

Media Kit

camping.ch – Camping in Switzerland.

Version dated April 30, 2021

Media Kit

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The leading camping portal in Switzerland

6 reasons to choose camping.ch

1 We're number one

For many years we hold the top positions on Google with the keyword "camping" as well as "camping Switzerland". With camping.ch as top domain name and top ranking on Google regarding organic search we receive above average traffic on our website.

2 Long range

Around 500,000 unique visitors in 2020 show the special interest in our services. We are the website with the largest reach on the topic of camping in Switzerland.

3 High credibility

The objective presentation of all Swiss campsites and dealers known to us, as well as our claim to completeness and topicality, earns us a great deal of trust from our users.

4 Strong attention

Due to the high affinity of our users for camping, our promotion options guarantee a great impact for your campaign. We regularly achieve above-average click rates.

5 Precise targeting

We can target your advertising on camping.ch in such a way that we address your customers exactly. Criteria for exact targeting include region, language and origin of users or devices.

6 Partner with substance

The founding team has been working in the camping industry for over 20 years and is constantly improving its services. camping.ch is the first online Swiss camping guide and has been online since 1997. We ourselves have been active campers for over 40 years and have been online for almost 40 years. We would be happy to put together a personal offer for you. Please contact us!

Camping in Switzerland continues to gain momentum

Win-win opportunities remain intact



Camping boom in Switzerland continues

- over 10% more arrivals and overnight stays in 2020 compared to 2019
- well over 10% more new registrations of campers & motorhomes



camping.ch with sensational growth rates in 2020

- over 500'000 visits [+ 70%]
- around 5'000 booking & contact requests [+ 100%]
- 31 - 72% (depending on the season) get to the website via direct entry of the web address (URL) or bookmarks

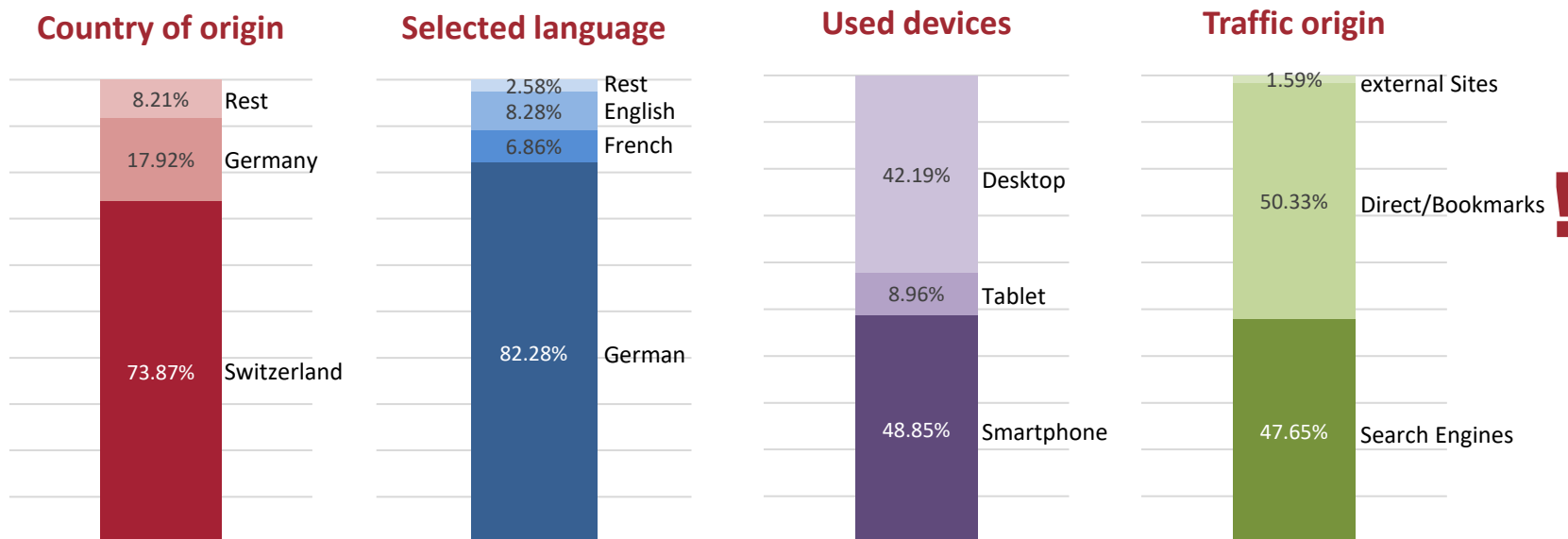


Profit from it!

