

MEDIAKIT 2024



Creative advertising in print en online

Our readers

48% ♀ 52% ♂



Karel (56)
cycling and walking-mad perfectionist who loves photography and dreams of travelling to far-off destinations



Peter (42)
sporty active fellow who can also appreciate relaxing with his son



Walter (58) and Christa (56)
social campers who love group travel and enjoy nature and the simple things in life

Lieve (63)
passionate Pasar ambassador who likes to take part in local group activities (and is herself a tour guide)



Ronny (71) and Bea (69)
two adventurous lovers of life who always take to the road in the camper van with each other

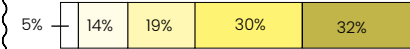


Wai Ki (35) and Jeroen (37)
young parents living in the city, who have a passion for ecology and a large tent

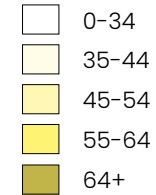
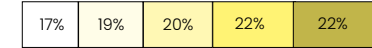


Age of our readers

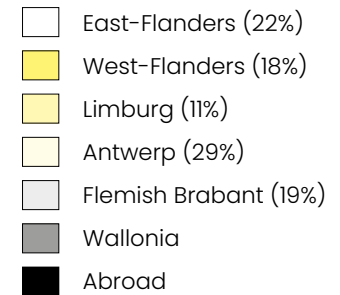
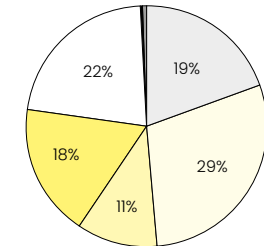
Print



Online



Geographical distribution



Interests of our readers

- Walking
- Biking
- Excursions and holidays
- Group travel
- Camping with tent, caravan and camper
- Culture
- Nature

✓Pasar wandelen

In Pasar Wandelen (Hiking) you will discover the most varied hikes and trips with a plus, near or far, and be inspired to set out on your own. We point the way to walking routes with just that little extra: a great story, a beautiful piece of nature, a cultural discovery, a quest, a culinary tip...
Pasar Wandelen is published every season, and each issue contains 2 detachable walking routes.



Appearances of Pasar Wandelen

4x per year: January – April – July – October

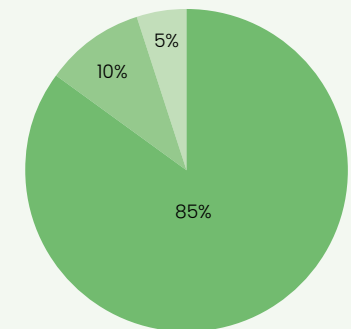
Print run: 25.000 copies

Readership: 80.000 readers

On average 3,2 readers per magazine

Average reading time per magazine: 46 minutes

Distribution



■ **85%** by post to members

■ **10%** via newspaper shops, supermarkets and Standard Boekhandel shops

■ **5%** through tourist locations and events

√Pasar fietsen

In **Pasar Fietsen** (Biking) you will discover the most varied cycling tours and trips with a plus, near or far, and be inspired to get out there yourself. We point the way to cycling routes with just that little bit more: a surprising story, a beautiful piece of nature, a cultural discovery, a quest, a culinary tip...
Pasar Fietsen is published every season, and each issue contains 2 detachable biking routes.



Appearances of Pasar Fietsen

4x per year: February – May – August – December

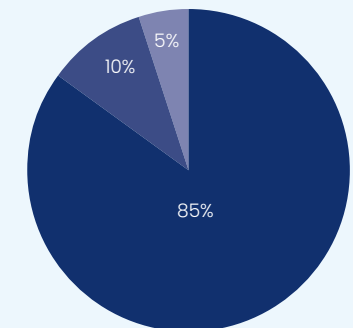
Print run: 25.000 copies

Readership: 80.000 readers

On average 3,2 readers per magazine

Average reading time per magazine: 46 minutes

Distribution



■ **85%** by post to members

■ **10%** via newspaper shops, supermarkets and Standard Boekhandel shops

■ **5%** through tourist locations and events

Pasar camper & kamperen

Do you dream of a camping trip with your tent, caravan or motorhome, and you are always looking for just that little bit more? **Pasar Camper & Camping** shows you the plus behind every camping trip: a lovely hike, a hidden pearl, an unforgettable group activity, a wild piece of nature, ... This magazine - for and by camperfans - is full of useful tips, surprising news and camping-friendly destinations at home and abroad.

