Alan Rogers Camping Plattform 2027

Target group: Camping and caravan travelers



- 1x per year in February
- Closing date: 16.09.2026
- Distribution: Great Britain

Alan Rogers E-Guide - the classic in a new format!

From 2025/2026, the tried-and-tested **Alan Rogers** camping guide will be published exclusively as a modern e-guide - digital, mobile and contemporary. In the usual high quality, each campsite is presented in detail on a full page with all its features, special characteristics and services. This guarantees that readers' attention remains focused on the digital version.

In its first year, the number of downloads exceeded that of previous print editions - clear proof of the growing digital reach in the United Kingdom!

Secure your presence in the new **Alan Rogers** e-guide and reach a broad, camping-savvy target group!

Description	€–rate 4c	B	H
Web only	360,–		
Web & e-Guide (editorial with description + 2 photos)	1,085,–		
Web & e-Guide + 1/2 page* ad 4c	2,060,–	160 mm	122,5 mm
Web & e-Guide + 1/1 page* ad 4c	2,675,–	160 mm	245 mm

+ 3 mm bleed each side

An enhanced listing contains: - Improved exposure on the AR website - Description in proper English (SEO proof) and 5 pictures and link to the official website - Promotion on YouTube and Vimeo video and enhancement of 2 accommodation types (if requested)	€ 360,– / year
NEW: YouTube Campsite of the Month Podcast Highlight your site on the new „Campsite of the Month" feature in association with the Motorhome Matt Podcast. This monthly feature gives you the opportunity to showcase your site on the UK's #1 motorhome podcast. Videos are presented by Matt Simons (Motorhome Home Matt) and Rob Fearn (Alan Rogers Editor) - see example The presentation lasts approx. 3 minutes and includes content on your campsite, facilities, activities and regional tourist attractions. The Podcast is available on Spotify, Apple, Amazon, YouTube and more & shared on social media.	from € 700,–

www.alanrogers.com

- 2.5 mio. page views 2023
- 214,000 unique users in 2023
- 420,000 sessions in 2023
- Average age of 35 - 44 years