

























































































		Basic	Comfort 377 €*	Premium 565 €	Premium Plus 719 €
<b>More visibility on PiNCAMP</b>	<b>Significant increase in profile views</b>		x 5 to Basic	x 2 to Comfort	x 2 to Premium
	Power Rotation   Rotation of your campsite on destination pages				
	Social media promotion, reach at least 15,000 contacts				
	Your campsite rotates as an ad on Basic campsites				
<b>Your personal appearance on PiNCAMP</b>	Unlimited number of images				
	Display of your ADAC classification (if available)				
	Display of your ADAC Campcard discounts (if participating)				
	Presentation of your telephone number and e-mail address for contact				
	No advertisements from other campsites in your own PiNCAMP profile				
	Link on your PiNCAMP profile to your homepage				
	Your logo on your PiNCAMP profile				
	Extra search engine optimized detailed description of your campsite				
	Integration of your Youtube video and webcam link				
	Link to your homepage in your image gallery  <b>Add your video</b>				
<b>PiNCAMP Online Booking</b> (only on request)	Improved visibility through integration in search by date				
	Fair booking commission (-2% on standard booking commission)				
			Comb. with PiNCAMP.de <b>+226 €</b>	Comb. with PiNCAMP.de <b>+345 €</b>	Comb. with PiNCAMP.de <b>+455 €</b>

Discounted price for PiNCAMP.ch with a PiNCAMP.de package

\* Package 'Mini' 239 € for campsites with up to 100 tourist pitches.



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	Link to your homepage in your image gallery  <b>Add your video</b>				
<b>PiNCAMP Online Booking</b> <small>(only on request)</small>	Improved visibility through integration in search by date				
	Fair booking commission (-2% on standard booking commission)				
<b>Version for SCTS only</b>			Combi with PiNCAMP.de <b>+1.295 €</b>	Combi with PiNCAMP.de <b>+1.945 €</b>	Combi with PiNCAMP.de <b>+2.595 €</b>

\* Package 'Mini' 239 € for campsites with up to 100 tourist pitches.



## PiNCAMP.de / PiNCAMP.ch - Small & Charming

"Small & Charming" is a special selection for campsites with up to 100 tourist pitches and a maximum of 50% additional permanent camping pitches.

### Placement:

On all destination pages (pincamp.de + pincamp.ch) as well as within a dedicated section

### Display:

Rotating display on destination pages, exclusive placement for advertisers only in the new "Small & Charming" section

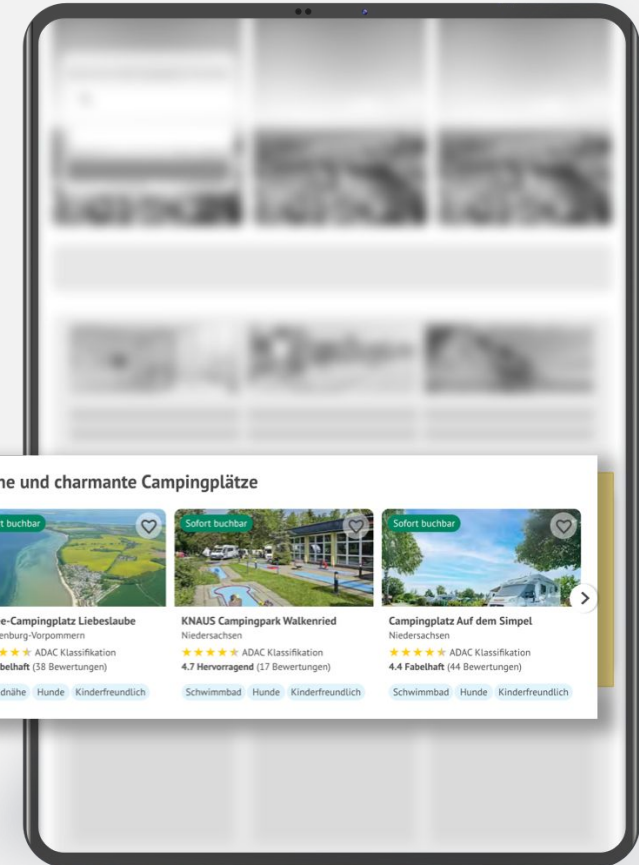
### Call to action:

- Tile leads to the profile on PiNCAMP.de/ PiNCAMP.ch
- Button leads to the campsite as clickout

### Booking period:

Annual

Per year (DE/CH)  
419 € / 209 €



Exceptional presentation space for smaller sites



Layout example, final design may differ.



