



# PiNCAMP

Products and prices 2024



Image: Aminess Sirena Campsite, Novigrad - Istria

The camping company of



## ONLINE



### **BUSINESS.PiNCAMP.COM**

The PiNCAMP | The camping company of ADAC, ANWB and TCS  
- B2B website, provided in 6 languages-

### **SOCIAl MEDIA**

Facebook group „Campsite Business Forum“ and LinkedIn company page.

### **EMAIL**

Directly address more than 10,000 campsites all over Europe.



## PARTNER LOGO CARROUSELL

Profit from the trust of the PiNCAMP (ADAC, ANWB, TCS) brand and position your logo and company in this trustworthy surrounding.

### Placement:

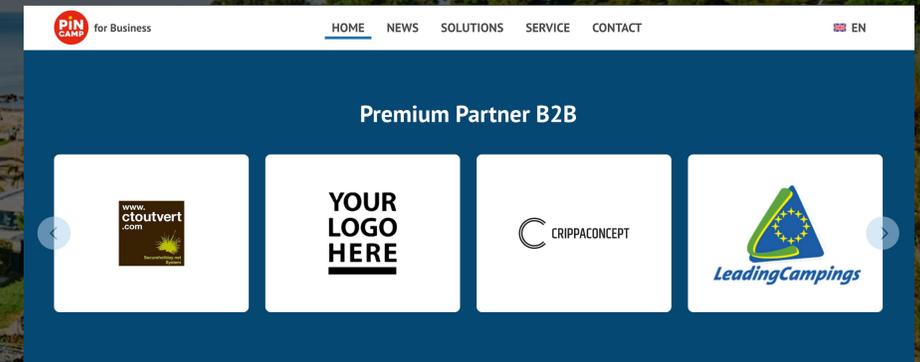
The carousell will be placed on the homepage as well as on all editorial content units.

### Display:

Rotating presentation of the logo of all partners.

### Call to action:

- Logo tile leads to the partner profile on [business.pincamp.com](https://business.pincamp.com) and all its language versions
- Button leads to overview page of all partner pages





## PARTNER PROFILE PAGE

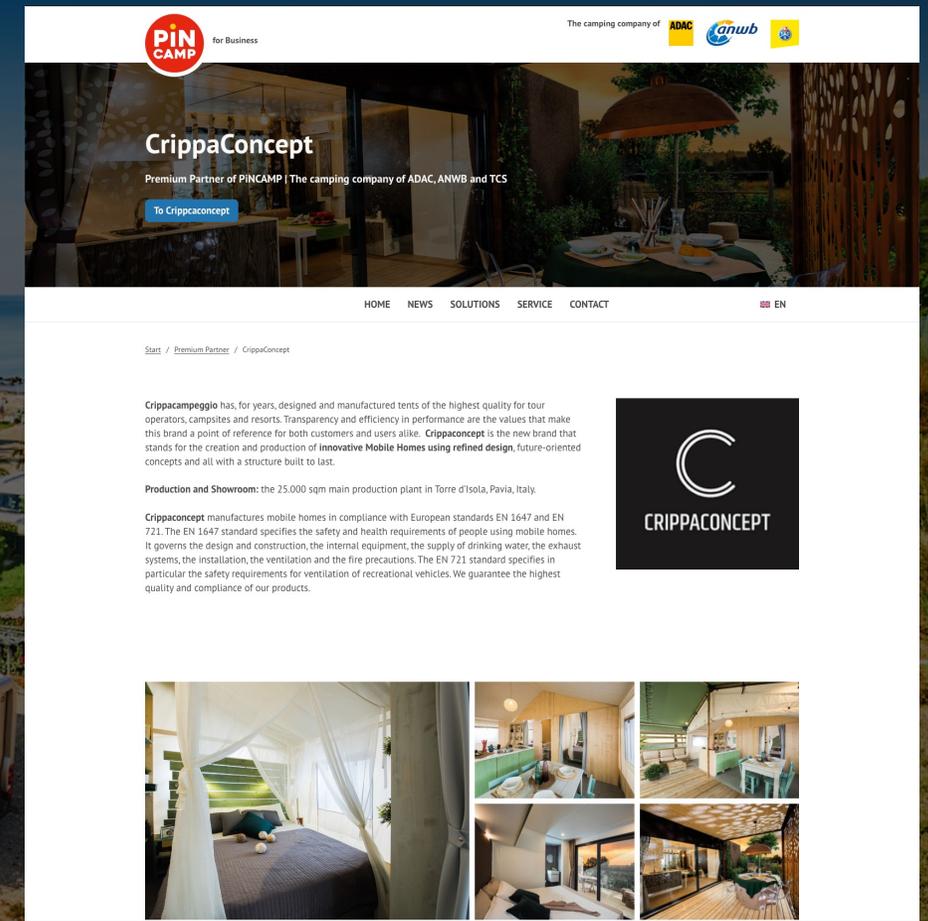
Present your company to thousands of European campsites. Inform our contacts about your company and your products/services.