Vitalize your product and service range with it!

User profile

Our User in details



87'014

50 – 93%

31 – 72%

Unique Visitors per month [July 2020]

Origin Switzerland [over the course of the year]

Direct Access / Bookmark Traffic [Oct - Mar: more Direct/BM]

Average values of 2020

Promotion & Sales to the right target group

Broad range of services with high potential for expansion



Clear focus on Switzerland



**Effectively address the
Swiss camper community**



**Sales & Marketing channel for
B2C and B2B customers**



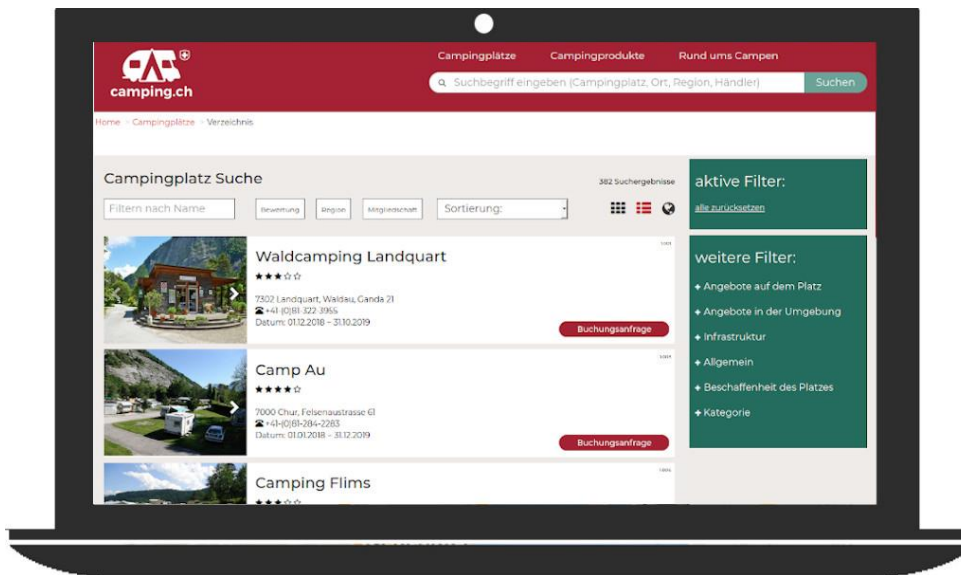
**Online platform including trade fair presences
with many promotional opportunities**

Responsive Design

Optimal User Experience

The online camping portal camping.ch is optimised for various devices and thus offers the best possible view for all current devices.

Camping sites and dealers can therefore be sure that our website is always available to the user in the appropriate format.



Advertising placements at a glance

Our offer for you

| | Basic entry | Advertising Premium & Mini subscription [1] | Advertising Retailer subscription [1] | Top Promotions, Promo Teaser & Top Listing | Interstitial in search results | Advertorials |
|-------------------|--|---|--|--|---|--|
| | Your site or your company listed on camping.ch in the high-quality environment of your target group. | Extensive upgrading of your basic entry for maximum and broad visibility for campers. | Highlight your company in a high-affinity camping environment for your products and services. | Exclusive and individual advertising presence to significantly increase visits to your campsite or company. | Attractive offer to favorably advertise campaigns with high range and impact. | For the launch of your campaigns, specifically in the largest camping community in Switzerland. |
| | | <ul style="list-style-type: none"> - Place description - Map entry - E-mail and URL - Picture gallery - Display on partner site - Promotion at trade fairs e.g. OCA | <ul style="list-style-type: none"> - Dealer description - Map entry - E-mail and URL - Presence in search - Logo - Event calendar - Promotion at trade fairs e.g. OCA | <ul style="list-style-type: none"> - Placement on Homepage - Name with picture linked to the detail page | <ul style="list-style-type: none"> - Targeting - Presence in search | <ul style="list-style-type: none"> - Exclusive or integrated - Newsletter dispatch or eMagazine distribution to our subscribed camping community |
| For Camping sites | ✓ | ✓ | | ✓ | ✓ | ✓ |
| For Retailers | ✓ | | ✓ | ✓ | ✓ | ✓ |

