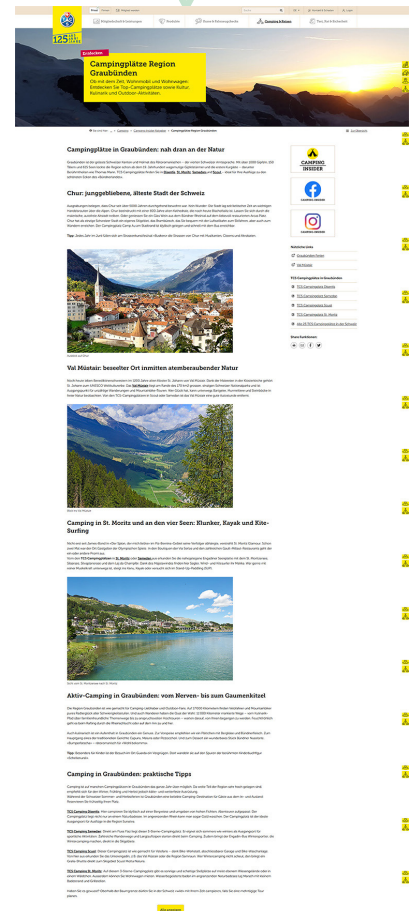


TCS Online Content Marketing - Camping-Insider

Target group: Camping and caravanning travelers



• <http://www.tcs.ch>

Teaser in newsletter „Ratgeber“ or „Pincamp“ & Landingpage at tcs.ch - 220.000 subscribers

CHF-rate

- landingpage for 5-10 campsites with / without tourism destination, with text, gallery, videos and link over 1.15 mio page impressions (2022)
- teaser in newsletter „Ratgeber“ or „Pincamp“ 220.000 newsletter subscribers
- period of validity: 12 months
- translation costs inclusive (max. 3,200 characters, without spaces) - longer text rate on demand

CHF 4.100,-

Banner Newsletter

CHF-rate

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

CHF 1.050,-

Mini-Teaser campsite „Empfohlen von pincamp.ch“

CHF-rate

- teaser title max. 50 characters incl. spaces
- text max. 150 characters incl. spaces
- link & picture to pincamp.ch
- placement in newsletter „Pincamp“
- Facebook post at pincamp.ch by TCS
- rate incl. translation costs
- 220.000 subscribers

CHF 580,-

Post and Push at Camping-Insider Social Media

CHF-rate

- post on Facebook and Instagram with links to detail pages at tcs.ch
- translation costs inclusive
- only bookable for regions and groups only via TCS in combination with a landingpage
- 11.000 Facebook follower / 5.000 Instagram follower

CHF 740,-



Unser Herz schlägt für den Tourismus.