

ADAC Stellplatzführer 2021

Target group: Camping and caravanning travelers



- Edition: 40.000
- 1x per year in February
- Closing date: 08.10.2020
- Distribution: German speaking countries



In the last decade, the number of caravan pitches in Europe has multiplied. More and more areas, be it on municipal property, near hotels or restaurants, amusement parks, wineries or spas, are adding pitches or even RV ports. The current **ADAC pitch guide** now describes over 6,700 TV sites in 37 European countries - with comprehensive information on supply and disposal facilities, location and access as well as facilities and amenities (e.g. sanitation, power supply, shopping and recreational facilities).

A great help in selecting a pitch is ADAC's tripartite rating scale based on ADAC tests carried out by experienced inspectors. A unique extra is the **ADAC CampCard** that comes with every book and includes exclusive special prices and offers for many campsites and motor home pitches across Europe.

Format	€-rate 4c	B	H
1/1 page	4.700,-	120 mm	204 mm
1/2 page	2.570,-	120 mm	106 mm
1/4 page	1.290,-	120 mm	53 mm
1/8 page	830,-	120 mm	31 mm

Unser Herz schlägt für den Tourismus.