[1] At the OCA Camping Fair, camping.ch is an established part of the image and can thus market Swiss campsites and dealers as subscription customers with our highly frequented fair stand.

Advertising Premium & Mini subscription (1/2)

Better perception of your campsite

Your advantages with the Premium subscription:

- + Detailed description with logo, e-mail and web address of your campsite
- + Picture gallery with up to 8 photos on the detail page
- + Image display in search results and preferred listing before places with mini subscription and basic entries
- + Booking / contact request with e-mail to place
- + Event entry in the event calendar
- + Statistical evaluations of your course
- + Special marking on our maps
- + Advertisement on our top frequented partner website search.ch
- + Circulation of your documents by camping.ch at trade fairs with appropriate participation

Our top offer for you:

Annual subscription: **CHF 490.-**

Your advantages with the Mini subscription:

- + Detailed description with logo, e-mail and web address of your campsite
- + A photo display on the detail page and in the search results
- + Image display in search results and preferred listing before places with basic entries
- + Booking / contact request with e-mail to place
- + Event entry in the event calendar
- + Special marking on our maps
- + Advertisement on our top frequented partner website search.ch

Our top offer for you:

Annual subscription: **CHF 190.-**

Advertising Premium & Mini subscription (2/2)

Better perception of your campsite

Camping Fischerhaus

★★★★★

Promenadenstrasse 52
8280 Kreuzlingen (TG)
☎ +41-(0)71-688-4903
www.camping-fischerhaus.ch



[Overview](#) | [Features](#) | [Location & Map](#) | [Pricing & Opening hours](#) | [Suggested excursions](#) | [Webcams](#)



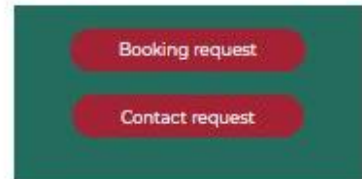
A place with a special ambience - directly on the water. Its unique location directly on Lake Constance has made this site an insider tip among campers. The attractive location is a special highlight for water sports enthusiasts and the large offer ranges from sailing, diving and swimming to canoeing, surfing and water skiing fun. The attractive natural playground in the creek area is a highlight for families and children.

In addition, the campsite offers tourist accommodation with simple comfort at a reasonable price. The house with about fifty beds offers friendly, bright double, 4-person and 6-person rooms, each without meals. 5 cozy fisherman's cottages can accommodate 4 guests each. The large, attached barbecue area provides a real camping atmosphere.

Services: Store with a wide range of daily needs, restaurant Fischerhaus with attractive beer garden on the lake, gas service, boat harbor, water skiing, boat launching, swimming and lido "Hörnli" right next door. Camping Fischerhaus offers hot water showers, 12 toilets with disabled WC, 2 washrooms, dish and textile washing basins, washing machine and dryer, electricity network for tents and caravans and a disposal station for campers. Also included is free use of the Internet via WLAN.

General information

| | | | |
|------------------|----------------------|------------------|-----|
| Seasonal pitches | 100 | Tourists pitches | 120 |
| Total area | 25000 m ² | | |



Advertising Retailer subscription

Revenue channel for your customer acquisition

Bushandel.ch AG

Sagenfeldstrasse 2
6252 Dagmersellen
☎ +41 62 748 42 00
www.bushandel.ch

[Overview](#) | [Offers](#) | [Services](#) | [Location & Map](#) | [Opening hours](#)



We are Switzerland's number 1 in the small and midibus sector and are the official importer of motorhomes and caravans under the Hobby brand. Not only do we offer the largest rental fleet in Switzerland, we also customize vehicles according to customer requirements. We want to offer our customers unforgettable shared experiences and we do this in a friendly, supportive and forward-looking way.

