



Advertising Services
for the UK Market

Media Pack
v3.2



Contents

3	About Us
4	Our History
5	Our Marketing Options
6	Digital Audience
8	Benefits of Enhanced Listings
10	Benefits of a Sponsored Blog Post
12	Alan Rogers Guidebook Advertising
14	The Caravan and Motorhome Club Guidebook Advertising
16	Alan Rogers Destinations Magazine Advertising
18	Email Advertising & Specifications
20	Email Layouts
22	Alan Rogers Guide Listing Specifications
24	Alan Rogers Advertisement Specifications
26	The Caravan and Motorhome Club Guide Advertising Specifications
28	Alan Rogers Sponsored Blog Post Specifications
30	Terms & Conditions
32	Contact

About Us



Alan Rogers

Since 1968 Alan Rogers has produced a series of annual guides of “independently inspected and selected” campsites - covering over 30 countries across Europe.

Moreover, the business has become renowned for the provision of offline and online B2B advertising services for campsites and companies wishing to attract customers from European markets.



alanrogerstravel



@alanrogers



The Caravan and Motorhome Club

Our parent company, The Caravan and Motorhome Club, is the largest caravanning and motor caravanning organisation in the UK with over one million members.

The Club manages a network of over 200 UK campsites, licenses an additional 2,500 UK campsites and publishes a monthly magazine with a circulation of 350,000.



candmclub

Our History

Celebrating over 50 years of Alan Rogers

Alan Rogers launches his first guide 'selected sites for caravanning and camping in Europe'. It contained over 50 "really good sites" personally recommended by Rogers.

1968

'Good Camps Guide for Britain' first published.

1976

'Good Camps Guide for France' first published.

1985

After 18 years of development and achievement, Alan Rogers seeks retirement. The company is purchased by Clive and Lois Edwards.

1986

First logo introduced to coincide with the 25th anniversary guide.

1993

Collaboration with Microsoft on AutoRoute Express.

1995

Mark Hammerton purchases the Alan Rogers Group.

2001

Dutch language guides are first published.

2002

Italy and Spain guides are first published. Website launched.

2004

Alan Rogers Marketing established.

2005

Collaboration with Campinglife TV in the Netherlands and Belgium.

2007

Renewal of websites and launch of mobile-optimised websites.

2009

Alan Rogers guides 'go digital'. Selected guides are made available in digital format, some become digital-only guides.

2010

Alan Rogers undergoes a radical rebrand, current logo introduced.

2011

The Caravan and Motorhome Club acquires the Alan Rogers Travel Group.

2013

Alan Rogers celebrates 50th years with a special edition Europe guide.

2018

Reintroduction of the ever-popular Naturist guide.

2019

Destinations, our inspirational travel magazine is relaunched.

2020



Our Marketing Options

Alan Rogers and The Caravan and Motorhome Club offer three fundamental marketing vehicles for the UK.



Campsite Guides & Magazines

Alan Rogers Selected Sites in Europe guide

Alan Rogers Destinations Magazine

Online

Enhanced (promoted) listings

Sponsored blog posts

Personalised & sponsored emails



Campsite Guides & Magazines

The Caravan and Motorhome Club *Touring Europe* guide

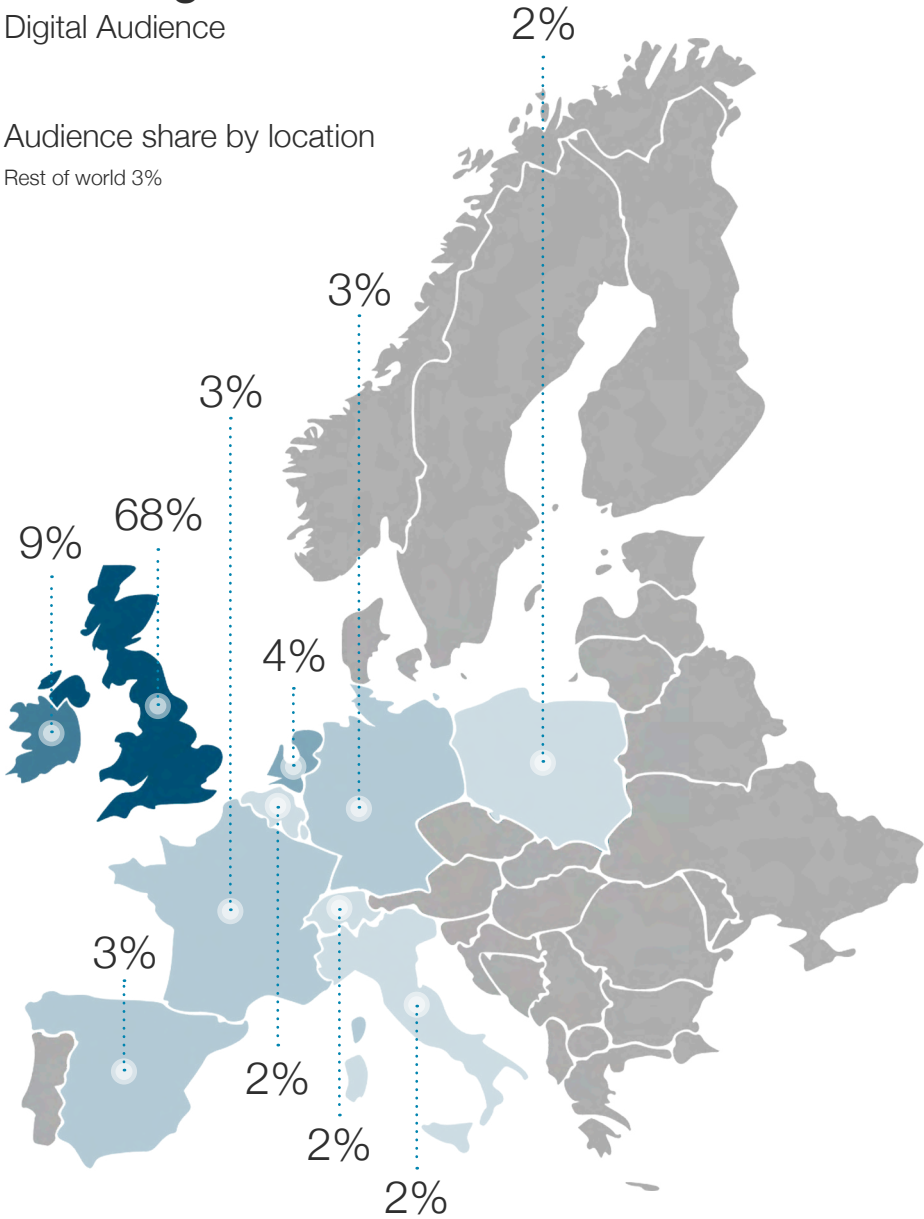
The Caravan and Motorhome Club magazine (monthly)

