



Het vertrekpunt voor kampeerdere

De meest gebruikte campinggids van Nederland en Vlaanderen!

## Gids Erkende campings 2024

Despite the enormous growth in digital information, the ANWB camping guide remains a must have for many Dutch and Belgium campers. The guide Erkende Campings contains extensive information about more than 4,200 European campsites that are classified with three stars or more by ANWB.

### Popular with young and experienced campers

For each campsite, it is shown in detail which facilities the campsite has to offer and how these are appreciated by the ANWB inspectors. The guide is often used by campers who are preparing their trip or on the way to search for campsites on the spot. The guide is used by both older and novice young campers. Make sure your campsite gets extra attention in this guide!

[anwb.nl/campingpartners](https://anwb.nl/campingpartners)



### Country map with all CKE-discount

Members of the Camping Key Europe receive the guide for free with their subscription. Do you give discount to CKE-members? Then your campsite (3 stars or more) will get extra attention in the discount block in the guide. All campsites with a CKE discount no matter how many stars they have are shown on a special country map. This is enclosed separately with the guide.



### Gids Erkende Campings

- 4,200 campsites
- In 19 countries within Europe
- Assessed by independent ANWB inspectors



### Discount possibilities

If you offer campers CKE discounts, your campsite will be given extra attention in a special discount block!

**Average coverage**  
566,000 readers

**Distributed circulation**  
250,000 copies

**Readers**  
63% male, 37% female

**Average age group**  
majority 46-65 years

# Gids Erkende campings 2024



## 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 + colour proof

## ANWB Check & Change

### Check your details before 1 October 2023

Your editorial listing will be based on your details in our campsite database ANWB Check & Change. Therefore make sure you check your campsite details on [campingcms.anwbcamping.nl](http://campingcms.anwbcamping.nl) in time. On this site you can also change or add details yourself or – if you are a new campsite – register your campsite. Then you can be sure your campsite is presented at its very best in the guide.



## Sales packages Gids Erkende Campings (Campsite Guide Designated Campsites)

	Medium	Large	Extra Large
1/4 page editorial listing Gids Erkende Campings	v	v	v
Advertisement (full colour) ANWB-gids Erkende campings	1/4 page	1/2 page	1/1 page
<b>Rate</b>	<b>€850</b>	<b>€1,500</b>	<b>€2,750</b>

## Dimensions and rates (excl VAT)

Dimensions are in W x H in mm

Dimensions	Type area	Type page*	Rate
1/1 page	132 x 188	148 x 205	€ 2,750
1/2 page	132 x 92	-	€ 1,500
1/4 page	132 x 44	-	€ 850
Cover 3	-	129 x 205	€ 3,025
Cover 4	-	148 x 205	€ 3,025
Cover 5	-	148 x 205	€ 3,025
Cover 7	-	129 x 205	€ 3,162
Cover 8**	-	148 x 205	€ 3,300

\* For bleed advertisements: +5 mm overfill

\*\* Cover 8 is the back page (cover). Keep space at the bottom right of 30 x 40 mm for the barcode

## Media planning

Reservation deadline*	October 2 2023
Submission of material	October 9 2023
Publication date	January 2024

\* See delivery specifications

## More information on:

### Adverts or other advertising possibilities

Account managers back office: Nicole van Raam en Micha Linssen  
E-mail: [advertising@anwb.nl](mailto:advertising@anwb.nl)  
Phone: 088-2697950

### Submission of material

[advcampinggids@anwb.nl](mailto:advcampinggids@anwb.nl)

### Additional rates

Surcharges apply to advertisements on covers. Prices, see dimensions and rates. Availability on request.

### General terms and conditions

All our orders are subject to the ANWB terms of delivery, see [anwb.nl/campingpartners](http://anwb.nl/campingpartners).