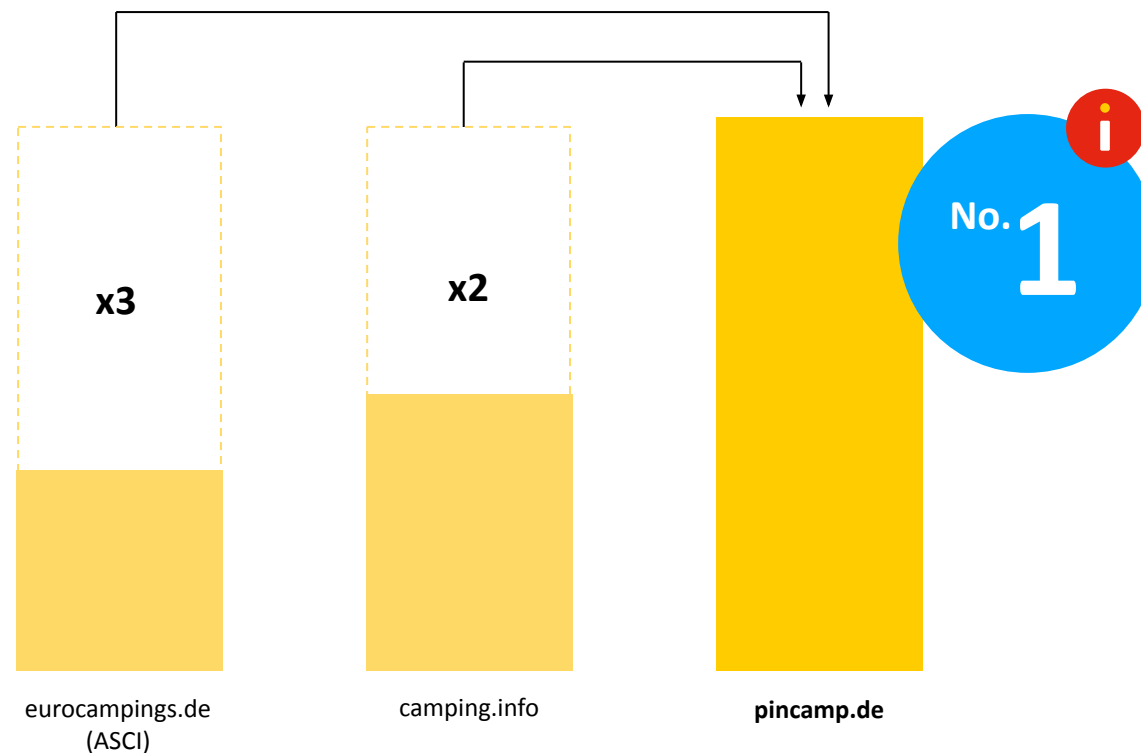


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Exposure PiNCAMP



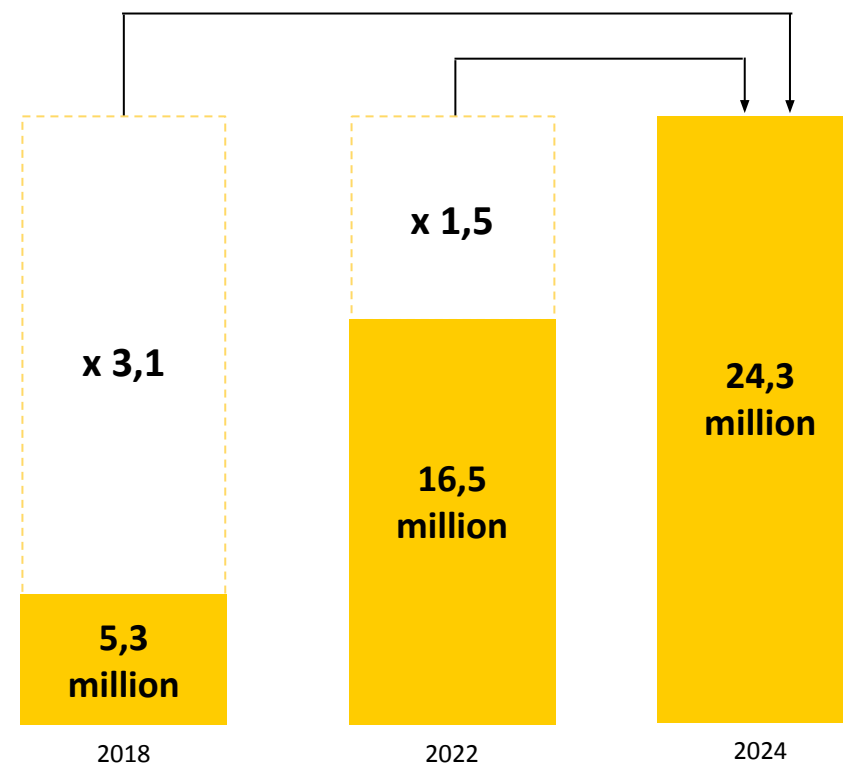
When it comes to camping, no other web portal is displayed more prominently by Google.de than PiNCAMP

Visits PiNCAMP & ADAC App 2022



6 million campers trust ADAC-Camping / PiNCAMP when planning and booking their camping holiday

Growth of visits



PiNCAMP.de visits have almost tripled since it was launched



Your contact at ADAC PiNCAMP



Cornel Straver



Director Media



+31 6 52466276



cornel.straver@adac-camping.de



www.adac-camping.de



Head Office:

ADAC Camping GmbH
Hansastraße 19
80686 München

Office & Postal Address:

ADAC Camping GmbH
Torstr. 131
10119 Berlin