A brand new **Pasar Camper & Camping** is published each season



Appearances of Pasar Camper & Kamperen

4x per year: March – June – October* – December

Print run: 10.000 copies

Readership: 32.000 lezers

*With supplement: *Model News Campers 2025*

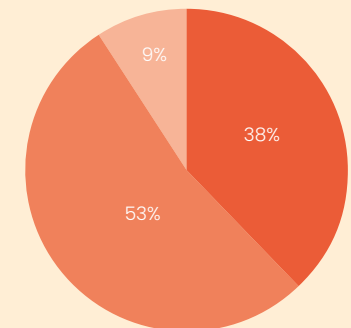
Pasar Camper & Kamperen Travel special

Publication Date: 02/02

An extra special full of camping-friendly destinations and camping trips to dream off.

Print Run: 10.000 copies (sent to members + for sale in shops)

Distribution



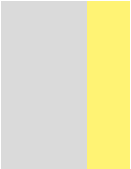

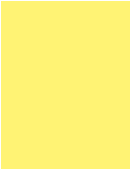
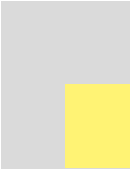
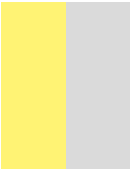
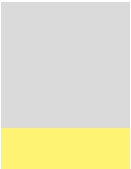
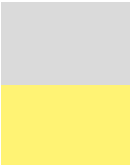
- 38% by post to members
- 53% via newspaper shops, supermarkets and Standard Boekhandel shops
- 9% through campsites, dealers and events

Print ad rates 2024

These rates apply to Pasar Walking and Pasar Biking.

Print run per edition: 25.000 copies

Readership: 80.000

	Format	Price		Format	Price	
	2/1 page 440 mm W x 286 mm H + 5 mm bleed	€ 4.700		1/3 page vertical 70 mm W x 286 mm H + 5 mm bleed	€ 1.450	 Cover 2 € 3.300 Cover 3 € 3.050 Cover 4 € 3.600
	1/1 page 220 mm W x 286 mm H + 5 mm bleed	€ 2.650		1/4 page vertical 98 mm W x 131 mm H	€ 1.050	
	1/2 page vertical 108 mm W x 286 mm H + 5 mm bleed	€ 1.850		1/4 page horizontal 200 mm W x 64 mm H	€ 1.050	
	1/2 page horizontal 220 mm W x 141 mm H + 5 mm bleed	€ 1.850				








Do you prefer an insert, adhesive card, creative package or one of our other creative formulas? [Click here!](#)

Print ad rates 2024

These rates apply to Pasar Camper & Kamperen, Model Guide Campers 2024, and Pasar Camper & Kamperen Travel Special

Print run per edition: 10.000 copies

Readership: 32.000

	Format	Price		Format	Price
	2/1 page 440 mm W x 286 mm H + 5 mm bleed	€ 1.550		1/3 page vertical 70 mm W x 286 mm H + 5 mm bleed	€ 550
	1/1 page 220 mm W x 286 mm H + 5 mm bleed	€ 895		1/4 page vertical 98 mm W x 131 mm H	€ 395
	1/2 page vertical 108 mm W x 286 mm H + 5 mm bleed	€ 595		1/4 page horizontal 200 mm W x 64 mm H	€ 395
	1/2 page horizontal 220 mm W x 141 mm H + 5 mm bleed	€ 595			

Cover 2
€ 995

Cover 3
€ 950

Cover 4
€ 1.095

Do you prefer an insert, adhesive card, creative package or one of our other creative formulas? [Click here!](#)

Advertorial rates 2024 (Pasar Wandelen & Pasar Fietsen)

A semi-editorial collaboration. Pasar is responsible for final editing of the text and layout based on supplied text and images. There is 1 round for corrections on the proof. Additional technical cost for layout and final editing: €150 per page.

