

# TCS Online Content Marketing - Camping-Insider

Target group: Camping and caravanning travelers



• <http://www.tcs.ch>

## Teaser in newsletter & Landingpage at tcs.ch - 180.000 subscribers

- landingpage for 5-10 campsites with / without tourism destination, with text, gallery, videos and link over 1.2 mio page impressions
- teaser in newsletter „Ratgeber“ or „Campingplätze“
- 150.000 newsletter subscribers
- period of validity: 12 months
- translation costs inclusive (max. 3,200 characters, without spaces) - longer text rate on demand

CHF-rate

CHF 3.900,-

## Banner Newsletter

- just bookable for regions, industry clients or campsite chains
- format: 600 x 150 px, jpg, max 140 KB
- delivery in German, French & Italian
- 180.000 subscribers

CHF-rate

CHF 1.000,-

## Mini-Teaser campsite „Empfohlen von pincamp.ch“

- teaser title max. 50 characters incl. spaces
- text max. 150 characters incl. spaces
- picture from pincamp.ch
- link to pincamp.ch
- placement in newsletter „Ratgeber“ or „Campingplätze“
- rate incl. translation costs
- 180.000 subscribers

CHF-rate

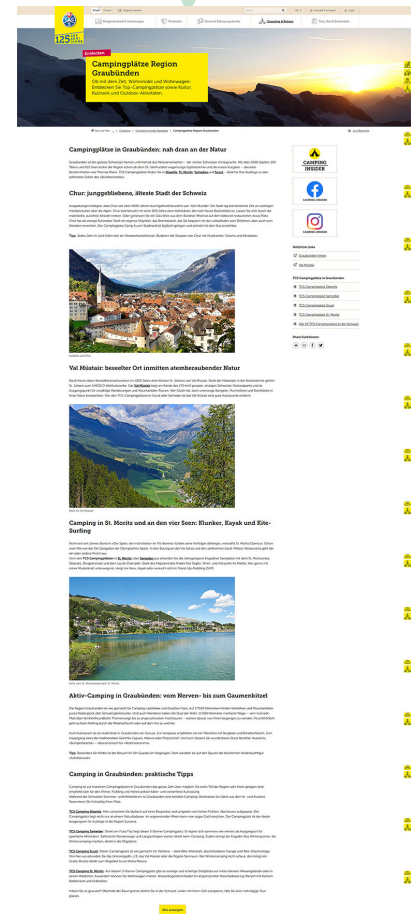
CHF 500,-

## Post and Push at Camping-Insider Social Media

- post on Facebook and Instagram with links to detail pages at tcs.ch
- translation costs inclusive
- bookable for campsites just in combination with a landingpage!
- 10.000 Facebook follower / 4.000 Instagram follower

CHF-rate

CHF 700,-



Unser Herz schlägt für den Tourismus.