Alan Rogers

Digital Audience

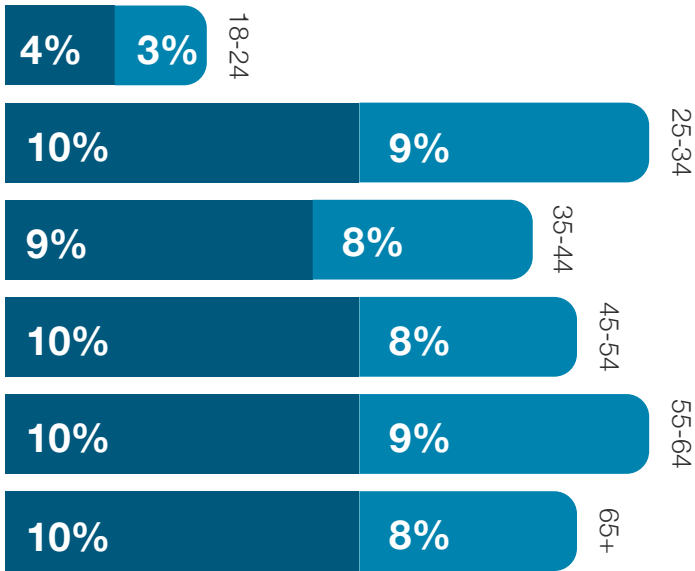
Audience share by location

Rest of world 3%

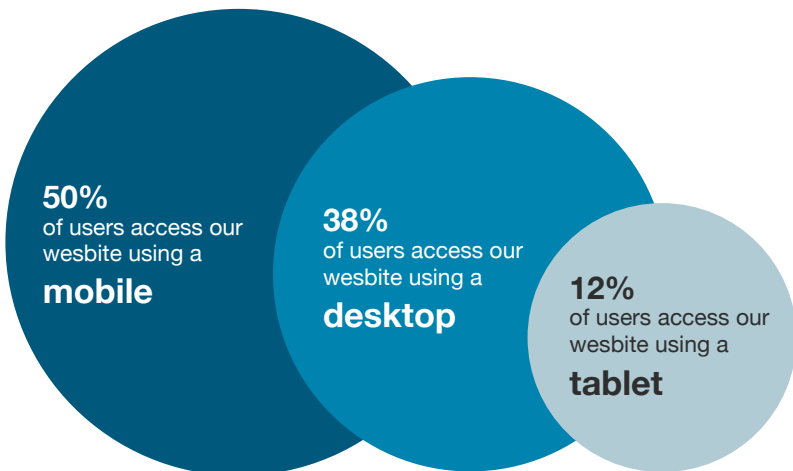


Age demographic

male female



Devices used



Benefits of Enhanced Listings

There are multiple benefits of paying for an enhanced listing. By being an enhanced lister, you'll get:

Improved exposure/position on the Alan Rogers website
Link to your official website
Promotion of your YouTube video
Potential featured site (on our navigation, e-newsletters and social channels)
Two accommodation types

Enhanced Listings are available throughout the year on a pro-rata basis from just £300/330€

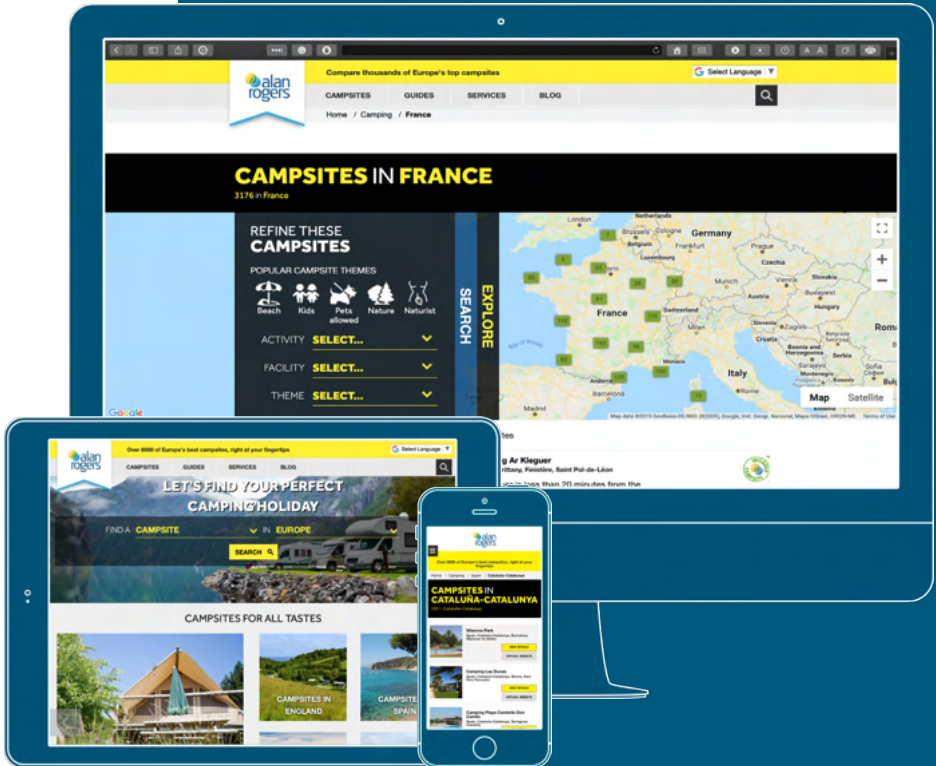
Enhanced listings are identifiable by a highlighted 'View Details' button on our search pages as well as an 'Official Website' button. Sites which are part of a camping group or organisation will also have the group logo showing on the listing.

Alan Rogers will work with you to write a review on your behalf without any character limit (although typically three paragraphs in length). Official YouTube videos will appear in the campsite's main gallery; additional videos may be added for a small extra cost.

Your listing will contain facilities that can be selected from a list of over 30 different choices to make sure that all your site features are covered. You will also receive the option of offering two accommodation types with more being available as part of an add-on package.

Optional add-ons are also available for paid listings

Additional accommodation types £50/50€ per type
Group listings POA



Alan Rogers

Benefits of a Sponsored Blog Post

Tell your story with a sponsored post on our 'Pitch Perfect' blog.

If you've got a longer story to tell, our sponsored blog post package could be for you. Sponsored blog posts are ideal for camping groups, tourist regions, visitor attractions, leisure/outdoor products and services. Features include:

- Articles appear on our blog indefinitely and feature on our homepage for at least a month.
- As part of the package we include your article in our next edition of Destinations Magazine at no additional charge.
- Submitted articles are promoted via our Facebook and Twitter accounts.
- Links from these articles to your website are great for SEO.
- We work with your content to produce your unique article.

