

# PiNCAMP Highlights 2026

Target group: Camping and caravanning travelers



- Publishing date: December 2025
- Distribution: part of the ADAC Camping guide and **approx. 100,000 additional copies** through distribution by camping partners and trade fairs
- Readers: approx. 350,000



**GOOD REASONS**

- Limited number - less competitors
- New, emotional advertising format
- Part of the ADAC Camping Guide Südeuropa and Nordeuropa
- **New: additional distribution via partners and trade fairs**

The newly revised **PiNCAMP Highlights** comprises around 60 pages with an attractive mix of advertisements and editorial content. Starting in January (December as part of the camping guide), the popular magazine will appear in a new look: With a new, eye-catching and illustrated book section at the beginning of the camping guide, PiNCAMP is setting new standards in camping communication

**New:** Distribution will be significantly expanded - in addition to traditional sales channels, the magazine will also be available in shops, caravan dealers and via direct sales. Benefit from the greatly increased reach with a readership of approx. 350,000 readers.

**Exclusivity guaranteed:** Only campsites with at least 4 ADAC classification stars and selected destinations will have access to this premium format.

**The PiNCAMP Highlights DE can only be booked in combination with an advertisement in the ADAC Campingführer AND an online marketing package at [www.pincamp.de](http://www.pincamp.de)**

Format	€-rate 4c
1/3 page	1,955,-
1/1 page	5,250,-

Edition	Date of publication	Order deadline
2026	December 2025	05.09.2025

Unser Herz schlägt für den Tourismus.