

ADAC Campingführer Südeuropa 2027

Target group: Camping and caravanning travelers



- Readers: 162,500
- Distribution: German speaking countries
- New publishing date: December 2026
- Closing date: 04.09.2026



ADAC Campingführer offers detailed and clearly arranged information on the approx. 2,900 most important campsites in Europe. Numerous selection criteria help you to find the best camping or caravanning site for your individual needs.

Approx. 2,900 campsites throughout Europe with detailed descriptions of sanitary facilities, layout of the pitches, supply, recreational facilities, animation and recreational programs. Also opening hours, all relevant contact details, directions and current prices with the ADAC comparison price for high season.

The **edition 2027** will also feature an intensive PR and marketing campaign in the German book trade, on Amazon, on Facebook, Instagram and also in selected print and online media.

Since 2026, the PiNCAMP Highlights have also been featured in the ADAC Campingführer.

Format	€-rate 4c	B	H
1/1 page	9,720,-	120 mm	204 mm
1/1 page*	9,720,-	170 mm	225 mm
1/2 page	5,365,-	120 mm	106 mm
1/2 page*	5,365,-	170 mm	112 mm
1/4 page	2,665,-	120 mm	53 mm
1/8 page	1,590,-	120 mm	31 mm

* + 3 mm bleed

Unser Herz schlägt für den Tourismus.

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