



Big possibilities for small campsites

Advertise for small campsites

We are seeing an increase in searches for and bookings at small campsites. An ever larger group of campers are looking for the peace, quiet and wide open spaces that small campsites can offer like no other type of accommodation.

To the attention of enthusiasts

In 2021, ANWB introduced a specific classification for small campsites to make it easier for campers to search for and select these campsites. The guide to small campsites is gaining ground, building interest and reaching more readers. For many campers, it has become a booklet they won't leave on holiday without. The guide lists approximately 2,200 small-scale campsites that have 60 or fewer camping pitches. Especially in combination with an online package, this guide guarantees you the best possible chance to connect with your target group.

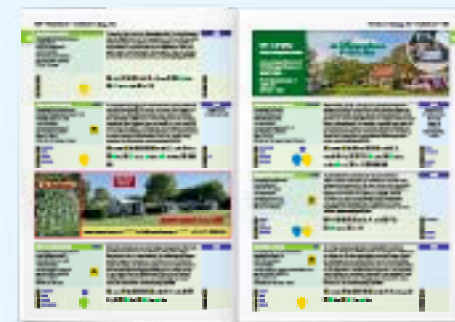
anwb.nl/campingpartners



For campsites with a maximum of 60 pitches

Discount possibilities

If you offer campers CKE discounts, your campsite will be given extra attention in a special discount block!



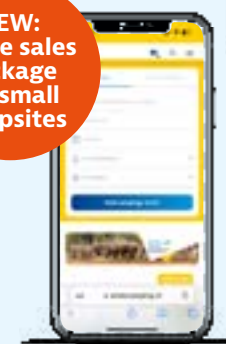
Average coverage guide
48,000 readers

Distributed circulation guide
8,000 copies

Search volume online using the filter small campsites
275,000

Average age group
merendeel 46-65 jaar

NEW:
online sales package for small campsites



"Small campsites very popular under Dutch campers"
(ANWB Holiday Monitor 2022)

Small, but definitely not to be overlooked

People in The Netherlands are increasingly looking and booking online. From the comfort of their home, but also en route. Therefore, also be sure to book the online package, available at a special rate for small campsites!

Advertise for small campsites 2024



Technical details gids

printing process cover	offset plano
printing process interior pages	offset rotation
paper type cover	300 grs cardboard
paper type interior pages	42,5 grs PubliPress gesatineerd
finish	adhesive binding
type page	148 x 205 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

Sales packages guide	Medium	Medium	Large	Extra Large
1/4 page editorial listing	v	v	v	v
Advertisement (full colour)	1/4 page	-	1/2 page	1/1 page
Advertorial (photo-Advertisement)	-	1/4 page	-	-
Rate	€250	€300	€450	€750

Dimensions and rates (excl VAT)

Dimensions are in W x H in mm

Dimensions	Type area	Type page*	Rate
1/1 page	132 x 188	148 x 205	€ 750
1/2 page	132 x 92	-	€ 450
1/4 page	132 x 44	-	€ 250
Cover 3	-	129 x 205	€ 845
Cover 4, 5, 8**	-	148 x 205	€ 845
Cover 7	-	129 x 205	€ 845

* For bleed advertisements: +5 mm overfill

** Cover 8 is the back cover. Keep space at the bottom right of 30 x 40 mm for the barcode.

Media planning

Reservation deadline	October 31 2023
Submission of material	November 7 2023
Publication date	February 2024

Sales packages online

In addition to our usual possibilities for advertising in the ANWB-gids Kleine Campings, ANWB offers you the opportunity to be visible online. All campsites published on anwbcamping.nl need to pay a publication fee. Depending on your existing or future activities at ANWB Kamperen, you will never pay more than € 250 as an annual fee (publication fee) for your own campsite page. When you opt for an online sales package, you will be placing an additional spotlight on your campsite. Through the sales package, you will be able to present your campsite in an even better way, so that you will be easy to find by the millions of campers who visit our website every year. If you opt for a sales package, then your annual fee (publication fee) for your own campsite page will be waived. And you will receive price benefits if your campsite is bookable through, or takes part in the Camping Key Europe benefits programme.

Sales packages Online Full term 2024	Publication fee	Medium
Extensive online listing	v	v
Link to own website	v	v
Campsite photos	15	30
Campsite text (SEO)	v	v
Photos of surrounding area	5	10
Description of surrounding area (SEO)	v	v
Display of name and address details and e-mail address	v	v
Show ANWB classification stars (if available)	v	v
Show your CKE discounts (if available)	v	v
Do not show comparable alternatives other campsites	v	v
Publication on ANWB Routeplanner	v	v
Video		v
Highlighted position on anwbcamping.nl		v
Online access to the inspection report	v	v
Higher in search results		v
Standard rate	€250	€350
Bookable and/or CKE benefit campsite	€150	€250

ANWB Check & Change

Check your details before November 1, 2023

Your editorial listing will be based on your details in our campsite database ANWB Check & Change. Therefore make sure you check your campsite details on campingcms.anwbcamping.nl in time. On this site you can also change or add details yourself or – if you are a new campsite – register your campsite. Then you can be sure your campsite is presented at its very best in the guide or online.

More information on:

Adverts or other advertising possibilities

Account managers back office:: Nicole van Raamen
Micha Linssen
E-mail: advertising@anwb.nl
Phone:: 088-2697950

Submission of material

E-mail: advcampinggids@anwb.nl

Additional rates

Surcharges apply to advertisements on covers. Prices, see dimensions and rates. Availability on request.

General terms and conditions

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