

# ADAC CAMPINGFÜHRER DEUTSCHLAND & NORDEUROPA



## WE ARE THE MARKET LEADER

- 5,500 of the best campsites in Europe
- High-profile presence in exclusive settings
- Immersive PR & marketing campaign
  - Online e.g. on Amazon, Facebook, Instagram
  - Offline e.g. retail promotions, various print magazines
- Publication: December 2024
- Circulation: 65,000 copies
- Period of use
  - Sales period: one year, with an average of 2 years of use



  
Elevate your listing with **PiNCAMP Highlights!**



See all advertising options on our media data pages.

The camping company of



# ADAC CAMPINGFÜHRER SÜDEUROPA

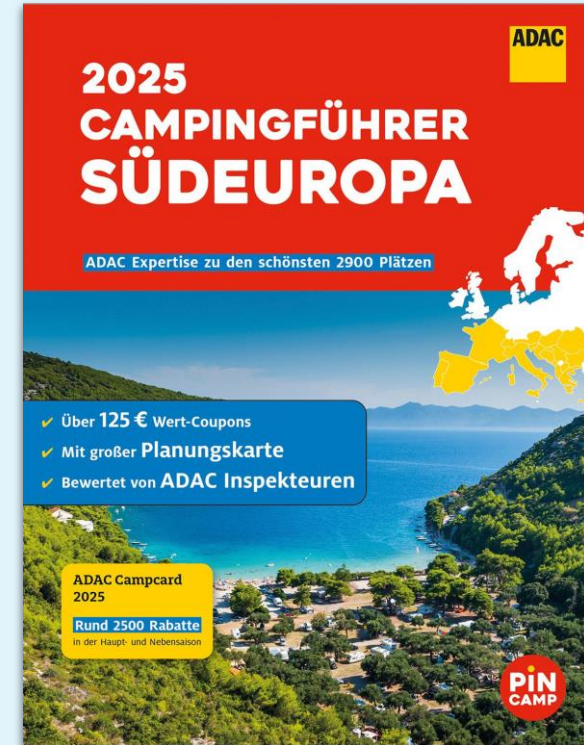


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## YOUR CONTACT AT PiNCAMP

If you would like to become our partner, do not hesitate to contact us.

You can find the right contact person for you at:  
<https://business.pincamp.com/contact/>

**Head Office:**

PiNCAMP GmbH  
Hansastraße 19  
80686 München

**Office & Postal Address:**

PiNCAMP GmbH  
Torstr. 131  
10119 Berlin



# PRINT - DEADLINES



## ADAC CAMPINGFÜHRER DEUTSCHLAND & NORDEUROPA

Calendar week 2024	36	37	38	39
BE, GB, IE, LU, FI, NO, SE, CZ, EE, LT, LV, PL, RU, SK	Wed., 04.09.	Wed., 11.09.		
Special areas U2,3,4, Magazine, Inserts		Fri., 13.09.		
PiNCAMP Highlights				Mo., 23.09.
DE, NL, DK			Wed., 18.09.	Wed., 25.09.

<b>Date</b>	Advertising deadline: Last acceptance for ad placement
<b>Date</b>	Printing material deadline: Last possible delivery date for advertisement

Publication date: 06.12.2024

The camping company of



# PRINT - DEADLINES



## ADAC CAMPINGFÜHRER SÜDEUROPA

Calendar week 2024	36	37	38	39	40	41	42	43
AD, AL, BA, BG, GR, HU, ME, MK, RO, RS, SI	Wed., 04.09.	Wed., 11.09.						
PiNCAMP Highlights				Mon., 23.09.				
CH			Wed., 18.09.	Wed., 25.09.				
FR, AT					Fri., 04.10.	Fri., 11.10		
Special areas U2,3,4, Magazine, Inserts						Fri., 11.10		
ES, IT, PT, HR							Fri., 18.10.	Fri., 25.10.

<b>Date</b>	Advertising deadline: Last acceptance for ad placement
<b>Date</b>	Printing material deadline: Last possible delivery date for advertisement

Publication date: 21.12.2024

# PRINT - TECHNICAL REQUIREMENTS ADS



## ADAC CAMPINGFÜHRER & ADAC STELLPLATZFÜHRER

### Interior

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

### Cover

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

The camping company of



# PRINT - TECHNICAL REQUIREMENTS ADS



## ADAC CAMPINGFÜHRER & 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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# PRINT - TECHNICAL REQUIREMENTS

## MEDIA DATA ADAC CAMPINGFÜHRER AND ADAC STELLPLATZFÜHRER

### Minimum requirements

- Supplied display format
  - Trimmed final format
  - plus 3mm 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 FOGRA39 (ISO coated v2)
  - Character explanation and planning map = in profile FOGRA39 (ISO coated v2)

## GIDS ERKENDE CAMPINGS

### Technical Details

- Printing process cover: offset plano
- Printing process interior: pages offset rotation
- Paper type cover: 240 grs cardboard
- Paper type interior pages : 42,5 grs PubliPress gesatineerd
- Finish: adhesive binding
- Type page: 148 x 205 mm (WxH)
- Bleed: 5 mm overfill
- Screen print: 60 l/cm
- Color profile cover: ISO\_Coated\_v2\_300\_ECI
- Color profile interior pages: ISO\_Coated\_v2\_300\_ECI
- Advertising material: Certified PDF magazines The Netherlands
- Bleed advertisements 2/1, 1/1 and cover advertisements should be provided with trim marks, as well as 5mm bleed on each side
- the material (certified pdf) should only be sent to the following address: [advcampinggids@anwb.nl](mailto:advcampinggids@anwb.nl) and please mention the ABBA number
- Also submit any questions concerning old advertisement material exclusively to: [advcampinggids@anwb.nl](mailto:advcampinggids@anwb.nl)

\* If these requirements are not met, there may be quality defects in printing