Offers

Mobile

Trailer

- ✕ Folding-caravan
- ✕ Reparaturs
- ✕ Trailer awning
- ✕ Adagio-homes
- ✕ Trailer-purchase
- ✕ Rental
- ✕ Motorhome-homes
- ✕ Trailer-adaptor

Artimball GmbH

Im Tobel 4
8340 Hadlikon-Hinwil
☎ +41 (0)55-241-3100
www.artimball.ch

[Overview](#) | [Offers](#) | [Services](#) | [Location & Map](#) | [Opening hours](#)



Artimball GmbH manufactures individually tailored cushions and mattresses for indoor and outdoor use from high quality Swiss foam. In order to adapt cushions and mattresses to mobile conditions, it offers the optimal solution through many years of experience. With the choice of the right foam you get high sleeping and sitting comfort. In addition, with custom-made and washable covers, one achieves an upgrade of one's property.

Offers

BUSHANDEL.ch AG

Contact request

ARTimball
Schaumstoff nach Mass

← List View

Contact request

Win new customers:

- + **Increase your online presence** and use camping.ch as an Internet sales channel
- + **Detailed description with logo, e-mail and web address** of your company entry
- + Positioning of your company and product portfolio in our **dealer directory**
- + **Picture gallery with up to 8 photos** on the detail page
- + **Highlighting** on our **map**
- + **Special marking** on our **maps**
- + **Listing of search results** before basic entries
- + **Promotion** of your events in our **event calendar**
- + Statistical evaluations of your course
- + **Advertisement** on our **top frequented partner website search.ch**
- + **Circulation of your documents** by camping.ch at trade fairs with appropriate participation

Our top offer for you:

Annual subscription: **CHF 490.-**

Top Promotions

More visitors to your campsite

Camping in Switzerland.

Comprehensive information on Swiss campsites – dealers – regions – excursions – events – clubs and associations as well as articles on campsites, regions, events, news, tests and practical tips.

The screenshot displays the camping.ch homepage with several key sections:

- Top Banner:** Four featured campsites: Campings Valais-Wallis CVW, Camping Tamaro, Camping Jungfrau (with website www.campingjungfrau.swiss), and Camping Interlaken (with 14 CAMPINGPLÄTZE).
- Left Sidebar:** A pink banner for 'Articles about camping in Switzerland in eMagazine' and a blue circular badge for 'OCA Spezialreise CHF 645 pro Person'.
- Right Sidebar:** A 'Next events' section listing 'VW Camper Einstiegs-Reise 2021', 'Schweizer Caravan Salon 2021', and 'OCA - Ostschweizer Camping- und Freizeit-Ausstellung St. Gallen 2022'.
- Bottom Section:** A map of Switzerland with a text prompt 'Please select first the region and then the wished category.' and buttons for 'Show campsites' and 'Show firms'.

+ Exclusive advertising presence

We offer limited max. 12 Top Promotions places on our homepage (option 1) or in the subheadings (option 2). Your place name with picture will appear in one of the very prominently placed positions on the website. Your Top Promotion will be displayed alternately on one of the available places.

+ High attention and visibility guaranteed

They reach up to 90,000 visitors per month, more than corresponding Swiss camping magazines or trade fairs.

Attractive offer for you:

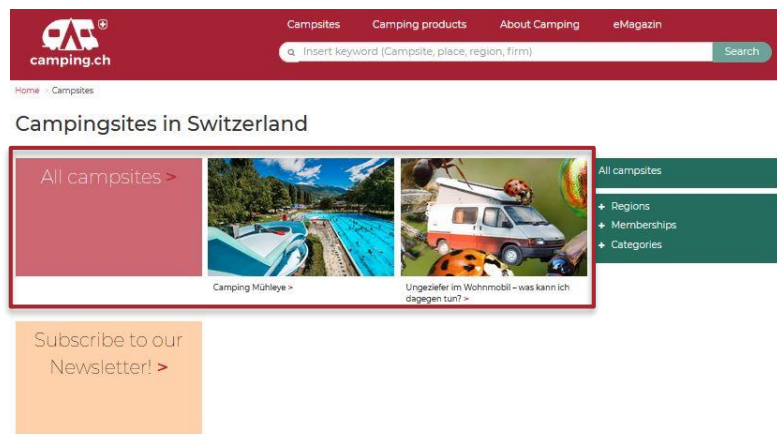
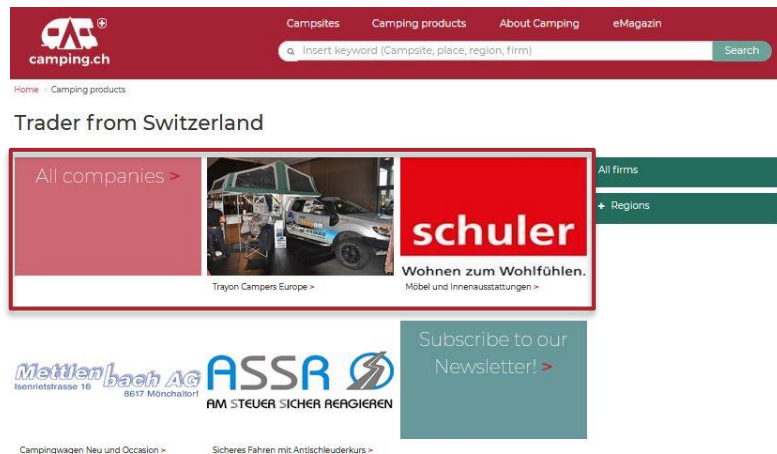
| | Option 1 | Option 2 |
|--------------|-------------------|-------------------|
| High Season: | CHF 250.- / month | CHF 190.- / month |
| Low Season: | CHF 195.- / month | CHF 150.- / month |

Loyalty bonus:

| | |
|-----------------|------|
| From 3 months: | 10 % |
| From 5 months: | 15 % |
| From 12 months: | 30 % |

Promotion Teaser

More visitors to your campsite



- + **With Promotion Teasers to exclusive advertising presence**
We offer a limited number of max. 3 teaser slots on our homepage (option 1) or in the individual sections (option 2). Your slot name with picture appears in one of the prominently placed positions on the website. Your promotion teaser will be displayed randomly & evenly distributed on one of the available slots.

Attractive offer for you:

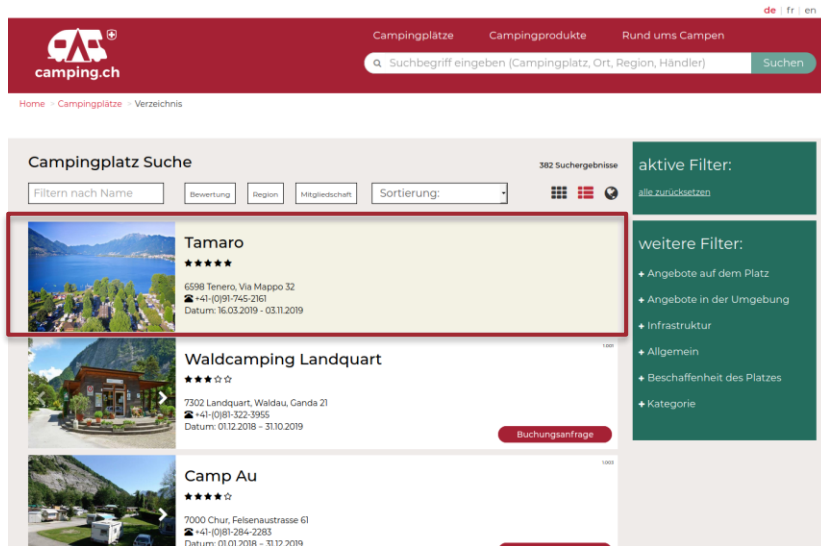
| | Option 1 | Option 2 |
|--------------|-------------------|-------------------|
| High Season: | CHF 190.- / month | CHF 120.- / month |
| Low Season: | CHF 150.- / month | CHF 95.- / month |

Loyalty bonus:

| | |
|-----------------|------|
| From 3 months: | 10 % |
| From 5 months: | 15 % |
| From 12 months: | 30 % |

Top Listing

More visitors to your campsite



+ Top Listing leads to high attention and visibility

Your entry will be specially highlighted in colour on all search results (option 1: "all campsites"; option 2: "by region"), either before the search results or after the filter bar. There is a maximum of 3 slots available per result area (campsites/dealers).