Articles need to be relevant to our target market (UK camping and leisure market), well written and with a maximum of two outbound links to sector-relevant websites.

You should also provide high quality relevant images with captions.

Articles are priced from £150/165€ for a 600-word article.
Average article length - 1,300 words.

Alan Rogers

Guidebook Advertising

Advertise in the next edition of the Alan Rogers selected sites guide.*

Distribution channels:

- Available in paperback via the Alan Rogers website and Amazon in both paperback or in digital format.
- Sold at various exhibitions including the Caravan, Camping & Motorhome Show and Motorhome & Caravan Show, both at the NEC Birmingham.
- Distributed to selected caravan and motorhome manufacturers, dealers and rental agents.

Campsite profile

includes full page profile with two images, comprehensive writeup, key features, site information and contact details.

+ full page advert

includes full page campsite profile and full page advert next to/near to profile with your own images, text and website links.

+ half page advert

includes full page campsite profile and half page advert next to/near to profile with your own images, text and website links.

+ cover advert

includes full page campsite profile and cover advert at front or back of the guide with your own images, text and website links.

Item	Price per site	Price per advert
Campsite profile	£600/660€	-
Campsite profile + half page advert	£500/550€	£900/990€
Campsite profile + full page advert	£400/440€	£1,500/1,650€
Campsite profile + cover advert	£300/330€	from £2,100/2,310€

*You must purchase a paid web listing to be eligible for a guide listing.

Campsite profile ►
Layout in Alan Rogers
Europe guide



Alan Rogers Code: AU0370
 340 pitches
 GPS: 46.61858, 14.25742
 Post Code: A-9020
 Klagenfurt, Carinthia



Klagenfurt Wörthersee

www.alanrogers.com/au0370
info@campingfreund.at
 Tel: +43 4632 87810
www.camping-woerthersee.at

Open (Touring Pitches):
 Mid April - Start October.

Set in the picturesque region of Carinthia, Camping Klagenfurt is located near the east bay of Lake Wörthersee across the road from the public beach, Strandbad Klagenfurt. The site is in a green area of more than 400 acres and has 340 pitches for mobile homes, caravans, and tents. There are three different sizes of plot ranging from standard to over 100 sq.m. with electricity (10A) and showers included in the price.

The main attraction is Strandbad Klagenfurt, a sandy beach with an especially long water slide, a 'beer island' and an area of nearly 40 acres for sunbathing. The beach is just a short walk from the campground (less than one minute). Access is with a chip card available from reception for a small fee.

Two modern and clean sanitary buildings including facilities for disabled visitors. Family shower rooms. Baby room. Laundry facilities. Motorhome services. Mini shop in reception (all season). Small restaurant with beer garden (Mid May-Mid Sept). Cinema. Video arcade. Unfenced play area. Minigolf. Bicycle hire. Entertainer offering many fun activities, reading and play. Free WiFi throughout.

Key Features

-  Pets Accepted
-  Disabled Facilities
-  Play Area
-  Bar/Restaurant
-  Bike Hire
-  Golf



Scan me for
 more information.

The Caravan and Motorhome Club

Guidebook Advertising

Advertise in the Touring Europe guide by
The Caravan and Motorhome Club.

Distribution channels:

- Available in paperback via The Caravan and Motorhome Club website.
- Sold at various exhibitions including the Caravan, Camping & Motorhome Show and Motorhome & Caravan Show, both at the NEC Birmingham.
- Distributed to major book retailers in the UK.

Item	Price per site
Quarter page advert	£1,050/1,155€
Half page advert	£2,050/2,255€
Full page advert	£3,250/3,575€
Double page advert	£5,715/6,287€
Inside front/back cover	£4,290/4,719€
Back cover fold out	£6,732/7,405€

Deadline

To be featured in the next overseas touring guide, you must submit your materials by the following dates. If your updates or advertisements are received after these dates, we cannot guarantee that your listing or advertisement will be included.

The deadline for submitting listing changes and advertising materials for inclusion in the next overseas touring guide is:

Last Friday in September 15:00 GMT

Overseas Touring Guide ►

Page layout Touring Europe guide
including 1/4 page advert

OLIVA 4E2 (3km S Coastal) 38.89444, -0.05361
Camping Olé, Partida Algua Morta s/n, 46780 Playa de Oliva (Valencia) [962-85 75 17; fax 962-85 75 16; campingole@hotmail.com; www.camping-ole.com]
 Exit AP7/E15 junc 61 onto N332 dir Valencia/Oliva. At km 209 (bef bdge) turn R sp 'Urbanización. At 1st rndabt, take 2nd exit past golf club ent, then 1st exit at next rndabt, turn L sp 'Camping Olé' & others. Site down narr rd on L. Lge, hdg, mkd, hdstg, pt shd, wc (htd); chem disp; fam bthrm; shwrs inc; EHU (6-10A) €5.74; gas; Indry; shop; rest; snacks; bar; bbq; playgrnd; pool; beach sand adj; red long stay; entmnt; wifi; 15% statics; dogs €3.15; phone; Eng spkn; adv bkg acc; quiet; ccard acc; bike hire; tennis 600m; fishing; golf adj; games rm; horseriding 2km; CKE/CCI. "Many sports & activities; direct access to beach; excel site; rest across rd very nice; gd value; pool only opens 1st July." ♦ € 50.00 2014*

OLVERA 2H3 (4km E Rural) 36.93905, -5.21719
Camping Pueblo Blanco, Ctra N384, Km 69, 11690 Olvera (Cadiz) [619 45 35 34; fax 952 83 43 73; info@campingpuebloblanco.com; www.campingpuebloblanco.com] Bet Antequera and Jerez de la Frontera, on the A384, at 69km marker. About 3km bef Olvera on the R. Wide driveway 600m to the top. Lge, unshd, pt sl, terr, wc; chem disp; mv service pnt; fam bthrm; shwrs; EHU (16A) €4; shop; rest; bar; bbq; playgrnd; red long stay; entmnt; wifi; TV; dogs €1.50; Eng spkn; adv bkg acc; games rm. "Site has 360 degree mountain views; ideal for walking; 12 bungalows; pool games area; bird watching and Pueblo Blanco; vg site, but not quite finished." ♦ € 27.50 2013*

OROPESA 3D2 (4km N Coastal) 40.12125, 0.15848
Camping Didota, Avenida de la Didota s/n, 12594 Oropesa del Mar (Castellón) [964 31 95 51; fax 964 31 98 47; info@campingdidota.es; www.campingdidota.es] N on rd E-15 fr Valencia to Barcelona, bear L at exit 45 sp Oropesa del Mar. Turn L onto N-340. Turn R at next exit, then cont strtt at rndabt onto Avenida La Ratlla. Foll camping signs. Med, pt shd, wc; chem disp; fam bthrm; shwrs inc; EHU (6-10A) €4.30; gas; Indry; shop; rest; snacks; playgrnd; pool; beach sand; 10% statics; dogs; adv bkg acc; ccard acc. "Gd site, helpful friendly staff; excel pool." ♦ € 33.70 2014*

