

ADAC STELLPLATZFÜHRER

THE BEST WAY TO REACH CAMPERS

- 6,700 of the best motorhome sites in Germany and Europe
- High-profile presence through exclusive placement
- High visibility due to a small exclusive number of ads
- Immersive PR & marketing campaign
 - Online e.g. on Amazon, Facebook, Instagram
 - Offline e.g. retail promotions, various print magazines
- Publication: March 2025
- Circulation: 30,000 copies



See all advertising options on our media data pages.

Cruise even more into the Spotlight by adding a feature in our [App!](#)



The camping company of



PRINT - DEADLINES

ADAC STELLPLATZFÜHRER EUROPA

| Calendar week 2024 | 50 | 51 |
|--------------------|--------------|-------------|
| All displays | Mon., 09.12. | Mon., 16.12 |

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

Publication date: 03.2025

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 |
|-----------------|-----------------------------|----------------------------|--|
| 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. 3mm 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 |

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 |

The camping company of



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 and please mention the ABBA number
- Also submit any questions concerning old advertisement material exclusively to: advcampinggids@anwb.nl

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

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

