

YES WE CAMP - Das Magazin

Target group: Camping and caravanning travelers



- Edition: 250.000
- 1x per year in December 2021
- Closing date: 20.09.2021
- 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

Yes We Camp 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

BRANDNEW: In addition to classic advertisements, Yes We Camp! offers now also a voucher booklet to its readers. This gives you the wide-reaching opportunity to show campers with a discount voucher: A camping holiday is worth it with us!

Format	€-rate 4c	B	H
2/1 pages	15.000,-	342 mm	246 mm
1/1 page	8.500,-	174 mm	246 mm
1/2 page	4.500,-	174 mm	126 mm
1/2 page	4.500,-	168 mm	120 mm

Edition	Publication date	Closing date
2022	December 2021	20.09.2021

Unser Herz schlägt für den Tourismus.