

AVTOFOKUS KAMPING & KARAVANING ^{vodnik} 2023/24

The only European Campers' manual in 4 languages, combined with the ultimate Family Adventures guide



Published: since 2009

Frequency: annual

Retail price: 24,00 € (regular edition) / a **GIFT** (to our partners' customers across Europe)

Volume: 800 pages

Circulation: 8.000 copies

Distribution:

- **5.000 regular copies** for retail in **Slovenia, Croatia and Serbia:** pre-orders, on-line, bookstores, camping stores, Auto Clubs offices and 700 other points of sale

- **3.000 copies of 'special gift editions':** as a GIFT to customers of our partners (RV and camping gear producers) through **their networks across Europe (mainly Germany, Austria, Scandinavia, Benelux and France)**

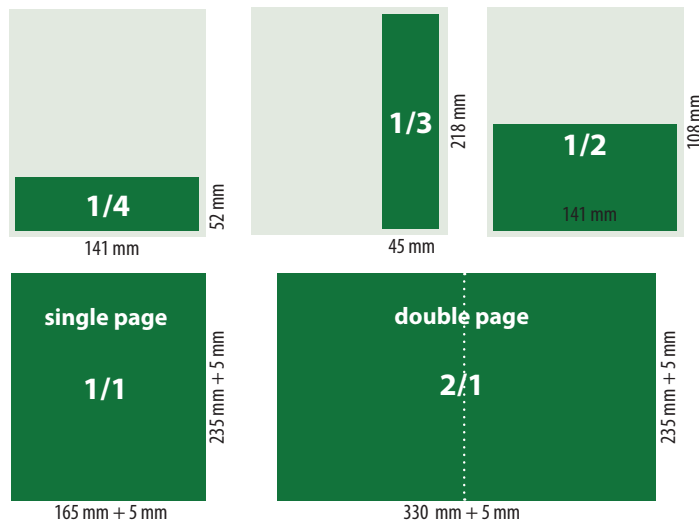
REGULAR EDITION FOR RETAIL
in Slovenia, Croatia and Serbia



SPECIAL 'GIFT' EDITION
for customers of our partners
across Europe
(below example: Bravia mobil)



STANDARD FORMATS



RATES (prices do not include VAT)

INSIDE PAGES (they are exactly the same in both regular and 'Gift' versions)

1/4	600,00 €
1/3	800,00 €
1/2	950,00 €
1/1	1.600,00 €
2/1	2.200,00 €

COVER (published only in the regular edition = for retail in Slovenia)

3/1 (advert 1/1 + folded 2/1 beneath) - Cover 2 or 3	2.600,00 €
1/1 - Cover 4	2.200,00 €

See the 2022/23 Edition:

	Part 1:	Part 2:
CLICK:	Albania-Germany	Greece-UK + Africa
or		
SCAN:		

2 GUIDES IN 1: 1.000 FAMILY ADVENTURES

Since 2020 the "2in1 guide" combines **6.000 Campsites and Camper Stops** + **1.000 Family Adventures in Europe 2023** (Amusement, Adventure, Theme and Water parks, ZOOs, Aquariums and other family attractions) in the beginning of each country section.

ABOUT THE GUIDE

- **The only Campsites and Camper Stops Guide for Balkans market** (mainly Slovenia, since 2015 also in Croatia and Serbia).
- **One of Top 20 European Guides:** 5.000 regular copies for retail + additional 3.000 copies in 2021 as a personalized **Gift Edition** for our partners' (RV and camping gear producers) customers across Europe.
-> you directly target these **wealthy camping guests**, mainly from **Germany, Austria, Scandinavia, Benelux, France and Slovenia.**
- **4-lingual guide: English, French, German and Slovenian.**
- The Guide includes over **6.000 Campsites and Camper Stops** in **Europe and Maghreb/Western Africa.**
- **Ultimate Travel manual for Young and Families:** including a guide of **1.000 Family Adventures in Europe and Maghreb/Western Africa** (Amusement, Adventure, Theme and Water parks, ZOOs, Aquariums and other Top family attractions)

PRODUCTION SPECIFICATIONS

Please submit the adverts (and gift coupons) in **PDF format** (CMYK, 300 dpi).

We recommend **ENGLISH ONLY** or **BI-LINGUAL** (English + Slovenian) adverts

FREE OF CHARGE TRANSLATION into SLOVENIAN: please send us the original text via e-mail for translation into Slovenian.

FINAL DEADLINES FOR 2023/24 GUIDE

ORDERS

10. January 2023

LAYOUTS/MATERIALS

16. January 2023

DATE OF PUBLISHING

6. February 2023

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Avto medija d. o. o. • Dimičeva 16 • 1000 Ljubljana • Slovenia • Mobile: +386 31 737 413 • primoz.longyka@avto-fokus.si • www.avtomedia.si

