

HOLIDAY BROCHURES SUMMER 2024
How can you generate (new) leads for your destination?

- ◆ more than 1.000.000 readers print and/or online in Belgium
- ◆ focus on mobility and tourism
- ◆ Dutch and/or French media
- ◆ creative collaborations
- ◆ dedicated media team

100% APPROVED



In 2024, Touring Media will once again offer its tourism partners the possibility to offer holiday brochures. This can be done for both print and online holiday brochures. This action generates hundreds of interesting leads for the tourism partners.

OFFER

Your holiday brochure will be placed online via Touringmedia.be (online publication on 29.2.2024 until 29.03.2024.) and announced/pushed via:

- > A **blog** on touring.be in the travel and leisure section **reach 130,000** (50/50 NL and FR)
- > dedicated **e-newsletters** to **390,000 e-addresses** (50/50 NL and FR)
- > **FB posts** to **145,000 followers** (50/50 NL and FR)
- > **e-letter Touring Discovery** to 390.000 adresses (50/50 NL and FR)

Ordering will only be possible online. During the months of March and April 2024, the advertiser will receive 4 Exel statements with the requests. Touring Media is not responsible for sending the brochures.

COST

€1.100 per brochure

DATA

Holiday brochures will be published online as of 29.2.2024 until end of March 2024
Reservations and deadline delivery material:
 8.2.2024 **Online publication:** 29.2.2024
Online push campaign starting 1.3.2024



MORE TECHNICAL INFORMATION: www.touringmedia-eng.be/promotions

CONTACT: Commercial information: Touring Media Account Manager: Yannic Demeyer, yannic.demeyer.ext@touring.be, 0497 480 657
Administrative information: office: Marie-Laure Dechamps, media@touring.be, 02 233 24 66