



TOURING CAMPING KIT GENERAL



NEW

Touring, Belgium's largest mobility organisation, has been working hard over the past year to target the community of tent, caravan, camper van and motorhome campers through its media. Through competitions and various content channels (print and online), a niche database of 10,000 Touring customers with a specific interest in camping was created and the European Touring Camping Guide was revitalised.

We present all possible Touring media channels and offer **media packages**. Independent of these formulas, a **customised package** can always be developed, tailored to the client's objective.

WHY DOES TOURING FOCUS ON THIS TARGET GROUP?

The Touring brand stands for mobility and tourism. Our customers continuously receive information on mobility modes and suggestions for special travel destinations or offers. Because of its credibility and expertise, customers often obtain information through Touring for their holiday choices. That's why we use Touring media to target Belgians' travel behaviour more concretely and specifically than with other media.

LATEST TRENDS (*)

- The **top five destinations** for Belgians are France, Belgium, Spain, Italy and the Netherlands
- Of all European countries, Belgians **spend** on average the most money (after Luxembourg and Switzerland) **during their holidays**.
- Belgium ranks 2nd on the European list in terms of **registered campers** relative to population, indicating high selectivity
- 8 in 10 Belgians **intend to travel** in the coming year
- Belgians mainly travel in **July, August and September**
- Belgians are **booking their holidays earlier** again (55% early bookers compared to 64% before the corona crisis)
- 12 to 15% of Belgians choose to **holidays on a campsite or with a motorhome** (growing market)

(*) Source: Statbel, ABTO, ECF, Eurostat and de Tijd

CONTACT: Touring Camping Guide, Koning Albert II laan 4 bus 12, 1000 Brussels, media@touring.be



TOURING CAMPING COMMUNITY MEDIA CHANNELS

TOURING EUROPEAN CAMPING GUIDE IN COMBINATION NL AND FR

Handy 300-page pocket guide

→ a **handy pocket size** (115 mm x 205 mm) with a selection of European campsites and useful content such as camping tips, new forms of camping, country and traffic information, etc.

→ inspected campsites that accept the **Camping Key Europe advantage card** receive a special mention.

→ **distribution via**

- **sales** (€14.95) through open distribution channels such as Standaard Boekhandel in Flanders, Club in Brussels & Wallonia, AS Adventure in Belgium (the larger shops that offer guidebooks & maps), Fnac, Carrefour Hypermarkets, independent bookshops, etc. (500 sales points).
- **via Touring Magazine** mid-April 2024: insert of the guide sent with the magazine to the database of the Touring Camping Community.

→ The guide will be published in **March 2024**.

→ **1/2 page or 1/1 page advertisement** can be placed in the guide.



TOURING MAGAZINE IN NL AND FR

A4-sized membership magazine delivered to all Touring members 4 times a year. 2 editions: in Dutch and in French.

→ **circulation per edition: 310,000 copies** and 930,000 readers (45% NL and 55% FR)

→ **1/2 page of 1/1 page advertisement** can be placed in the magazine.



TOURING ONLINE IN NL AND FR/ EXCLUSIVE ONLINE PROMOTION

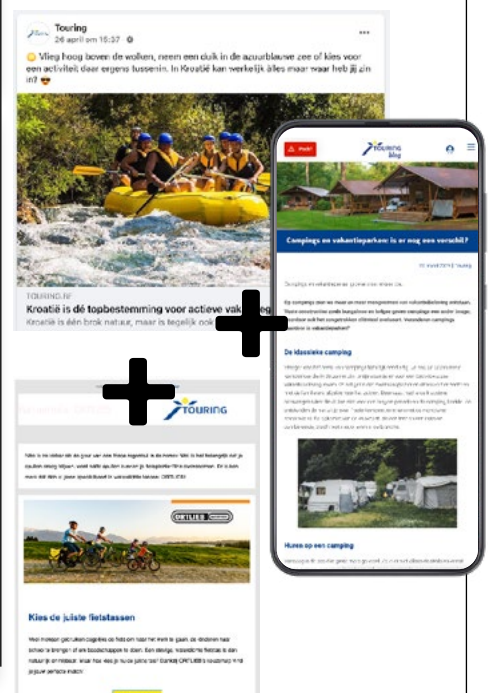
→ **Blog:** 'Exclusive Touring selection of campsites in Europe': editors briefly describe participating campsites, by region. (with link to website of the campsites)

→ In this blog, your destination or camping product can be published in a short presentation, with links to your website.

→ The blog with selection is promoted with:

- a **dedicated Touring e-newsletter** to 370,000 e-addresses (the content of the e-newsletter is only about camping and the selected campsites)
- +
- an **item in the general Touring e-newsletter** (Touring editors refer to blog with exclusive selection of campsites in Europe) and information of destinations or camping products.
- +
- **1 paid Facebook post** (idem)

→ This exclusive online promotion requires a minimum of 10 participating campsites. There is a digressive discount per 5 campsites, rising to more than 20%.





TOURING CAMPING COMMUNITY MEDIA PACKAGES

TIMING - DELIVERY - CONTACT

CONTACT: media@touring.be or
yannic.demeyer.ext@touring.be - 0497 480 657

TOURING CAMPING MEDIA KIT GENERAL

- Reservation deadline: 4.11.2023
 - Materials submission deadline: 8.12.2023
- Via: media@touring.be

Independent of the formulas below, a **customised package** can always be worked out, tailored to the client's objective.

CAMPING COMMUNITY GENERAL RATES

type	rates
guide - 1/2 page adv.	1.540
guide - 1/1 page adv.	2.465
PRINT PACKAGE: GUIDE AND TOURING MAGAZINE	
guide- 1/2 page adv + 1/2 page adv in Touring Magazine	3.900
guide - 1/2 page adv + 1/1 page adv in Touring Magazine	5.350
guide - 1/1 page adv + 1/2 page adv in Touring Magazine	4.700
guide 1/1 page adv + 1/1 page adv in Touring Magazine	5.800
ONLINE EXTRA (ONLY POSSIBLE IN COMBINATION WITH GUIDE OR PRINT PACKAGE)	
item in exclusive blog with selection campings and pushed by dedicated e-newsletter/general e-letter en FB post (basic tekst of 200 characters / image + links to website client)	1.050

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TOURING CAMPING COMMUNITY TECHNICAL SPECIFICATIONS

TOURING EUROPEAN CAMPING GUIDE

handy 300-page pocket guide in combination NL/FR

SIZES (ADS IN 4 COLOURS)

- 1/2 page: W 95 mm x H 95 mm
- 1/1 page and covers: W 95 mm x H 190 mm

TOURING MAGAZINE

in NL and FR

SIZE (ADS IN 4 COLOURS)

- 1/2 page: W 101mm x H 285 mm or W 210mm x H 142mm
- 1/1 page: W 210 mm x H 285 mm

TOURING ONLINE

in NL and FR

→ Input for the exclusive online promotion:

Basic text of 200 characters - 2 high-resolution images (600 x 219 pixels and 300 x 217 pixels)



1/1 page and covers: W 95 mm x H 190 mm

1/2 page: W 95 mm x H 95 mm



1/2 page: W 101 mm x H 285 mm
1/2 page: W 210 mm x H 142 mm

1/1 page: W 210 mm x H 285 mm



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