Attractive offer for you:

| | Option 1 | Option 2 |
|--------------|-------------------|-------------------|
| High Season: | CHF 190.- / month | CHF 120.- / month |
| Low Season: | CHF 150.- / month | CHF 95.- / month |

Loyalty bonus:

| | |
|-----------------|------|
| From 3 months: | 10 % |
| From 5 months: | 15 % |
| From 12 months: | 30 % |

Interstitial in search results


- + **Display** of a picture with title and accompanying text on **all place or dealer search results** (after 10th entry in list or tile view)
- + **Specially highlighted** in colour
- + **Maximum 5 interstitials per result area** (campsites/retailers)
- + **Image formats:** GIF, JPEG, JPG, PND

Our top offer for you:

High Season: **CHF 450.- / month**
Low Season: **CHF 395.- / month**


Loyalty bonus:

From 3 months: 10 %
From 5 months: 15 %
From 12 months: 30 %




St. Cassian
★★★★☆
7083 Lenz b. Lenzerheide, Via Principala 106
☎ +41-(0)81-384-2472
Datum: 01.01.2018 – 31.12.2019

[Buchungsanfrage](#)




Interstitial
Anzeige eines Bildes mit Titel und Begleittext auf allen Platz- oder Händler-Suchresultaten (jeweils nach 10. Eintrag bei Listen- oder Kachelsicht)



Islas
★★★★☆
7477 Filisur,
☎ +41-(0)81-404-1647
Datum: 01.04.2018 – 31.10.2018

[Buchungsanfrage](#)

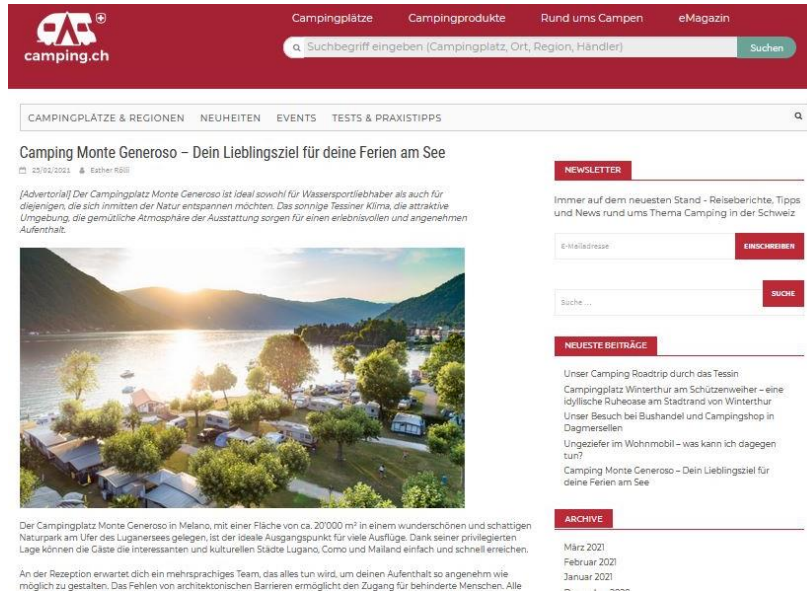


Camping Splügen
★★★★☆
7435 Splügen, Campingstrasse 18
☎ +41-(0)81-664-1476
Datum: 01.01.2018 – 31.12.2019

[Buchungsanfrage](#)

Advertorials - eMagazine

eMagazine article with entry in the camping.ch newsletter



Option 1: eMagazine article with exclusive newsletter

Design your eMagazine article of your choice with individual newsletter to all our subscribers.

Exclusively for you: CHF 950.-

+ Tailored contents

Create valuable and informative content for your target group and indirectly increase your awareness and customer loyalty.

