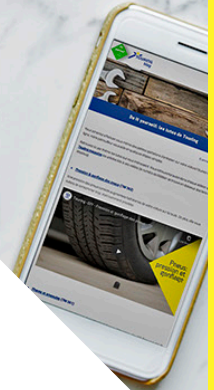
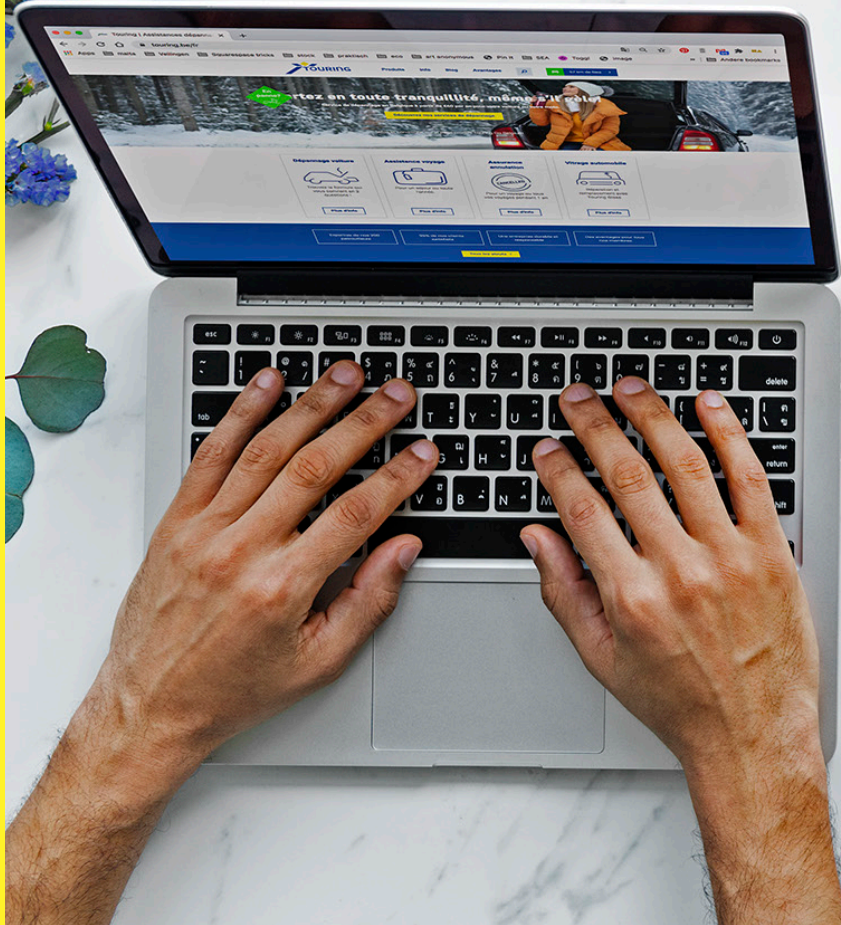
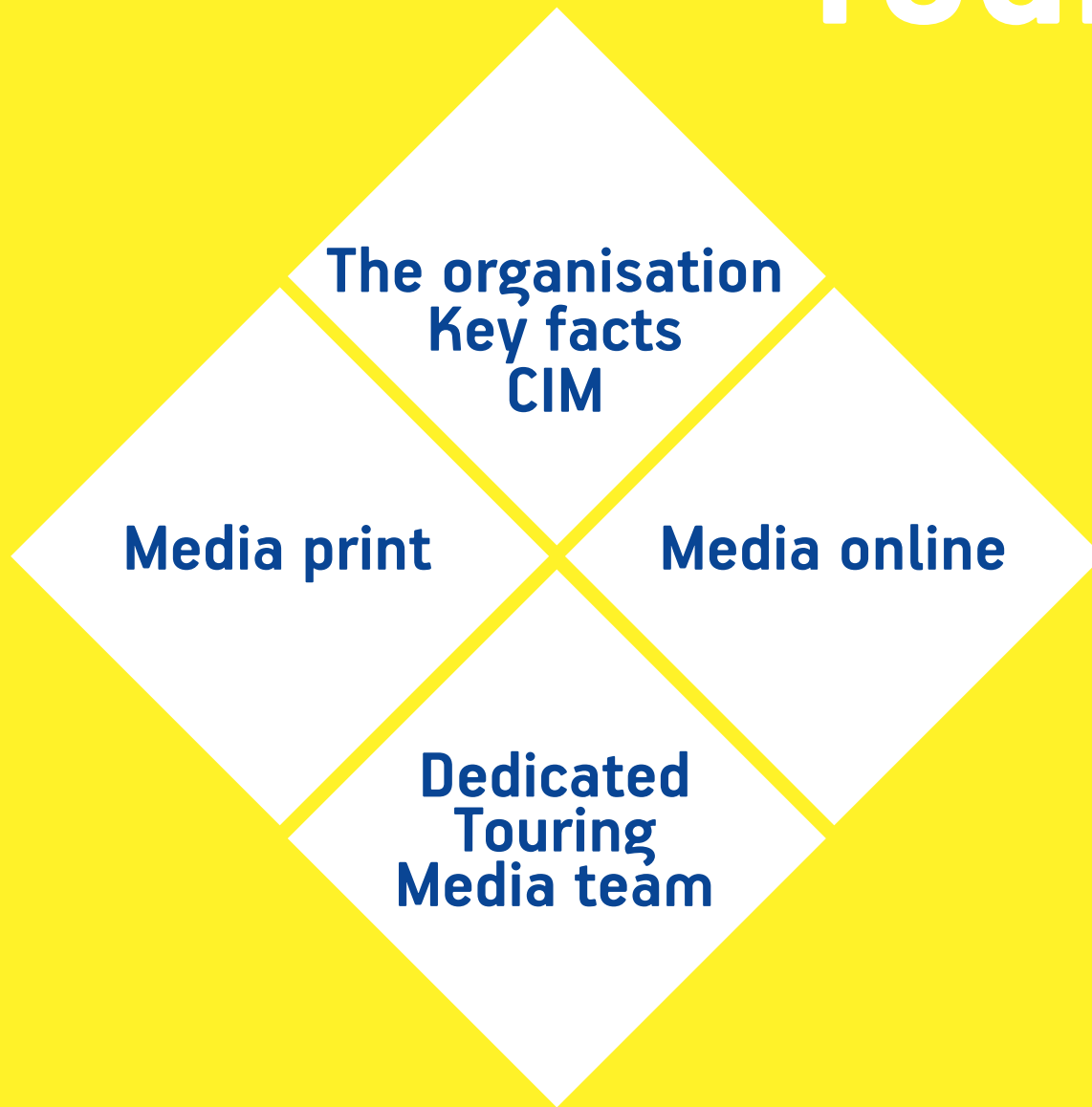


