

Newsletter 2018



Valid for **2018** as long as capacity available

Camping.Info, the most visited camping guide in the German speaking countries, offers the **exclusive** possibility of advertising by the **Camping.Info Newsletter**

Here are the details:

- Number of recipients: **28,000** (state of September 2017, fast growing, at the end of 2017 we expect more than 30,000 recipients) - all recipients are camping guests respectively users of Camping.Info. We send the newsletter in **German** language to German speaking users.
- The newsletter is sent for the client as an **exclusive** newsletter. That means: It's sent always **for just one campsite!**
- Content of the newsletter: About 6 pictures + text with about 300 words + link to the website of the campground.
- The newsletter is always **combined with a prize competition (raffle)**. The recipient can easily take part in the raffle online. He can win a coupon for one week camping on that campsite including the fee for the pitch, 2 adults and electricity. The campsite can determine that this coupon is only valid in the low season. The raffle will increase the interest of the recipients and will result in a higher opening rate of the newsletter.
- The organizing and the technical matters of the raffle is done by Camping.Info. The campsite operator will get all the names and email-addresses of those users who took part in the raffle. Of course Camping.Info informs the users that his data is given to the campsite if he is taking part in the raffle. The addresses will be delivered as an Excel-file within 14 days after sending the newsletter.



Price: € 1.600,- including design, editing the pictures, creating a professional text in German language, sending, organizing the raffle, collecting the addresses and delivering the addresses as an Excel file to the campsite.

For booking: Please send an email to office@camping.info.

Picture: Example of a Camping.Info Newsletter