

# PiNCAMP Magazin

Target group: Camping and caravanning travelers



- Edition: 250.000
- 1x per year in December 2022
- Closing date: 30.09.2022
- Distribution: German speaking countries



## GOOD REASONS

- new product for campers
- high circulation with 250,000 copies
- E-paper
- Interesting distribution

### Inspirational advertorials and editorial content

PiNCAMP Magazin is the new magazine of ADAC. The first edition in 2021 was a complete success. The mix of inspiration, travel tips and wanderlust is just right for camping professionals and also for people who want to start their camping holiday for the first time.

The circulation of 250,00 copies is distributed free of charge exactly where campers get information about their favorite hobby:

- Book trade
- ADAC offices
- Doctor's offices
- Readers' group „Readers at home“
  - Insert in travel magazines
- Packages in specialized camping shops

Format	€-rate 4c	B	H
2/1 pages	16.800,-	342 mm	246 mm
1/1 page	8.950,-	174 mm	246 mm
1/2 page	4.950,-	174 mm	126 mm
1/2 page	4.950,-	168 mm	120 mm

Edition	Publication date	Closing date
2023	December 2022	20.09.2022

Unser Herz schlägt für den Tourismus.