OROPESA 3D2 (4km NE Coastal) 40.1275, 0.15972
Camping Torre La Sal 2, Camí L'Atall s/n, 12595 Ribera de Cabanes (Castellón) [964-31 95 67; fax 964-31 97 44; camping@torrelas2.com; www.torrelas2.com] Leave AP7 at exit 45 & take N340 twd Tarragona. Foll camp sp fr km 1000 stone. Site adj Torre La Sal 1. Lge, mkd, hdstg, hdg, pt shd, serviced pitches; wc (htd); chem disp; shwrs inc; EHU (10A) inc; gas; Indry; shop; rest; snacks; bar; playgrnd; pool (covrd, htd); beach shgl adj; red long stay; entmnt; wifi; TV; 10% statics; dogs free; Eng spkn; adv bkg acc; quiet; games area; tennis; sauna; CKE/CCI. "Vg, clean, peaceful, well-run site; lger pitches nr pool; library; more mature c'vanners very welcome; many dogs; poss diff for lge o'fits & m'vans; excel rest; excel beach with dunes; excel site, spotless facs, highly rec." ♦ € 51.00 2013*

"I like to fill in the reports as I travel from site to site"

You'll find report forms at the back of this guide, or you can fill them in online at camc.com/europeareport.

PALAFRUGELL 3B3 (5km E Coastal) 41.9005, 3.1893
Kim's Camping, Calle Font d'en Xeco s/n, 17211 Llafranc (Gerona) [972-30 11 56; fax 972-61 08 94; info@campingkims.com; www.campingkims.com]
 Exit AP7 at junc 6 Gerona Nord if coming fr France, or junc 9 fr S dir Palamós. Foll sp for Palafrugell, Playa Llafranc. Site is 500m N of Llafranc. Lge, hdg, mkd, hdstg, shd, sl, terr, wc; chem disp; fam bthrm; shwrs inc; EHU (5A) inc; gas; Indry; shop; rest; snacks; bar; bbq (gas); playgrnd; pool; beach sand 500m; red long stay; entmnt; wifi; TV; 10% statics; dogs; phone; Eng spkn; adv bkg acc; quiet; ccard acc; watersports; golf 10km; games area; excursions; tennis 500m; games rm; CKE/CCI. "Excel, well-organised, friendly, fam run site; steep site rds, new 2nd ent fr dual c'way fr Palafrugell to llafranc for lge o'fits & steps to rd to beach; bike hire 500m; guarded; discount in high snn for stays over 1 wk; excel, modern san facs; beautiful coastal area; mostly gd size pitches." ♦ 14 Apr-24 Sep. € 51.00 2017*



Eurocamping is situated directly by the sea, on the large, fine, sandy and clean beach of Oliva. Well shaded site with an abundance of trees. New modern sanitary blocks with free hot water. All essential installations, entertainment programme, etc...**OPEN: THROUGHOUT THE YEAR.**

Apartado nº 7 · E-46780 Oliva (Valencia) · Tel.: (+34) 96 285 40 98 · Fax: (+34) 96 285 17 53
www.eurocamping-es.com · info@eurocamping-es.com

Alan Rogers

Destinations Magazine

A colourful magazine designed to inspire readers' holidays. Features cover everything from regional spotlights and low season holidays to camping tips and special offers.

Destinations is our dedicated travel magazine aimed at campers, caravanners and motorhomers. Packed with holiday ideas, it aims to inspire readers with fantastic locations and great campsites across Europe.

- Approx. 100 pages - 148mm x 210mm (width x height)
- 10,000 copies distributed at The Caravan, Camping & Motorhome Show in February and The Motorhome & Caravan Show in October, both held at the NEC Birmingham.
- Via selected caravan dealers and hire companies.
- Online - View the full magazine on our website. Articles are also featured on our blog and social media channels, meaning you can benefit from additional attention online.

Deadline

Full, half, quarter and cover advertisements

The deadline for receipt of advertising materials for the next Edition Destinations Magazine is:

February Edition

last Thursday in December 15:00 GMT

October Edition

last Thursday in August 15:00 GMT

Advertisements

from **£1,000/1,100€**

Full page advertisement

148mm x 210mm plus 3mm bleed all round.

All type and important matter should be placed within 128mm x 190mm border. Surcharge applicable for cover advertisements, contact us for availability.

£750/825€

Half page advertisement 128mm x 90mm

£500/550€

Quarter page advertisement 128mm x 40mm

Advertorials

£500/550€

1/3 page advertorial

Approx. 70 words plus 2 images.

Advertorial text is based on the review of your campsite as shown on the Alan Rogers website.



Alan Rogers

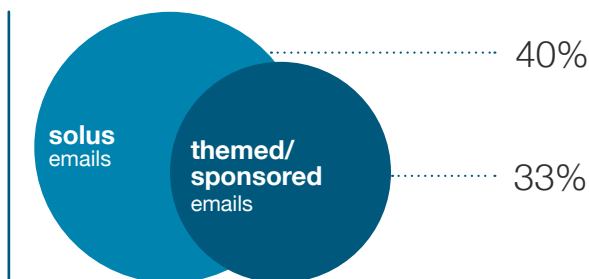
Email Advertising & Statistics

Reach over 13,000 highly engaged UK customers with a Solus, Sponsored or as part of a Themed email.

Our email campaigns consistently out perform the average open and click-through rate for the travel and leisure sectors.

Open rate

Travel & leisure
market average 18%



Click through rate (CTR)

Travel & leisure
market average 2.6%

solus 5%
themed 4%



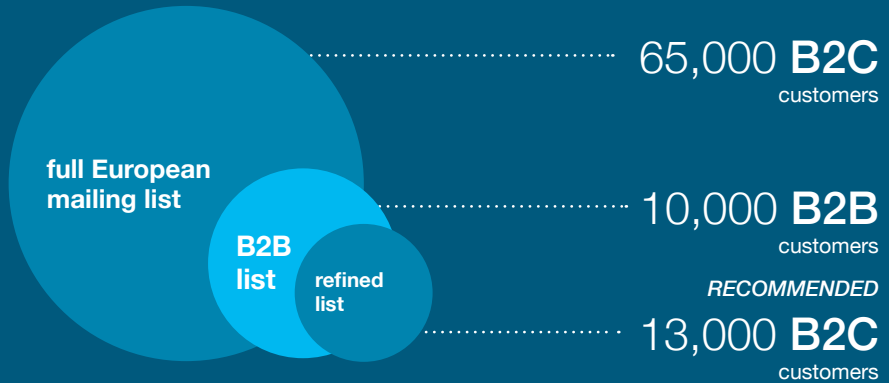
What is the open rate?

