

TCS Campingführer 2025

Target group: Camping and caravanning travelers



- Edition: 36.000
- 1x per year in February
- Closing date: 05.09.2024
- Distribution: Switzerland



The **TCS Campingführer**, edited by TCS (Touring Club Switzerland) with around 300 campsites in Switzerland (inclusive camp card Switzerland) and 700 campsites in Europe (Southern part Germany, Austria, Italy, France, Spain, Portugal, Croatia and Netherlands) can be bought from the end of January annually. It's a indispensable companion for every camper!

Editorial language: German / French

The distribution is guaranteed via book trade, members of TCS Camping, TCS campsites as well as on the various tourism trade fairs at home and abroad.

Like in the last two years, all campsites, which have booked a media product (print or online) will receive an editorial entry with 2 pictures. Free equivalent: CHF 650,-

Format	CHF-rate 4c	B	H
1/1 page	3.030,-	127 mm	194 mm
1/1 page*	3.030,-	148 mm	210 mm
4/5 page	2.630,-	127 mm	154,8 mm
3/5 page	2.330,-	127 mm	115,6 mm
2/5 page	1.840,-	127 mm	76,4 mm
1/5 page	1.310,-	127 mm	37,2 mm
2 editorial pictures	650,-		

* + 5mm bleeding

Banner Newsletter

- just bookable for regions, industry clients or campsite chains
- format: 706 x 200 px, jpg, max 180 KB
- delivery in German, French & Italian
- 246.000 subscribers

CHF-rate

CHF 1.050,-

Unser Herz schlägt für den Tourismus.

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