

Inspiring advertorials and editorial content

- Mix of editorial content and advertorials for camping beginners and professionals
 - Destinations
 - Campsites
 - Hardware
 - Tips and trends
- Circulation 250,000
- Publication: December 2023
- Free for campers
- Target group oriented sales for camping professionals and beginners
 - Book trade, travel literature
 - ADAC offices
 - Various reading circles
 - Travel magazine insert
 - Package insert in camping specialty store

1/2 page

5.195 €

1/1 page

8.950 €

2 pages
Advertorial

14.490 €

3 pages
Advertorial

16.250 €

For more advertorial and editorial options, please contact us.



[Media data](#)



[Contact](#)



Wide distribution
across Germany



Layout example, final design may differ.



Print - prices and deadlines

PiNCAMP Magazin

Format	Cover story	Advertorials*	U2 Cover inside	U3 Back inside	U4 Back outside	Inside
1/1			10.450 €	10.450 €	11.950 €	
1/1						8.950 €
1/2						5.195 €
3/1	23.580 €					
3/1		16.250 €				
2/1		14.490 €				

Pages	Edge drop	Trimmed final format in mm	Supplied display format in mm incl. 3 mm bleed on all sides
2/1 inner part	Edge drop	336 x 240	342 x 246
1/1 inner part	Edge drop	168 x 240	174 x 246
½ inner part	Edge drop	168 x 120	174 x 126

Calendar week 2023	40	41	42	43	44
Cover story	Mo., 02.10.	Mo., 09.10.			
Advertorials		Mo., 09.10.	Mo., 16.10.		
All displays				Mo., 23.10.	Mo., 30.10.

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

Publication date: December 2023

*Prices for content (text, images) supplied by the customer.
Possible creation costs for work by the publisher may be added.



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)



Your contact at ADAC PiNCAMP



Cornel Straver



Director Media



+31 6 52466276



cornel.straver@adac-camping.de



www.adac-camping.de



Head Office:

ADAC Camping GmbH
Hansastraße 19
80686 München

Office & Postal Address:

ADAC Camping GmbH
Torstr. 131
10119 Berlin