The open rate is a measure used to indicate how many people have viewed an email.

What are click-through rates and why are they important?

The click-through rate (CTR) gives an indication of how many people have clicked on a specific link in an email that links to a webpage. It is commonly used to measure the success of an online advertising campaign.

Mailing list options



What is the 'refined list'?

Our refined list contains approximately 13,000 of the most active B2C customers.

Solus Specifications

- This is an email for a specific advertiser(s) only.
- The email title can be decided by the advertiser although it must be approved by Alan Rogers.
- The email will contain the advertiser's logo, imagery and text and will link directly to your listing on our website.

Themed Specifications

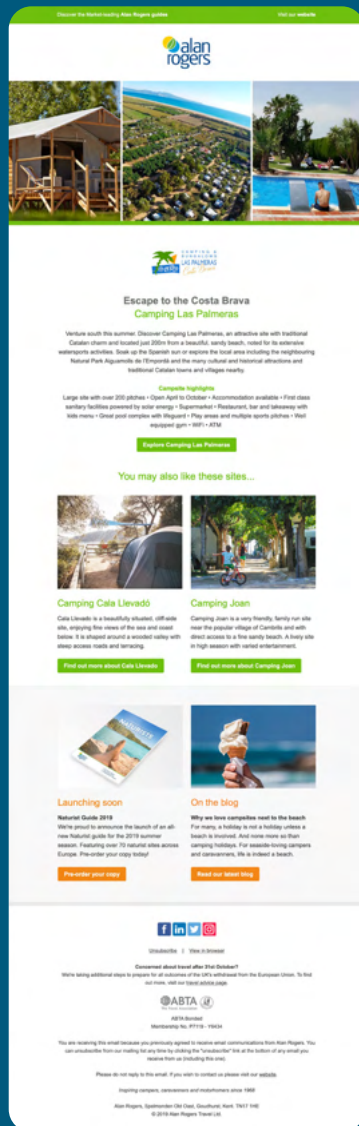
- This is a predominantly Alan Rogers themed email and is based around a certain subject (eg: glamping, Easter, Scotland etc).
- The advertiser can feature up to five inclusions below the Alan Rogers content.

Solus Emails are the ideal way to reach your target audience. The email contains only your content, tailored to the UK travel and leisure market - from £500/550€

Sponsored Emails get the top spot on one of our themed emails, maximum exposure for your campsite - From £350/385€

Themed email blocks - get your message across in a cost effective way as part of a themed email - £200/220€

Alan Rogers Email Layouts



Solus email layout

Header image can comprise of a single hero image or multiple images to create a collage.

Your logo

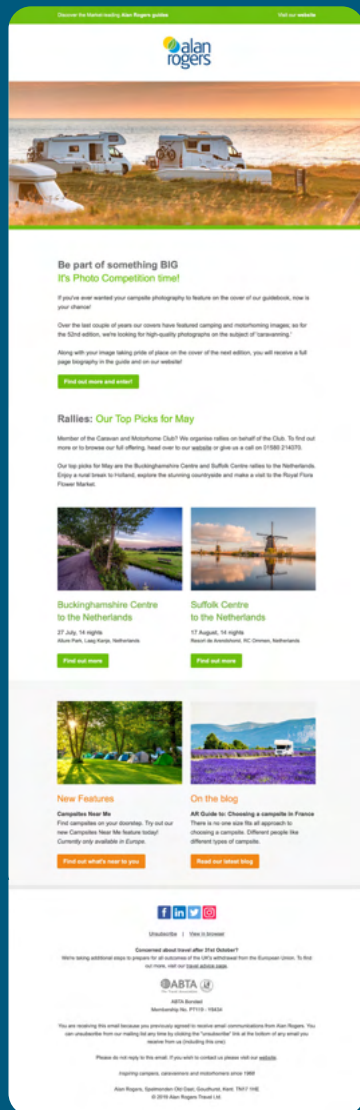
Provide a short descriptive paragraph to introduce your campsite. It should be no longer than 80 words. We check all text before sending.
The button links to your listing on our website.

In this space you can feature up to three extra items. If you're a group you may want to promote your other sites. Or you can use it to advertise other highlights of your campsite.

This block is usually used by us to promote our services, products, blogs and other news.

This is where we put links to our social channels and all the other legal bits.

All images you provide will be clickable and will link to your campsite listing on our website.



Themed/sponsored email layout

We choose a relevant header image.

We write a relevant paragraph to introduce the subject of the email.

This is your space, sponsor this block and add your own text. You can advertise up to five features. Space is sold on a first come, first serve basis.

You provide the images and text. The buttons will link to your campsite listing on our website.

This block is usually used by us to promote our services, products, blogs and other news.

This is where we put links to our social channels and all the other legal bits.

Alan Rogers

Guide Listing Specifications

Important information

- Your listing in the Alan Rogers guide book(s) is based on the review of your campsite as shown on the Alan Rogers website.
- You should ensure that any information shown on the Alan Rogers website or held in the 'campsite control panel' is correct before the deadline dates detailed below.
- Alan Rogers are not liable for any inaccuracy in our printed publications should you fail to check and update your information before the deadline.
- New or updated information (including images) must be submitted via the 'campsite control panel' which can be accessed at **alanrogers.com/account**
- If you cannot log in, please contact **trafficking@alanrogers.com** - you will be sent details of how to reset your password and log in.

Deadline

Listings - where a site is to be included in the printed guide book(s)

Including uploading new campsite images

The deadline for updating campsite information for the next edition Europe guide is:

Last Thursday in November 15:00 GMT

Important If your listing updates are received after the above date we cannot guarantee that your listing will be updated and it may not be included.

Guide Listing Specs ►

Example guide listings in
Alan Rogers Europe guide

How to supply your guide listing images

- Campsite images must be uploaded via the **Campsite Control Panel**.
- Images should be provided in **landscape orientation** and in **JPG format**.
- Minimum image dimensions in pixels is **756 high/945 wide**.
- Maximum image dimensions in pixels is **2500 high/3000 wide**.
- Minimum image file size of **100KB** and maximum of **5MB**.
- Further terms regarding the use of images on the Alan Rogers website can be found in the **Image Management** tab in the **Campsite Control Panel**.


