

# ANWB Erkende Campings 2023

Target group: Camping and caravanning travelers



- Edition: 250.000
- 1x per year in December
- Closing date: 05.09.2022
- Distribution: Netherlands



## Quality campsites in Europa in one handy guide

For Dutch people, the ANWB is the most reliable starting point when looking for quality campsites. The „ANWB Campinggids 2023“ lists all ANWB awarded campsites. These are all campsites that achieved three to five stars according to the independent ANWB campsite inspection. The guide gives a reader-friendly overview of high-quality campsites in Europe - campsites that the ANWB warmly recommends to campers.

Tailor Made / XL Package				
Description	Guide	Online	Bookable via anwb	Not bookable via anwb
1/1 insert (132 x 188 mm, 148 x 205 mm + 5 mm)	X		5.500,-	5.745,-
Editorial listing 1/4 page 4c	X			
Standard information (part of information must be supplement by the campsite in Check & Change)		X		
Link to own website		X		
Campsite photos (max. 30)		X		
Campsite text, SEO optimized		X		
Photos of surrounding area (max. 10)		X		
Description of surrounding area, SEO optimized		X		
Campsite inspection stars		X		
Publication on ANWB Routeplanner		X		
Video		X		
Highlighted position		X		
Banner in search filters		X		
Facebook advert		X		
Newsletter & mention on website		X		
Inspection report		X		
Higher in search results**		X		

\*\* Please note: The ranking on anwbcamping.nl only applies to bookable campsites and is based on various aspects. See factsheet anwbcamping.nl for all details

Unser Herz schlägt für den Tourismus.

# ANWB Erkende Campings 2023

Target group: Camping and caravanning travelers



## Plus / L Package

Description	Guide	Online	Bookable via anwb	Not bookable via anwb
1/2 insert (132 x 92 mm)	X		3.000,-	3.295,-
Editorial listing 1/4 page 4c	X			
Standard information (Part of the information must be supplemented by the campsite in Check & Change)		X		
Link to own website		X		
Campsite photos (max. 30)		X		
Campsite text, SEO optimized		X		
Photos of surrounding area (max. 10)		X		
Description of surrounding area, SEO optimized		X		
Campsite inspection stars		X		
Publication on ANWB Routeplanner		X		
Video		X		
Highlighted position		X		
Banner in search filters		X		
Facebook advert		X		
Inspection report		X		
Higher in search results**		X		

## Basic / M Package

Description	Guide	Online	Bookable via anwb	Not bookable via anwb
1/4 insert (132 x 44 mm)	X		1.700,-	1.945,-
Editorial listing 1/4 page 4c	X			
Standard information (Part of the information must be supplemented by the campsite in Check & Change)		X		
Link to own website		X		
Campsite photos (max. 30)		X		
Campsite text, SEO optimized		X		
Photos of surrounding area (max. 10)		X		
Description of surrounding area, SEO optimized		X		
Campsite inspection stars		X		
Publication on ANWB Routeplanner		X		
Video		X		
Highlighted position		X		
Inspection report		X		
Higher in search results**		X		

\*\* Please note: The ranking on anwbcamping.nl only applies to bookable campsites and is based on various aspects. See factsheet anwbcamping.nl for all details

Unser Herz schlägt für den Tourismus.