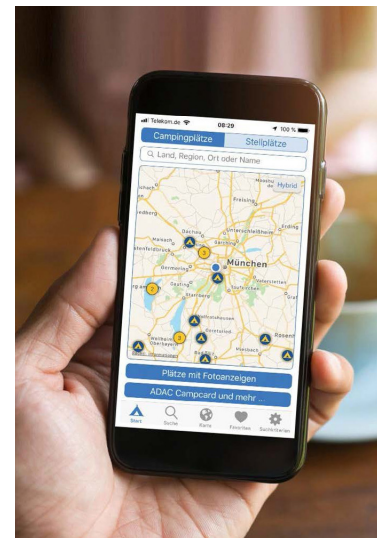


App: ADAC Camping- und Stellplatzführer 2023

Target group: Camping and caravanning traveler



- New edition: December 2022



GOOD REASONS

- 2021: 2.8 mio. visits & 32 mio page impressions
- Permanent top 1 in the travel charts
- Infos of 29,000 campsites and pitches all over Europe

The app was developed for the Apple iPhone and was listed in the top 10 of the best-selling apps in Germany from the start.

This app is available for iPhone, iPad and Android.

In 2021 the app is top 1 in the travel charts.

2.8 mio unique users in 2021

32 mio page impressions in 2021

Features:

- 5 pictures of the campsite
- Symbol for imaging in the hitlist
- Special placement „ausgewählte Campingplätze mit Fotos“
- Weblink to own website
- Social media button with link to social media sites like Facebook, Instagram, Twitter and Pinterest

Rate per campsite: € 920,- just for app

Rate per pitch: € 495,-



Clients who also have booked a print ad in ADAC Campingführer or an online package will get the special rate of € 495,-

Unser Herz schlägt für den Tourismus.

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Valid from May 2022 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted.