

ANWB Go Camping 2023

Target group: Camping and caravanning travelers

IGL



- Edition: 250.000 (NEW: higher circulation!)
- Readers: 625.000
- Distribution: The Netherlands
- Target group: young families with kids



Families with young children who don't mind spending some money when they are on holidays? This glossy will light their campfire. This stylish magazine and its online equivalent will connect you directly with a very enthusiastic audience.

From accommodation to region

Whether campers travel to campsites bringing their own tents or caravans or hire fully equipped lodges - in this inspiring magazine, campers will find popular, surprising and inspiring regions and the related campsites. The practical tips & tricks and articles about campsites, pitches and rental accommodation will give the loyal group of readers many pages of holiday inspiration.

Format	W	H	€ rate
2/1 pages*	350 mm	240 mm	7.000,-
1/1 page*	175 mm	240 mm	3.500,-
1/2 page*	85 mm	240 mm	1.975,-
1/4 page	75 mm	107,5 mm	1.050,-

* + 5 mm bleeding

Branded Content Packages ¹

2/1 Branded Content (Editorial) & 1/1 page ad	7.990,-
1/1 Branded Content (Editorial)	3.995,-
1/2 Branded Content (Editorial)	2.250,-
1/4 Branded Content (Editorial)	1.550,-

¹ just for bookable campsites via anwb.nl

Edition	Publishing date	Closing date
02/2022	15.11.2022	27.09.2022
01/2023	14.03.2023	24.01.2023

Unser Herz schlägt für den Tourismus.