

ANWB Erkende Campings 2026

Target group: Camping and caravanning travelers



- Readers: up to 250,000
- 1x per year in December
- Closing date: 05.09.2025
- Distribution: Netherlands



Quality campsites in Europa in one handy guide

The popular ANWB Erkende CAMPings guide presents around 3,750 campsites with at least 3 ANWB stars in 19 European countries. It is used extensively by campers - both for planning their trip and for finding specific sites while on the road.

Campsites offering CKE discounts are highlighted in a separate, prominent discount section. CKE members also receive the camping guide free of charge in ANWB shops. The next edition will be published in December 2025 and will reach a readership of around 250,000 people

**INCLUSIVE
THEME PACKAGE**
for even more
visibility!

Tailor Made / XL Package

Description	Guide	Online	Rate per year
1/1 insert (132 x 188 mm, 148 x 205 mm + 5 mm)	X		6,220,-
Editorial listing 1/4 page 4c	X		
Profile shown in search results above campsites with PREMIUM		XXX	
Power Rotation rotation of your campsite in the TOP 3 search results		X	
Your campsite rotating as an ad on BASIC campsites		X	
Hero picture on the PiNCAMP homepage (in rotation)		X	
Unlimited amount of pictures		X	
Publication of the ANWB route planner, presentation of the ANWB classification & CKE discounts (if available)		X	
Ad-free: no other campsites shown on your own PiNCAMP profile		X	
Link to your homepage and display of phone number and e-mail address		X	
Theme campaign on a suitable topic		X	
Your logo on your PiNCAMP profile		X	
Detailed description of your campsite, specifically optimized for Google		X	
Link to your homepage in your image gallery		X	
Improved visibility through integration in search by date		X	
Fair booking commissions		X	

Unser Herz schlägt für den Tourismus.

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Valid from May 2025 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted. [General terms & conditions](#)

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Plus / L Package			
Description	Guide	Online	Rate per year
1/2 insert (132 x 92 mm)	X		3,820,-
Editorial listing 1/4 page 4c	X		
Profile shown in search results above campsites with COMFORT		XX	
Power Rotation rotation of your campsite in the TOP 3 search results		X	
Unlimited amount of pictures		X	
Publication of the ANWB route planner, presentation of the ANWB classification & CKE discounts (if available)		X	
Ad-free: no other campsites shown on your own PiNCAMP profile		X	
Link to your homepage and display of phone number and e-mail address		X	
Theme campaign on a suitable topic		X	
Your logo on your PiNCAMP profile		X	
Detailed description of your campsite, specifically optimized for Google		X	
Link to your homepage in your image gallery		X	
Improved visibility through integration in search by date		X	
Fair booking commissions		X	

Basic / M Package			
Description	Guide	Online	Rate per year
1/4 insert (132 x 44 mm)	X		2,405,-
Editorial listing 1/4 page 4c	X		
Profile shown in search results above campsites with BASIC		X	
Unlimited amount of pictures		X	
Publication of the ANWB route planner, presentation of the ANWB classification & CKE discounts (if available)		X	
Ad-free: no other campsites shown on your own PiNCAMP profile		X	
Link to your homepage and display of phone number and e-mail address		X	
Theme campaign on a suitable topic		X	
Your logo on your PiNCAMP profile		X	
Detailed description of your campsite, specifically optimized for Google		X	
Link to your homepage in your image gallery		X	
Improved visibility through integration in search by date		X	
Fair booking commissions		X	

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