## PiNCAMP.de / PiNCAMP.ch - Themes

Position yourself prominently with your USPs directly on the destination pages.

### Placement:

On all destination pages (pincamp.de + pincamp.ch) as well as within a dedicated section

### Display:

Rotating presentation on destination pages, preferential Placement in the respective topic categories

### Call to action:

- Tile leads to the profile on PiNCAMP.de/ PiNCAMP.ch
- Button leads to the campsite as clickout

### Booking period:

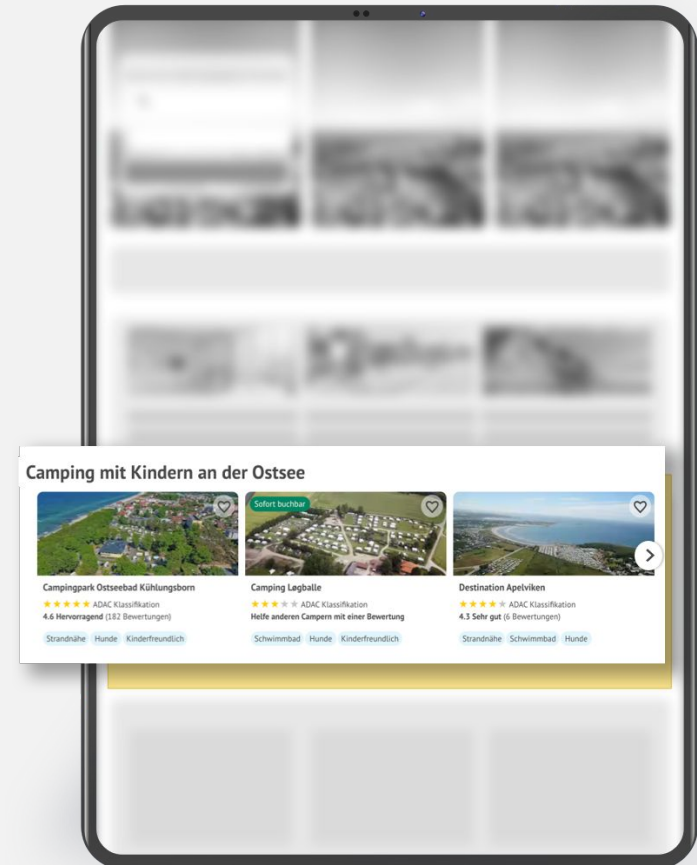
Annual

Per year (DE/CH)  
375 €

#### List of prominently displayed topics:

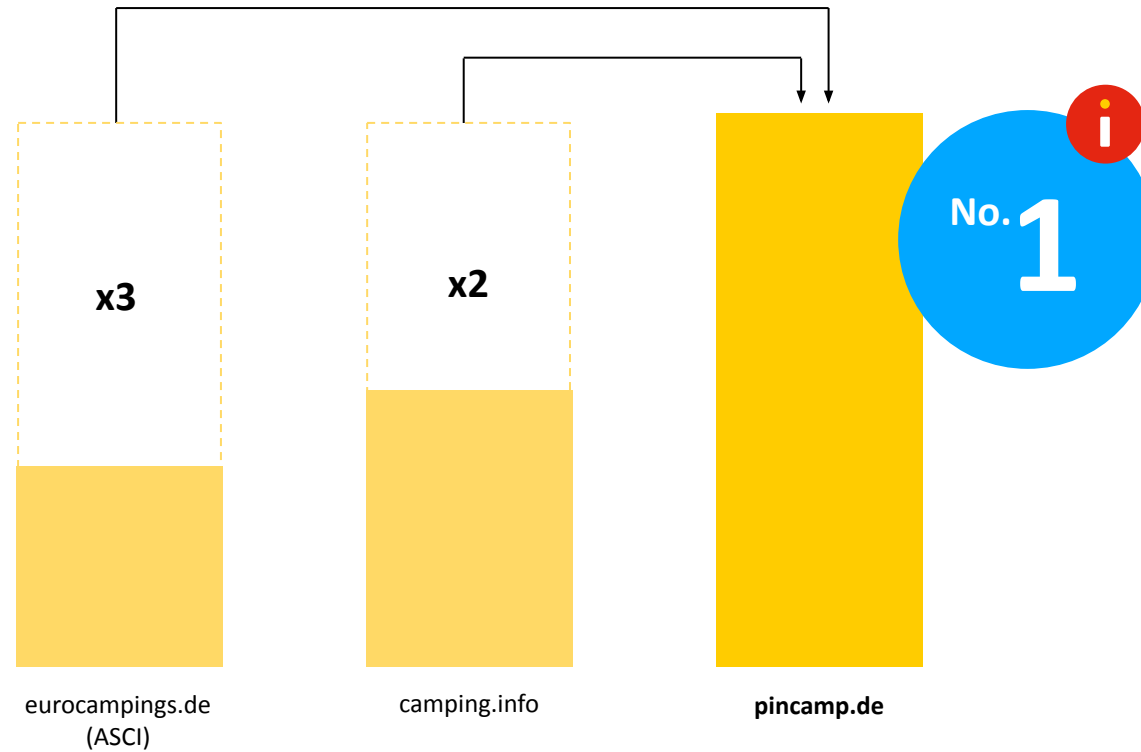
By the sea  
By the lake  
