

# ANWB kampioen 2025

Target group: FITs



## FACTS

- 3.920.432 copies
- 4.453.000 readers
- Distribution: The Netherlands
- 4x 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 over 4,4 million readers. It is a magazine with reliable and practical information on recreation, tourism, transport and mobility, subjects that attract a wide public. 4x a year 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. 4x 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 | 45.000,-  | 203 mm | 255 mm |
| 1/2 page | 22.500,-  | 203 mm | 126 mm |

| Edition | Date of publication | Order deadline |
|---------|---------------------|----------------|
| 01/2025 | 14.01.2025          | 14.11.2024     |
| 02/2025 | 25.03.2025          | 30.01.2025     |
| 03/2025 | 10.06.2025          | 10.04.2025     |
| 04/2025 | 04.11.2025          | 04.09.2025     |

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