

TCS Campingführer 2027

Target group: Camping and caravanning travelers

IGL



- Edition: 36,000
- 1x per year in February
- Closing date: 04.09.2026
- Distribution: Switzerland



The **TCS Camping Guide**, published by the **TCS (Touring Club Switzerland)**, features around 850 hand-picked top campsites in Switzerland and Europe. **New from 2027: Slovenian campsites will also be included in the future!**

Special highlight: QR codes link directly to online booking via PiNCAMP.

Campsites along the famous Grand Tour of Switzerland are specially marked. The guide is published in two languages, German and French, and is supported by a comprehensive PR and marketing strategy - including bookshops, TCS members, TCS sites and appearances at various tourism fairs.

Special highlight: All campsites that have booked an advertising product (print or online) will receive an editorial entry with 2 images. Free equivalent value: CHF 650,-

Format	CHF-rate 4c	B	H
1/1 page	3,030,-	127 mm	194 mm
1/1 page*	3,030,-	148 mm	210 mm
4/5 page	2,630,-	127 mm	154,8 mm
3/5 page	2,330,-	127 mm	115,6 mm
2/5 page	1,840,-	127 mm	76,4 mm
1/5 page	1,310,-	127 mm	37,2 mm
2 editorial pictures	650,-		

* + 5mm bleeding

Unser Herz schlägt für den Tourismus.

IGL-Werbedienst Ges.m.b.H., 5020 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

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