Child friendly  
Dog friendly  
Winter camping  
Wellness  
Quiet  
Naturist  
4 stars  
Superplatz Campsite  
Glamping

 [Contact](#) 



Layout example, final design may differ.

## Exposure PiNCAMP

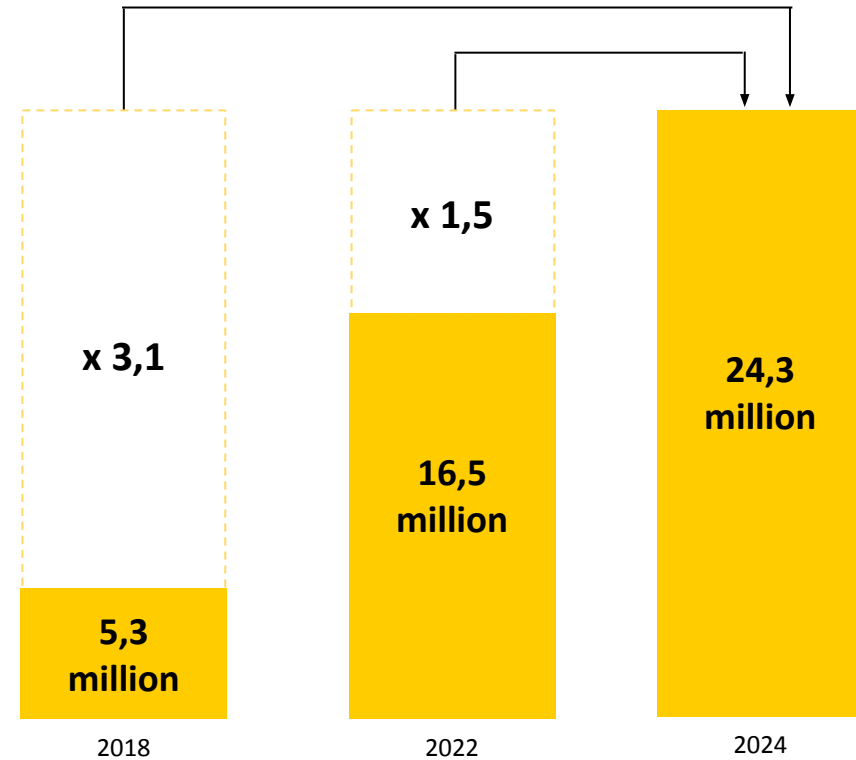


When it comes to camping, no other web portal is displayed more prominently by Google.de than PiNCAMP

## Visits PiNCAMP & ADAC App 2022



## Growth of visits



6 million campers trust ADAC-Camping / PiNCAMP when planning and booking their camping holiday

PiNCAMP.de visits have almost tripled since it was launched



## Your contact at ADAC PiNCAMP



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