

The best way to reach campers

- For the past 10 years, the sale of motorhomes and vans has grown tremendously
- Circulation: 30,000 copies
- Publication: March 2024
- The ADAC Stellplatzführer reaches this steadily growing target group
- High visibility due to a small and exclusive number of ads
- 6,700 of the best motorhome sites in Germany and Europe
- Dimensions and number of pages
 - 17 x 22,5 cm
 - Approx. 1800 pages as a combined edition

1/8 page
925 €

1/4 page
1.435 €

1/2 page
2.860 €

1/1 page
5.230 €

See all advertising options on our media data pages.

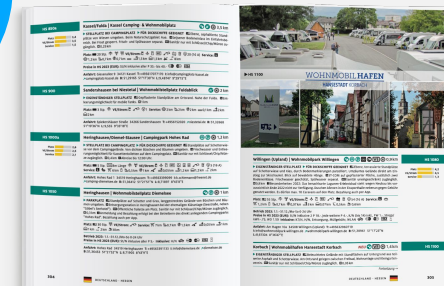


[Media data](#)



[Contact](#)

Limited ad space and highly effective!

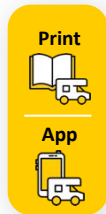


Layout example, final design may differ.



Our attractive product packages

Our packages: Achieve maximum visibility on the German market



Exposure Packages	1/8 page	1/4 page	1/2 page	1/1 page
Print				
App Feature				
Your price	1.520 € 1.429 €	2.030 € 1.909 €	3.455 € 3.249 €	5.825 € 5.469 €

Don't miss out!

We offer you the perfect opportunity to showcase yourself in the German market and increase your visibility! Our online presentation reaches an **impressive 6 million visitors in just 12 months** and our app is intensively used by **more than 200,000 people**. In addition, our camping guides are distributed throughout Germany and reach at least **120,000 readers** annually. Don't miss the chance to benefit from this enormous reach.

With over 90.000 new registrations of motorhomes, this target audience cannot be ignored!



[Contact](#)





ADAC Stellplatzführer

Page format	Placement at campsite descriptions	Placement in the service section	U2. Double page (cover inside + first inside page)	U3. Double page (last inside page + back inside)	U4. Back outside	Character explanation	Planning map back	Planning map interior
2/1	9.965 €		6.955 €	5.275 €				
1/1	5.230 €	5.230 €			8.680 €	4.830 €	4.990 €	4.830 €
1/2	2.860 €					2.415 €		2.415 €
1/4 bleed	1.435 €							
1/8 bleed	925 €							
Calendar week 2023			47			48		
All displays			Fri, 24.11			Fri, 01.12		

Date	Advertising deadline: Last acceptance for ad placement
Date	Printing material deadline: Last possible delivery date for advertisement

Publication date: 01.03.2024



[Contact us for more options](#)





PiNCAMP Magazin 2024

Minimum requirements

- Delivered ad format:
 - Trimmed final format
 - Plus 3 mm bleed on all sides
- PDF Format PDF/X
- Color mode: CMYK
- No spot colors/special colors
- Fonts and glyphs must be embedded
(there have repeatedly been problems with this in the past)

Recommended requirements*

- Delivery without trim and/or registration marks
- Distance from elements to the edge of the display 5 mm
- Double-page ads: Do not place text or important elements in the center across the gutter
- Total ink coverage max. 280
- Resolution of image graphics at least 300 dpi
- Black font must be created in 100% black (not 4-color)
- Avoid transparencies
- Print profiles for the ad spaces
 - Inner part = Profile PSO LWC Standard
 - Cover (U2, U3, U4) = profile FOGRA 39 (ISO coated v2)

Media data ADAC Campingführer and ADAC Stellplatzführer

Minimum requirements

- Supplied display format
 - Trimmed final format
 - plus 3 mm bleed on all sides
- PDF Format PDF/X
- Color mode: CMYK
- No spot colors/special colors
- Fonts and glyphs must be embedded
(Caution: Common source of errors)

Recommended requirements*

- Delivery without trim and/or registration marks
- 5 mm distance from elements to the edge of the display
- Total ink coverage max. 300%
- Resolution of image graphics at least 300 dpi
- Black font must be created in 100% black (not 4-color)
- Avoid transparencies
- Double-page ads: Do not place text or important elements in the center across the gutter
- Print profiles for the ad spaces
 - Inner part = Profile PSO LWC Improved ECI
 - Cover = profile FOGRA 39 (ISO coated v2)
 - Character explanation and planning map = in profile FOGRA 39 (ISO coated v2)



Media data ADAC Campingführer and ADAC Stellplatzführer

Interior

Pages	Margin drop/set mirror	Trimmed final format in mm	Delivered ad format in mm incl. 3 mm bleed on all sides
2/1 page	Edge drop	340 x 225	Delivery as single pages, so twice 176 x 231
1/1 page	Edge drop	170 x 225	176 x 231
1/2 page	Edge drop	170 x 112	176 x 118
1/4 page	Print space	120 x 53	126 x 59
1/8 page	Print space	120 x 31	126 x 37
1/3 page	Only unchanged repeater ads		

Cover

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
2/1 page*	Marginal U2 and p. 1 or U3 and last page	328 x 225**	334 x 231
1/1 page	Edge drop	172 x 225	178 x 231

* By gluing the cover to the book block, space is lost on the left and right compared to a regular double-page spread inside, so the ad must be correspondingly less wide.

** There are different print profiles for this case, as the ad is placed on the cover on the one hand and in the inner section on the other.

Therefore, it is best to deliver the ad 2x at this point, in two different print profiles, see technical requirements.



Media data ADAC Campingführer and ADAC Stellplatzführer

Explanation of symbols

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
1/1 page	Edge drop	100 x 210	106 x 216
1/2 page	Edge drop	100 x 102	106 x 108

Planning map

Pages	Edge drop	Trimmed final format in mm	Supplied ad format in mm incl. 3 mm bleed on all sides
1/1 back	Edge drop	97,4 x 221	103,4 x 227
1/1 inner part	Edge drop	97,4 x 221	103,4 x 227
1/2 inner part	Edge drop	97,4 x 110,5	103,4 x 116,5



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