Touring Media

travel
mobility
enjoy
on the go



Touring Media



The organisation
Key facts
CIM

Touring Media





1895

Oprichting
Touring Club

1948

Oprichting
Touring
Wegenhulp

1958

Lancering
Touring Reisbijstand

1996

Lancering
Touring Mobilis

2013

Oprichting
Touring Glass

2016

Lancering
Touring apps

2018

Pechverhelping
met de bakfiets

2019

Touring herlaadt
je elektrische auto



Touring Media the organisation

- Mobility organisation with over 125 years of history
- Member of international network ARC Europe and FIA
- 305,000 members (140,000 N and 165,000 F)
- Our own multichannel media: print and online



Key Facts CIM 2024 Touring Media

(research June 2022 – March 2023)



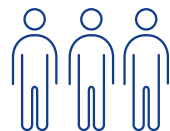
Copies: Total:

305,000 ex.
NL: 140,000 ex.
FR: 165,000 ex.



Audience:

Total:
815,000 readers
NL:
410,000 readers
FR:
445,000 readers



Number of readers per magazine:

Almost 3



Website Touring.be: Average:

160,000
users per month

250,000
sessions
per month



Blog on Touring.be:

Average:
81,000
users per month



E-newsletter:

Total:
390,000
e-adresses
NL:
190,500
adresses
FR:
199,500
adresses



Open rate en CTR on topic:

Average 25%
Average 2,9%



Profile Touring readers:

Selectivity
group 1-6:
72%
Engagement:
60% reads
every edition
of almost
every edition

Media print

Touring Media



Media print



The power
of attention
and trust



Touring profile data



Active target group younger than 65: **65%**

Social groups 1-6: **72%**

On average, a Touring magazine is read door **2,7 readers**

Almost **55%** are **primary readers**



1st place in KPD national ranking of all car and travel magazines

Touring Magazine is the **largest car and travel magazine** in Belgium

Key facts Touring print

Circulation:

NL: 140,000 ex.

FR: 165,000 ex.

T: 305,000 ex.

(CIM 2022)

Reach:

paper magazine
and digitale:

NL: 410,000 readers

FR: 445,000 readers

T: 815,000

(CIM readership survey
2022-2023)



Media online

Touring Media



Media online

Contact Business My Touring FR Winkelwagen

Pech? TOURING

Producten Info Blog Voordelen 29 km file

Touring Go Belgium : tot €45 korting

Bijstand in België voor jouw auto of jouw moto

Meer info

Info en voorwaarden op de Touring Belgium Go productpagina

- Pechverhelping**
Pechbijstandsformule, voor één auto of één motor
Meer info
- Reisbijstand**
Bijstand voor één reis of het hele jaar.
Meer info
- Fietsbijstand**
Overal in België, voor fietsen en elektrische fietsen
Meer info
- Autoruit vervangen**
Autoruit reparatie of vervanging met Touring Glass
Meer info

Particulieren Bedrijven Touring Club Magazine Jobs Contact

TOURING blog Fiets Motor Auto Reizen

Vakantie 2024: trends en gouden tips om je budget te optimaliseren

Bekijk al onze tips

Categorieën

- Info en reglementen per land
- Vrije tijd
- Vervoersmiddelen
- Op de weg
- Reizen
- Newsletter
Blijf op de hoogte!
Abonneren

Tweedehandsauto's, het juiste moment om te kopen?