### Elements:

- Company teaser, max. 50 words
- Company full description, max. 300 words
- Product description, max. 300 words
- Company logo
- Header image
- 3-5 product images

### Call to action:

- Linkout to company website





## EDITORIAL CONTENT

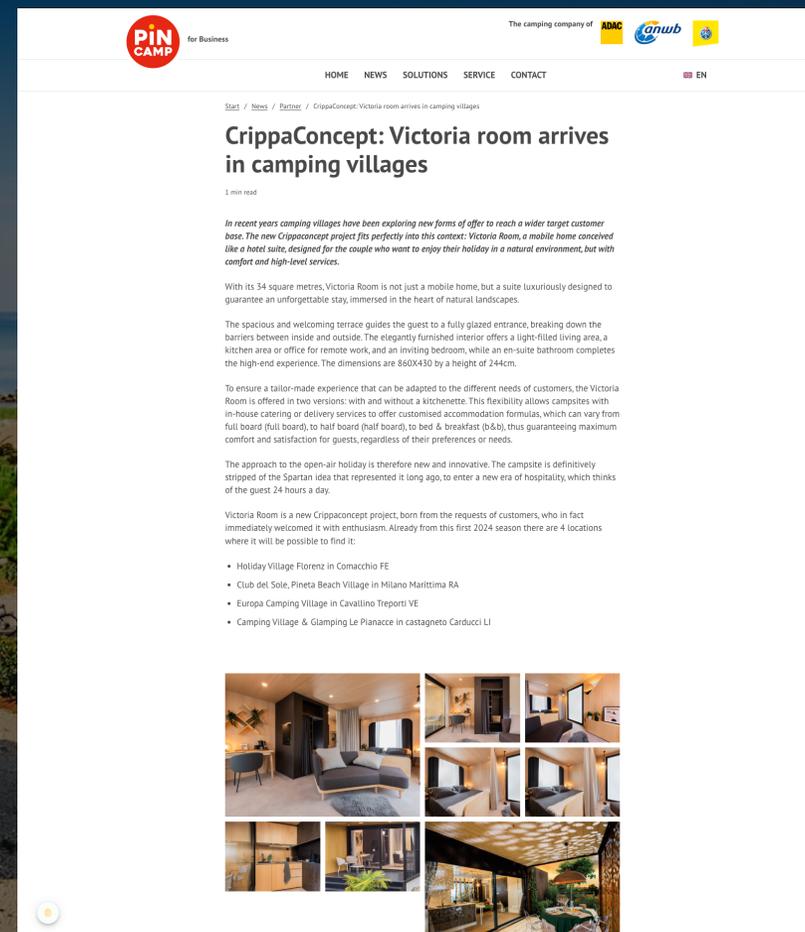
We provide useful insights, innovations and company updates within our editorial section on [business.pincamp.com](https://business.pincamp.com) on a frequent basis to our contacts.

### Placement:

Newest articles are shown on homepage and main navigation directly links into that section „News“.

