

ANWB kampioen 2022

Target group: FITs



FACTS

- 3.782.000 copies
- 4.782.000 readers
- Distribution: The Netherlands
- 8x per year
- Readers between 20 and 64 years, well educated and high-income, interested in culture



GOOD REASONS

- Every 2nd household in the Netherlands reads the Kampioen
- Large circulation, 100% subscription rate

The **Kampioen** is the largest automotive and family magazine of the Netherlands with nearly 4,5 million readers. It is a magazine with reliable and practical information on recreation, tourism, transport and mobility, subjects that attract a wide public.

Every month the **Kampioen** captivates its readers' attention with reports, commentaries and background stories. Removable route maps and booklets with practical tips provide additional information in a handy size. 8x per year, you can contribute and address one of the most prevailing Austrian target audiences with your offers.

Format	€-rate 4c	B	H
1/1 page	50.000,-	203 mm	255 mm
1/2 page	30.000,-	203 mm	126 mm

Edition	ET	AS	Edition	ET	AS
01/2022	11.01.2022	06.12.2021	05/2022	28.06.2022	23.05.2022
02/2022	15.02.2022	10.01.2022	06/2022	30.08.2022	25.07.2022
03/2022	29.03.2022	21.02.2022	07/2022	04.10.2022	29.08.2022
04/2022	24.05.2022	19.04.2022	08/2022	29.11.2022	24.10.2022

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Unser Herz schlägt für den Tourismus.