Wandelen tussen België en Nederland

Nieuwe regering: de mobiliteitsmaatregelen onder de loep

> Lees het magazine online

september - oktober juli - augustus mei - juni

TOURING MAGAZINE

TOURING MAGAZINE

TOURING MAGAZINE

Key facts Touring.be



Reach Touring.be:

- average 160,000 visitors per month
- average 250,000 sessions per month



Reach blog Touring.be:

- average blog users per month: 81,000
- average time spent: 1 minute

E-newsletter (1 per month):

390,000 e-adresses (190,500 NL and 199,500 FR)



Average open rate: 25%

Average CRT: 2,9%



Media online

The screenshot shows the TOURING blog homepage. The main header includes the TOURING logo and navigation links for 'Produkten', 'Info', 'Blog', and 'Voordelen'. A search bar is visible on the right. The main content area features a large image of a river landscape with the headline 'Duitsland, het land waar dromen écht zijn'. Below the image, there is a sub-headline 'Partnerific de verborgen charmes van buurland en vakantieland Duitsland.' and a date '14 augustus 2020 | Bert De Landstheer'. A 'Verwante inhoud' section follows, with a sub-headline 'De deuren van Duitsland staan weer wagenwijd open. Nieuwe avonturen en onuitwisbare herinneringen liggen op de loer in ons gastrijke buurland. Weekendje weg, een roadtrip of met de voeten in het zand? Deze toplocaties hebben je gegarandeerd uit je kot!' and a date '24 september 2020 | Bert De Landstheer'.

The screenshot shows the TOURING blog homepage with a focus on COVID-19 travel measures. The main header includes the TOURING logo and navigation links for 'Produits', 'Info', 'Blog', and 'Avantages'. A search bar is visible on the right. The main content area features a large image of a person walking with the headline 'Partir en vacances? Suivi des mesures coronavirus par pays'. Below the image, there is a sub-headline 'Ma destination de vacances est-elle accessible?' and a date '24 mai 2020 | Touring'. A 'Contenus liés' section follows, with a sub-headline 'Assistance voyage annuelle' and a date '24 mai 2020 | Touring'.

The screenshot shows the TOURING blog homepage with a grid of travel-related articles. The main header includes the TOURING logo and navigation links for 'Wilo', 'Moto', 'Vulture', and 'Voyages'. A search bar is visible on the right. The main content area features a large image of a person on a bicycle with the headline 'Un pépin sur la route? Petit guide pratique' and a date '15 avril 2024 | Bert De Landstheer'. Below the image, there is a sub-headline 'Des copies des documents de bord ne suffisent pas' and a date '15 avril 2024 | Touring'. A 'Gagner des vacances en bateau avec Le Boat' section follows, with a sub-headline 'Emporter vos médicaments en voyage? Ce n'est pas toujours légal!' and a date '9 avril 2024 | Touring'.

The screenshot shows a Facebook post from TOURING. The post is dated '15 septembre' and features a large image of a woman on a bicycle. The text of the post reads: 'Doe mee aan onze wedstrijd in het kader van de Mobiliteitsweek en win misschien een prachtige E-Bike. 🚲 🏆 🎉 https://bit.ly/35qc9YC 📌 Origineel weergeven · Deze vertaling beoordelen'. Below the image, there is a sub-headline 'Gagner des vacances en bateau avec Le Boat' and a date '9 avril 2024 | Touring'. The post has 22 comments and 20 shares.

- blog [Touring.be](#)
- item in Touring e-newsletter (390,000 e-addresses)
- dedicated e-newsletter
- IMU
- facebook post
- video



**Dedicated
Touring
Media team**

Touring Media



Dedicated Touring Media team

JO VERLUYTEN
editor in chief



MARIE-LAURE DECHAMPS
print and digital
content coordinator



LIES SCHREVS
graphic designer



BART DE LANDTSHEER
editor tourism



VINCENT HAYEZ
editor automotive



YANNIC DEMEYER
accountmanager



- small, dynamic media team
- editorial staff, layout, administration and sales
- fine-tuned, lots of expertise and flexible
- native translation
- dedicated approach

We will gladly work out your campaign:
Yannic Demeyer – accountmanager Touring Media
Yannic.demeyer.ext@touring.be – 0497 480 657