Minimum requirements

file size **100KB**
 dimensions **756px (height) or 945px (width)**
 orientation **landscape**
 accepted format **JPG**

Maximum requirements

file size **5MB**
 dimensions **2500px (height) or 3000px (width)**
 orientation **landscape**
 accepted format **JPG**

Norway



Andenes Camping

Lying on the exposed west coast of Andøy, between the quiet main road and white sandy beaches, this site is an exceptional location for viewing the midnight sun. Extremely popular, often to the point of overcrowding, the site offers mountains and ocean views. It is only three kilometres from the Andenes town, the base of the popular tourist attraction, Whalewatcher.

There is space for an unspecified number of touring units and you park where you like. WiFi only 30 pitches, with 10A electricity connections. It is advisable to arrive by mid afternoon. Late arrivals may pitch and pay later when reception opens. Level areas of grass with some hardstanding can be found on gently sloping ground.

Visitors come to Andenes for the chance to see whales at close quarters, and Østhusønder is deemed the world's largest, most successful Arctic whale watching operation for the general public.

One building houses basic sanitary facilities, each providing two toilets, two showers (DOK 10) with curtains and three washbasins. In each half, one toilet is suitable for disabled visitors and includes a washbasin. The reception building houses a well-equipped kitchen, a large sitting/dining room, 2 showers, WC and washbasin. Laundry facilities. Motorhome services. Chemical disposal (charged 30 NOK). Petrol sales. Berths for children. WiFi (free).



Scan me for more information

Alan Rogers Code: N020428
 30 pitches
 GPS: 69.5447, 16.0844
 Post Code: N-8043
 Andenes, Nordland


camping@alanrogers.com
 Tel: +47 91 91 91 91
 www.alanrogers.com

Open: During Winter
 Best view: Over fjord

Key Features

- Pets Accepted
- Beach Access
- Play Area

Norway




PlusCamp Ballangen

Ballangen is a pleasant, lively site conveniently located on the edge of a fjord with a small sandy beach, with direct access off the main E6 road. The 100 marked touring pitches are mostly on sandy grass, with electricity (240) available to all. There are a few hardstandings, also 52 cabins for rent. A TV room has tourist information, coffee and games machines and there is a heated outdoor pool and waterfalls (charged), free food tiding and boat hire.

During the summer, the nearby Ballangen Museum documents the mining history of the region. Unfortunately, visitors are no longer permitted to visit the Markkollen mine, which was one of the region's main employers. Nearby with its wartime connections and museums is just 40 km away.

Sanitary facilities include some waterbasins in public toilets, facilities for disabled visitors, sauna and shower. Kitchen with sink, two sinks and covered seating area. Laundry. Motorhome services. WiFi. stocked shop. Café and takeaway (7/8-1/6). TV/ games room. Swimming pool and waterfalls (30 NOK charged). Moped, Fishing, Boat and bicycle hire. Petrol car hire. Mini van. Playground. Covered barbecue areas.



Scan me for more information

Alan Rogers Code: N020435
 100 accommodation
 100 pitches
 GPS: 66.13065, 16.85160
 Post Code: N-8040
 Ballangen, Nordland

camping@alanrogers.com
 Tel: +47 91 91 91 91
 www.alanrogers.com/camping

Open: During Winter
 Best view: Over fjord

Key Features

- Pets Accepted
- Disabled Facilities
- Beach Access
- Swimming Pool
- Play Area
- Bar/Restaurant
- Bike Hire
- Fishing

Guide
listing

Alan Rogers

Advertising Specifications

How to supply your guide advertisement

Do not send your advertisements via email.

The preferable method of sending advertising material is via **WeTransfer**.

Send via **alanrogers.wetransfer.com**.

For further information or help regarding WeTransfer, please contact our team on **trafficking@alanrogers.com**.

Advertisements must be supplied as **high resolution PDF files**.

Deadline

Full, half and cover advertisements

The deadline for receipt of advertising materials for the next Edition Europe guide is:

Last Thursday in November 15:00 GMT

Full page

Trimmed size: 160mm x 245mm

Size including bleed: 166mm x 251mm

Half page

Trimmed size: 160mm x 122.5mm

Size including bleed: 166mm x 128.5mm

All advertisements

Bleed margin: 3mm

Safe zone from trimmed size: 8mm

CMYK process colour.

No printer's marks.

No spot colours.

No use of registration colour.

Pixel image resolution no less than

150ppi and no more than 300ppi.



Le Sérignan Plage

Happy parents nature reserve

Between Camargue and Spain, in the heart of a region rich in colours and flavours, 'Village Le Sérignan Plage' stretches along a large sandy beach that gently changes into the Mediterranean. In this oasis of greenery, a warm, friendly team welcomes you for family holidays with many aquatic areas, entertainment for all and quality accommodation. An incredible atmosphere emanates from this place, to be discovered, which has received numerous distinctions.

info@leserignanplage.com • www.leserignanplage.com
Sérignan Plage - France - Tel : +33 4 67 35 35 33







Cover
Advert

Spain



Camping Treumal

This very attractive fenced site has been developed on a hillside around the beautiful gardens of a large, semi-detached estate house which is close to the sea. The house is the focus of the site's excellent facilities, including a superb restaurant with terrace overlooking two tropical beaches, protected in pretty coves.

The site has 842 pitches on well-shaded terraces. Of these, 321 are accessible to touring units and there are some 50 pitches on flat ground alongside the sea - the views are stunning and you wake to the sound of the waves. Electricity (8/10/16A) is available in all parts. Cars must be left on car parks or the site roads.

Four well-maintained sanitary blocks have free hot water in the washrooms (with some private cabins) and comfortable showers, and a tap to draw them for the sinks. No facilities for disabled visitors. Beachside sanitary block. Washing machines. Microwave services. Gas supplies. Supermarket, bar and takeaway (all seasons). Restaurant (seasonal). Beach bar. Fishing. Play area. Sports area. Games room. Bicycle hire. Satellite TV internet access and WiFi (charged). ATM. Sales. Dogs are not accepted.



alanrogers.com/treumal

info@alanrogers.com

for call 012 66 10 10

www.alanrogers.com

Open (Morning Pick-up)

Mid-Season - Not September

Key Features

Beach Access

Swimming Pool

Play Area

Bar/Restaurant

Bike Hire

Fishing

Sailing

QR Code

Scan here for more information



Camping TREUMAL
Costa Brava

Book direct with us and save up to 10% on your holiday!

alanrogers.com/treumal



Book directly with over 1,500 campsites throughout Europe

Why book direct?

- Book your holiday direct with the complete owner
- Pay the complete's own 'all-in-one' prices and standard booking fees
- Make your payment direct to the campsites in the local currency by credit card
- If you prefer to 'test drive' this is the option for you

Book directly in:

Austria, Belgium, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Italy, Luxembourg, Netherlands, Portugal, Slovenia, Spain & Switzerland.
*Subject to availability at each campsite booked



Half
Page
Adverts

The Caravan and Motorhome Club

Guide Advertising Specifications

An informative guide listing over 3,500 European campsites that have been visited and reviewed by Caravan and Motorhome Club members. What's more, they feature country specific information and travelling tips making this an essential resource for planning a touring holiday in Europe!

