



Stand out in the largest camping magazine

KampeerKampioen

KampeerKampioen is the Netherlands' biggest camping magazine, with a loyal readership among subscribers and among campers who buy a copy at their local kiosk or bookstore. The magazine offers a mix of inspiring stories about camping trips and destinations, in addition to all the latest news and expert tips on the full range of camping equipment, accessories and maintenance products. Not to mention the latest models of caravans, campers, folding trailers and tents. KampeerKampioen lets you reach a key demographic: owners of camping equipment and campers who frequently set off on holiday and are always on the look-out for new destinations and campsites.

Loyal readership

This magazine has a well-deserved strong tie with its readers. KampeerKampioen is an expert in the area of camping and not only does it share its knowledge but it also looks for interaction with campers. The result is a monthly magazine packed with objective tests and inspiring articles about holidays, campsites, tents, caravans and everything else that makes camping such a fantastic experience. Get in touch with a group of loyal readers with an advertisement in KampeerKampioen.

anwb.nl/campingpartners



Full of tips, inspiration and the very latest in camping!

- Average coverage**
260,000 readers
- Distributed circulation**
30,000 copies
- Target audience**
Empty nesters
- Average age group**
45+ year

Advertising in KampeerKampioen 3 reasons why

Your product really stands out there! →

1. Maximum impact

KampeerKampioen is read by its subscribers, who expressly opted for this magazine, and surveys have revealed that they read it cover to cover in a single spell.

2. Good media mix together with online

The right mix of channels is essential in order to generate attention for your product or business. The combination of printed media and online appears to be the best combination, as it allows for an optimum activation and coverage for your campaign.

3. Target group coverage

Are you looking for an exceptionally loyal group of campers with their own caravan, camper van, tent or folding trailer? The way for you to reach this group is through an advertisement in KampeerKampioen; within the most suitable context, namely whereby all of the content is focused on camping.



Most popular items

- 1 Tests
- 2 Introductions to camping equipment
- 3 Campsite surveys

Kampeerkampioen 2024



Technical details

printing process cover	offset plano
printing process interior pages	offset rotation
paper type cover	170 grams h.h.m.c.
paper type interior pages	80 grs light wood containing m.c. gesat
finish	adhesive binding
type page	215 x 300 mm (WxH)
bleed	5 mm overfill
screen print	60 l/cm
color profile cover	ISO_Coated_v2_300_ECI
color profile interior pages	ISO_Coated_v2_300_ECI
advertising material	Certified PDF magazines The Netherlands + colour proof

Publication dates

The magazine KampeerKampioen is published 11 times a year. Go to anwb.nl/campingpartners for up-to-date publication dates, reservation deadlines and closing dates.

Special editions

October edition: Extra thick exhibition edition
December edition: Double-volume winter edition



Dimensions and rates (excl VAT)

Dimensions are in W x H in mm

Dimensions	Type area	Type page*	Rate
2/1 page**	-	430 x 300	€ 12.200
1/1 page	195 x 280	215 x 300	€ 6.100
1/2 page landscape	195 x 138	215 x 148.5	€ 3.660
1/2 page portrait	96 x 280	106 x 300	€ 3.660
1/4 page block	96 x 138	-	€ 1.830
1/4 page landscape	195 x 67	-	€ 1.830
1/4 page portrait	46 x 280	-	€ 1.830
1/8 page block	96 x 67	-	€ 915
1/8 page landscape	195 x 32	-	€ 915
1/8 page portrait	46 x 138	-	€ 915
1/16 page block	46 x 67	-	€ 458
1/16 page landscape	96 x 32	-	€ 458

* For bleed advertisements: +5 mm overfill

** A minimum of 2 pages applies to articles excluding any additional advertising pages.

Media planning

Edition	Publication	Appears	Reservation	Material
12/1	Advertisement	7 dec 2023	6 nov 2023	14 nov 2023
	Branded content	7 dec 2023	6 nov 2023	6 nov 2023
2	Advertisement	18 jan 2024	11 dec 2023	18 dec 2023
	Branded content	18 jan 2024	11 dec 2023	11 dec 2023
3	Advertisement	15 feb 2024	15 jan 2024	23 jan 2024
	Branded content	15 feb 2024	15 jan 2024	15 jan 2024
4	Advertisement	14 mar 2024	12 feb 2024	20 feb 2024
	Branded content	14 mar 2024	12 feb 2024	13 feb 2024
5	Advertisement	11 apr 2024	11 mar 2024	19 mar 2024
	Branded content	11 apr 2024	11 mar 2024	11 mar 2024
6	Advertisement	10 may 2024	8 april 2024	16 apr 2024
	Branded content	10 may 2024	8 april 2024	8 apr 2024
7	Advertisement	13 jun 2024	13 may 2024	21 may 2024
	Branded content	13 jun 2024	13 may 2024	13 may 2024
8	Advertisement	18 jul 2024	17 jun 2024	25 jun 2024
	Branded content	18 jul 2024	17 jun 2024	17 jun 2024
9	Advertisement	15 aug 2024	15 jul 2024	23 jul 2024
	Branded content	15 aug 2024	15 jul 2024	15 jul 2024
10	Advertisement	19 sep 2024	19 aug 2024	27 aug 2024
	Branded content	19 sep 2024	19 aug 2024	19 aug 2024
11	Advertisement	24 oct 2024	23 sep 2024	1 oct 2024
	Branded content	24 oct 2024	23 sep 2024	23 sep 2024
12	Advertisement	5 dec 2024	4 nov 2024	12 nov 2024
	Branded content	5 dec 2024	4 nov 2024	4 nov 2024

More information on: over

Adverts or other advertising possibilities

Account managers back office: Nicole van Raam en Micha Linssen
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Phone: 088-2697950

Submission of material

advkampeerkampioen@anwb.nl

Additional rates

Special position or dimensions (in consultation):
10% surcharge Inserts (stapled or glued) available on request.
· Surcharge for covers 2 and 3: 10%
· Surcharge for cover 4: 15%

Advertorials and articles

Just enquire about the possibilities.

Online rates

For options and rates see anwb.nl/campingpartners.

General terms and conditions

All our orders are subject to the ANWB terms of delivery, see anwb.nl/campingpartners.