



Pages filled with holiday inspiration

## Go Camping

The number of Dutch people who go camping is on the rise, especially among families with young children. This new target group is eager to find inspiration and advice about destinations, accommodation and what you need to take with you on a camping trip. Twice a year, ANWB Camping publishes GoCamping as a special edition of Kampioen the magazine for ANWB members. GoCamping is sent to selected target groups from the membership file and has proven itself to be an important lead generator for regional campaigns and for the range of camping trips and products available on [anwbcamping.nl](http://anwbcamping.nl). If young families are your target group, GoCamping is the ideal channel to show them what you have to offer!

### From accommodation to region

Whether campers drive to a campsite with their own camping gear, such as a tent, folding trailer or caravan, or they rent a fully equipped lodge, this magazine will help them find popular and surprising destinations and accompanying campsites. Go Camping inspires and informs its readers about destinations and camping gear, helps them look for and book campsites as easily as possible via [anwbcamping.nl](http://anwbcamping.nl) and helps them with holiday preparation.

[anwb.nl/campingpartners](http://anwb.nl/campingpartners)



Average coverage  
625,000 readers

Distributed circulation  
250,000 copies

Target audience  
Families with children

Camping is fun. And so is reading GoCamping. This festively designed magazine contains all sorts of inspiration for a special holiday. The point of departure for families who love camping.

- Popular Go Camping items are
1. Colourful stories
  2. Information about countries
  3. Active family holidays



Go Camping  
distribution  
with Kampioen

Let all the vacation  
anticipation fun  
begin! →



# Go Camping 2023

## Technical details

printing process cover	offset rotation
printing process interior pages	offset rotation
paper type cover	150 grs hv satin mc
paper type interior pages	65 grams Stellapress
finish	stapled attached
type page	175 x 240 mm (WxH)
bleed	5 mm overflow
screen print	70 l/cm
color profile cover	SC_Paper_eci.cc.
color profile interior pages	SC_Paper_eci.cc.
advertising material	Certified PDF magazines The Netherlands + colour proof

## Publication dates

Go Camping is distributed twice a year: in March (with Kampioen 3) and November (with Kampioen 8)



## Dimensions and rates (excl VAT)

Dimensions are in W x H in mm

Dimensions	Type area	Type page*	Rate
2/1 page**	-	350 x 240	€ 7,000
1/1 page	155 x 220	175 x 240	€ 3,500
1/2 page portrait	75 x 220	85 x 240	€ 1,975
1/2 page landscape	155 x 107,5	175 x 117,5	€ 1,975
1/4 page	75 x 107,5	-	€ 1,050
1/1 branded content	155 x 220	-	€ 3,995
1/2 branded content	75 x 220	-	€ 2,250
1/4 branded content	75 x 107,5	-	€ ,550

\* For bleed advertisements: +5 mm overflow

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

## Media planning

### Advertisement Go Camping # 2 2022

Reservation deadline	October 4, 2022
Submission of material	October 18, 2022
Publication date	November 15, 2022

### Branded Content # 2 2022

Reservation deadline	September 27, 2022
Submission of material	September 27, 2022
Publication date	November 15, 2022

### Advertisement Go Camping # 1 2023

Reservation deadline	January 31, 2023
Submission of material	February 14, 2023
Publication date	March 14, 2023

### Branded Content # 1 2023

Reservation deadline	January 24, 2023
Submission of material	January 24, 2023
Publication date	March 14, 2023



## More information on:

### Adverts or other advertising possibilities

Account managers back office: Nicole van Raam and Micha Linssen  
E-mail: [advertising@anwb.nl](mailto:advertising@anwb.nl)  
Phone: +31 (0)88-2697950

### Submission of material

[advspecials@anwb.nl](mailto:advspecials@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](http://anwb.nl/campingpartners).

### General terms and conditions

All our orders are subject to the ANWB terms of delivery, see [anwb.nl/campingpartners](http://anwb.nl/campingpartners).