### Elements:

- Max. 4 articles will be published by partner per year
- Teaser/article image
- Editorial content, max. 750 words
- Images or graphics which support the editorial content
- Link to company profile on [business.pincamp.com](https://business.pincamp.com) will be included at the end of the article





## SOCIAL MEDIA MENTIONS

We own a facebook group with appr. 900 members, mainly campsite owners and more relevant people all over the camping sector. Almost 2,000 people follow us on LinkedIn, rapidly increasing.

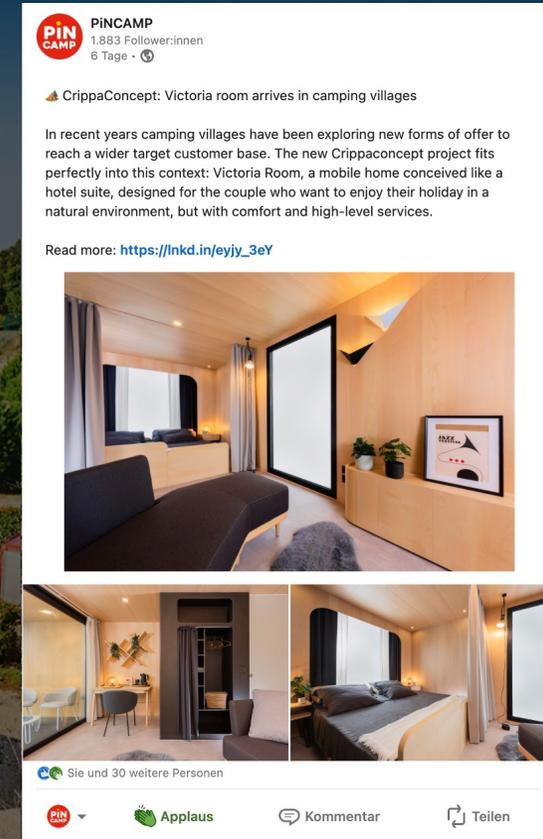
We will share a teaser plus image/graphic of your editorial content to our social channels and linking to the full article on our website.

### Placement:

Facebook Group „Campsite Business Forum“  
LinkedIn Company Profile „PiNCAMP“

### Elements:

- In total 4 postings (2 x FB business forum, 2 x LinkedIn )
- Teaser
- Image/graphic
- Link to editorial article on [business.pincamp.com](https://business.pincamp.com)





## BANNER EMAIL iNTEGRATION

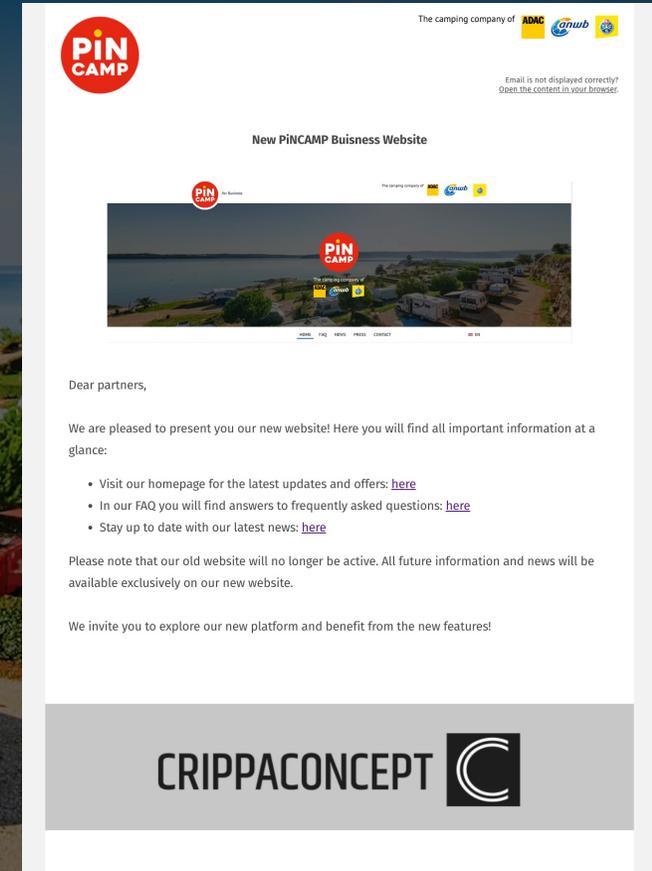
We stay in contact with our campsite contacts on a (bi-)weekly basis. We provide helpful insights, updates on our activities and camping innovations. The mailing is tailored to around 10.0000 campsites across Europe and to the specific markets.