Campsites

- Opening dates and price guide
- Directions and GPS co-ordinates for more sites
- Facilities and services on and near each site

Maps and charts

- Sites location maps showing all year and seasonal sites
- Maps and advice on mountain passes and tunnels
- Distance charts

Production Requirements - Print

Location/Page	Width x Depth (mm)	
Double page spread (supplied as single pages)	overall trim size	275 x 210
	(trim)	148 x 210
	(bleed)	158 x 210
Full page	(trim)	148 x 210
	(bleed)	158 x 220
Half page	(trim)	126 x 93
Quarter page	(trim)	126 x 45
Back cover fold out	(trim)	133 x 210
	(bleed)	142 x 220
Inside front/back cover	(trim)	148 x 210
	(bleed)	158 x 220

Technical Specifications

File: PDF preferred; JPG, PNG, TIFF, EPS also accepted. PDF files must be supplied as single pages, including spreads.

Colour: CMYK process only, without ICC profiles (no RGB, Spot Colours, LAB colour or solid Pantone colours should be used). Please ensure adverts have a white background (not transparent).

Bleed: 3mm offset recommended for bleed. Pages must be created to include bleed when required. Crop marks must be included to show trim area.

Images: High resolution images - minimum 300dpi at 100% recommended. Avoid logos from websites as the resolution will be too low for printing.

Fonts: All fonts must be embedded and PostScript Type 1. We cannot guarantee that OpenType or MultipleMaster fonts will print correctly.

Files should be run through a flight-checking application before transmission to ensure file and colour integrity.

Content of digital files must be verified before transmission, and all relevant graphics and fonts must be included, the file content remains the responsibility of the sender.

PDF pre-flight: The flight-checking application must ensure the following:

PDF version 1.3 or higher

Image resolution = 300dpi (min) @ 100%

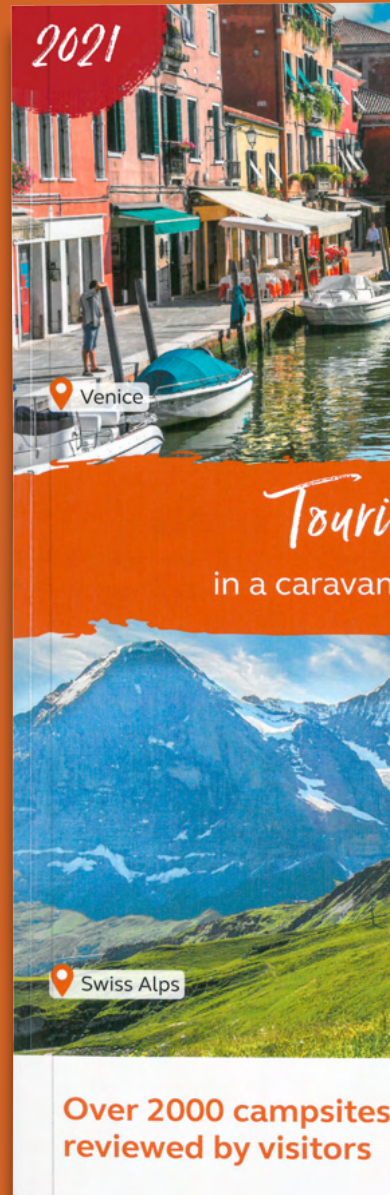
All fonts embedded

Colour= CMYK

File names should include: Advertiser, Publication and Issue date

File Transfer Methods: Please include the name of your company in the filename and also the publication and date of insertion.

Email: Files may be transmitted via email - recommended file size 5MB max.



Alan Rogers

Sponsored Blog Specifications

Guidelines & requirements

Posts on the Alan Rogers blog should be helpful, targeting readers from the UK who are interested in the leisure and travel market.

The language used should be engaging and conversational in tone, without jargon, unless the article is technical.

The audience is made up of a broad range of readers, many of whom are retired or approaching retirement, with disposable income and time available to spend in the outdoors.

Writing style & language

Our blog guidelines are designed to be used in conjunction with our Writing Style Guide, which can be found here:

static.alanrogers.com/downloads/Alan_Rogers_Blog_Guidelines_v1.0.pdf

The style guide contains details of number formats, dates, currency, place names abbreviations and more.

Word count

800 words minimum. Don't restrict your piece based on this number. Many of our articles range from 800–2000 words.

Format

Please share either a Google document or email a Word document.

Formatting

Please use headers and sub-headers to break up your post.

Keep paragraphs short. No longer than four lines. Avoid big blocks of text.

When writing headlines, try to be specific and indicate a benefit to the reader.

Use bullet or numbered lists where appropriate.

Editing

We may edit your article or return it to you for revision. At our discretion, we may edit anchor text and links that are not relevant to your post.

External links

- Link to other content where relevant. Link included must add value for readers.
- Include a maximum of two 'sponsored' links.
- 'Sponsored' links are NOT marked as [rel='sponsored' or 'nofollow']
- Links will open in a new browser window.
- Links are not permitted in the first paragraph.

Links to the following types of website are not permitted on the Alan Rogers blog:
Dating or adult | Alcohol & drugs | Counterfeit goods | Dangerous products or services
Financial products or services* | Gambling and gaming | Healthcare and medicines*
Inappropriate content | Political and religious content | Travel agencies*

*Links to these types of website may be permitted by prior approval of the editor, providing they are not competitive to ours, or our parent company businesses.

Images

We love to include images on the Alan Rogers blog. We use images to break up the text, to make the blog post easily digestible and to support any data contained in the blog.

Ideally, we like to include one image every 3rd paragraph; that way, a picture is always visible. Include one header image.

- NO STOCK PHOTOS (unless absolutely necessary).
- Include images that show the reader “how to” do something or images that support the data.
- Please upload your pictures in JPG, landscape format
- Minimum (width/height) in pixels: 945/756. Maximum (width/height) in pixels: 5000/4000
- Minimum file size of 100.00KB. Maximum file size of 5.00MB
- Must not contain overlays or logos, text or star ratings
- Send your images via **alanrogers.wetransfer.com** make sure they are labelled clearly with the blog title.

Author bio

An author bio should be 50 words max. Include your headshot (350×350) and links to your Twitter, LinkedIn, company etc.

Exclusivity

We ask that your blog article is not published elsewhere previously, simultaneously or in the future. If we find your article elsewhere, we reserve the right to edit/remove your article from the website.

Deadlines

- We ask that your articles be submitted seven days before your scheduled run date.
- Occasionally scheduling of your article may change, we will endeavour let you know ahead of time.