+ Flexible content design

Free design within the scope of the possibilities offered by Wordpress. If required, we help with the editorial design. Inspiration on <https://emagazin.camping.ch>.

+ High visibility

Advertised on the camping.ch website and in the camping.ch newsletter.

Option 2: eMagazine article integrated in newsletter

Design your eMagazine article of your choice with application in the camping.ch newsletter.

Exclusively for you: CHF 590.-

Advertorials - Newsletter

Newsletter exclusively or integrated at camping.ch

Benefit from:

- + **Exclusive presence with our newsletter subscribers**
Limited advertising space in two versions. With the exclusive variant you get full attention, with option 2 you get targeted attention.
- + **Flexible content design**
Options 2 fits perfectly into our editorial content. With Option 1, you are responsible for the design of the content.
- + **No scattering losses**
Reach only active subscribers who are strongly interested in the topic "Camping in Switzerland".

Option 1: Your advertising space in our newsletter - exclusive

Design your newsletter with articles and max. 5 pictures of your choice for all our subscribers.

Exclusively for you: CHF 450.-



Camping im Spätsommer & Herbst: die grosse Freiheit geniessen

Dieser Newsletter entstand in Zusammenarbeit mit der Campingregion Interlaken.

Die (meisten) Badenudeln und Schwimminseln sind von den Seeufern verschwunden. Auf den 14 Campingplätzen und entlang der Ufer von Briener- und Thunersee wird es langsam ruhiger. Jetzt ist der perfekte Moment für all jene gekommen, die sich nicht an Ferienkalender oder Einschulungstermine halten müssen und ihre Rauszeit frei planen können.



Option 2: Your advertising space integrated in our newsletter

Design your entry with advertising in the camping.ch newsletter for one-off dispatch to all our subscribers.

Exclusively for you: CHF 250.-

Premium promotion package for campsites and dealers

Exclusive and limited combination package with the following services

Your advantages with the Premium subscription:

- 1 Place Advertising Premium or Dealer Subscription [1, 2]
- 1 Top Promotion Homepage [2]
- 1 Top Promotion section [2]
- 1 Top Listing for search result pages [1, 2]
- 1 Interstitial for search result pages [1, 2]
- 1 eMagazine articles
- 1 Promotion Teaser in the monthly newsletter [3]
- + Co-presence with rollup & handouts at trade fairs



Our top offer for you:

Annual subscription: **CHF 12'500.-** (instead of CHF 15'678.00 [4])

- [1] depending on customer type (Campsite or dealer)
- [2] Duration: 12 months each
- [3] Logo, name and promotion slogan incl. web link to own key landing page
- [4] in case of accumulation of prices of individual services

Addressing your target groups

Minimize scattering losses

Season

High Season: March to September

Low Season: October to February

Geotargeting

Countries, regions

Languages

German, French, English

Devices

Desktop / laptop, tablet, mobile / smartphone

Special requests on demand.

Reference customers

Customers who have already booked our services and benefited from them

Campingregion Interlaken
Aaregg Familiencampingplatz
Camping Valais-Wallis
Camping Mühlele
Camping Tamaro
Campofelice Camping Village
Camping Fischer's Fritz
Camping Wagenhausen
Camping TCS
Swisscamps/VSC
Tenero Tourismus
Ostschweizer Camping- und Freizeit-Ausstellung (OCA) St.Gallen
FunAct AG
Mercedes Marco Polo
Spatz Camping & Outdoor AG
Bantam Camping
Anibis

... and many more.

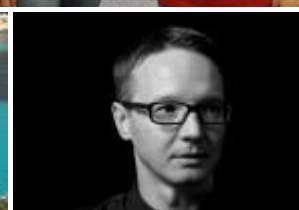
Your contact persons

We are looking forward to your inquiry

Kornél Szabo & his team

Phone: 044 360 80 33

E-Mail: werbung@camping.ch



Reselling Partner for Subscription sales:
Spatz Camping & Touring Service

Manuela Soppelsa

Phone: 043 538 95 34

E-Mail: info@scts.ch