### Placement:

Banner will be integrated after the second content section.

### Elements:

- 1 integration
- Standard Linkout in each email to our premium partners
- Image file in different languages
- Link target



# CONTACT



The camping company of





# PiNCAMP

The camping company of



## YOUR CONTACT AT PiNCAMP



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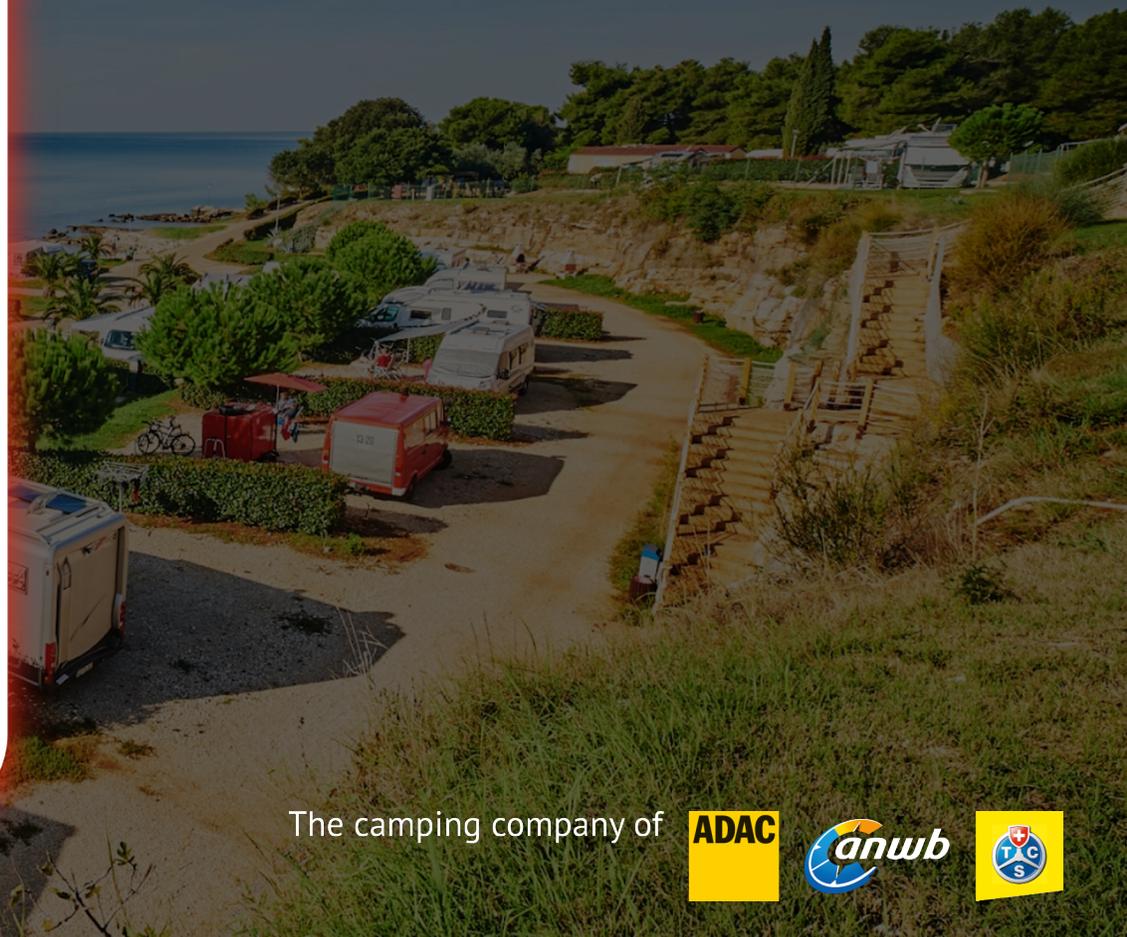


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