Plagiarism

Please ensure your copy is your own and is unique. We don't tolerate plagiarism, and we check articles against several sources before publication.

Promotion

Please promote your article via your social networks. We ask that you do this more than once on multiple social channels over several days. The time frame for this and scheduling is up to you.

Terms & Conditions v1.3

Article 1: General

These conditions apply to all agreements related to our website listings, advertisements and any published editions - either electronic and/or paper. Any amendments to these terms and conditions must be made in writing. Any terms used by other parties which differ from these terms and conditions are non-binding unless agreed, by us, in writing.

The agreement is made with Alan Rogers Travel Ltd, whose parent company is The Caravan Club Ltd.

Article 2: Offers and prices

All offers and prices will reflect the quoted price at the time of order. Any subsequent price increases, for whatever reason, will be applied to any subsequent order. Prices are updated on an annual basis. Please check our website (alanrogers.com/advertising) for the latest prices.

Article 3: Agreement

The advertising agreement is effective after our tacit acceptance of the order, with the understanding that the invoice is our confirmation. Additional orders/agreements apply only after they have been expressly accepted by us. Alan Rogers reserves the right at all times to decline any order when:

- information is acquired which indicates that the campsite no longer meets acceptable standards of safety, cleanliness, hygiene and customer service.
- the site has failed to pay one or more previous Alan Rogers invoices according to the payment terms.

The content and implementation of any order (advertisement, web listing, other) is made by mutual agreement. However, we reserve the right to change content and appearance at our discretion. Given the short period when the Alan Rogers website and other services are prepared, it is not always possible to provide proof/screenshot. Alan Rogers is entitled to use third parties to prepare materials where necessary.

Article 4: Material

By providing imagery such as photographs, videos or digital material to Alan Rogers, whether by upload to our management tool, via email or by any other means, you guarantee that you are the legal owner of the copyright of that material, or have been awarded full and unrestricted rights from the copyright owner to upload and utilise the imagery for the purposes of the Alan Rogers Guides or any other distribution channels including, but not limited to, the Alan Rogers websites, selected third party websites and Alan Rogers apps.

In the event that Alan Rogers has not received the necessary artwork by the agreed deadline, Alan Rogers reserves the right to reuse the advertisement and/or content of the previous year.

The campsite and/or their representative gives automatic approval to Alan Rogers to make any necessary amendments to any materials provided. After processing, delivery specifications of the contract will be confirmed in writing to the campsite. Alan Rogers reserves the right not to publish any submitted materials if the material in question are deemed by Alan Rogers to be:

- inappropriate
- of inadequate quality
- not according to the specifications required by Alan Rogers

All materials received can only be used when they conform with our technical requirements.

Article 5: Liability

We are not responsible for any incorrect/incomplete information relating to the content of any advertisements and listings, and specifically, for any indirect damages or liability of any kind, that may result. Furthermore, we are not liable for any damage of any kind, which the campsite may suffer if due to force majeure, the advertisement is not placed, or if the website, or any other Alan Rogers publications or any third party publications or websites are temporarily unavailable.

Article 6: Claims

All complaints relating to advertisements, web listings etc. must be submitted within 30 days of issue by Alan Rogers, and these must be made in writing to Alan Rogers. In the event of any complaints regarding invoices, any claims must be submitted within 30 days from the invoice date. Complaints (as indicated above), will not allow for any claims against Alan Rogers, nor for any damages or termination of any agreement with us. Payment terms will never be suspended.

Article 7: Property

Alan Rogers' publications and website content remain the intellectual property of Alan Rogers and copyright of all publications is expressly reserved.

Article 8: Payment, interest and costs

An invoice will be issued immediately on receipt of your order. Payment must be made to our bank account within 30 days from the date of the invoice. In the event of any failure to pay, Alan Rogers will apply an interest charge of 1% per month or part month, with no requirement for any prior warning or notice.

In the event of non payment after 60 days of the invoice date Alan Rogers reserves the right to instruct a debt collection agency to collect the payment due. Any possible judicial and/or extrajudicial collection costs shall be borne by the campsite/advertiser. We may also remove your listing/advertisement from our website.

Article 9: Disputes

All agreements and execution related to any such agreements shall be governed exclusively by UK law.

Contact us

UK campsites

Space Marketing

Davidh@spacemarketing.co.uk

+44 (0) 1892 677740

France campsites

ICCS International Tourism Promotions

info@iccsfrance.com

+33 (0)6 61 51 55 79

Spain campsites

Servicios Turísticos Heinze Latzke

info@servitur-heinze.com

+34 93 280 40 44

Other European campsites

trafficking@alanrogers.com

+44 (0)1580 214 051

Aftersales

trafficking@alanrogers.com

+44 (0)1580 214052

Editorial, media and PR

press@alanrogers.com

Ammendments & corrections

trafficking@alanrogers.com

For further information or to login to the
campsite portal, please visit

alanrogers.com/account/sign-in



alanrogerstravel



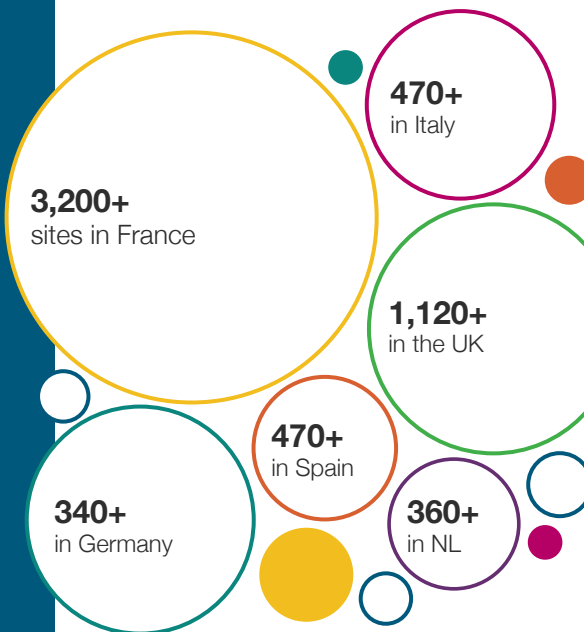
@alanrogers

Alan Rogers Travel Ltd
Spelmonden Old Oast
Goudhurst
Kent, TN17 1HE
United Kingdom



Be part of the family

Join our network of campsites across
Europe. Let us help you promote and grow
your site.



With over 50 years of experience and
expertise and the most comprehensive
database in the industry, it's no wonder
we're the **experts in camping**.

We are a Member of ABTA which
means you have the benefit of ABTA's
assistance and Code of Conduct.



ABTA Bonded
Membership No. P7119, Y6434

Registered in England 3676532.
East Grinstead House, RH19 1UA
VAT No. GB 724 6700 42

© 2022 Alan Rogers Travel Ltd