

ANWB kampioen 2026

Target group: FITs



FACTS

- 3,920,432 copies
- 4,453,000 readers
- Distribution: The Netherlands
- 4x per year
- Readers between 20 and 64 years, well educated and high-income, interested in culture



GOOD REASONS

- Every 2nd household in the Netherlands reads the Kampioen
- Large circulation, 100% subscription rate

The **Kampioen** is the largest automotive and family magazine of the Netherlands with over 4.4 million readers. It is a magazine with reliable and practical information on recreation, tourism, transport and mobility, subjects that attract a wide public. 4x a year the **Kampioen** captivates its readers' attention with reports, commentaries and background stories. Removable route maps and booklets with practical tips provide additional information in a handy size. 4x per year, you can contribute and address one of the most prevailing Austrian target audiences with your offers.

Format	€-rate 4c	B	H
1/1 page	46,350,-	203 mm	255 mm
1/2 page	23,625,-	203 mm	126 mm

Edition	Date of publication	Order deadline
01/2026	13.01.2026	27.11.2025
02/2026	03/2026	01/2026
03/2026	06/2026	04/2026
04/2026	11/2026	09/2026

www.IGL.at

Unser Herz schlägt für den Tourismus.