1 page

Media cost: € 2.850

Technical cost: € 150

Material to submit:

- Text of max 2.500 characters in Word
- 4 images
- Logo

2 pages

Media cost: € 4.895

Technical cost: € 300

Material to submit:

- Text of max 5.000 characters in Word
- 6 images
- Logo

3 pages

Media cost: € 6.490

Technical cost: € 450

Material to submit:

- Text of max 7.500 characters in Word
- 8 images
- Logo

4 pages

Media cost: € 7.980

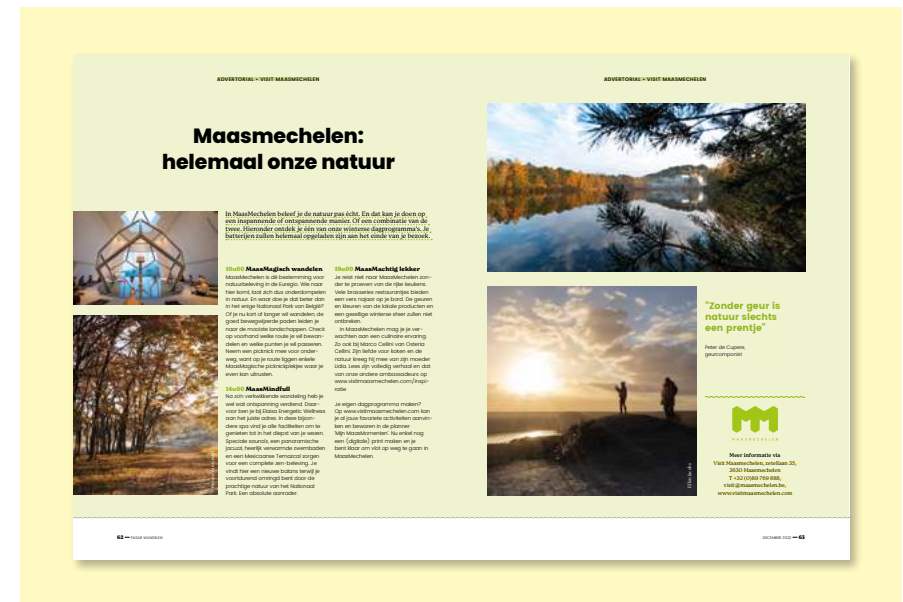
Technical cost: € 600

Material to submit:

- Text of max 10.000 characters in Word
- 10 images
- Logo

> 4 pages

Price: on request



Choose an editorial package with your advertorial in Pasar magazine or the Travel Special, as well as on Pasar.be, with a content block in the Pasar newsletter, a post on our social media and bannering on Pasar.be. **Price on request.**

Advertorial rates 2024 (Pasar Camper & Kamperen)

A semi-editorial collaboration. Pasar is responsible for final editing of the text and layout based on supplied text and images. There is 1 round for corrections on the proof. Additional technical cost for layout and final editing: €150 per page.

1 page

Media cost: € 1.095

Technical cost: € 150

Material to submit:

- Text of max 2.500 characters in Word
- 4 images
- Logo

2 pages

Media cost: € 1.750

Technical cost: € 300

Material to submit:

- Text of max 5.000 characters in Word
- 6 images
- Logo

3 pages

Media cost: € 2.400

Technical cost: € 450

Material to submit:

- Text of max 7.500 characters in Word
- 8 images
- Logo

4 pages

Media cost: € 2.990

Technical cost: € 600

Material to submit:

- Text of max 10.000 characters in Word
- 10 images
- Logo

> 4 pages

Price: on request

The image shows a sample advertorial page for 'De Karintische meren-route'. The page is titled 'De Karintische meren-route met nieuwe etappes en nog meer ontdekkingsmogelijkheden'. It features a central map of the Karintian lakes region, surrounded by text columns and several photographs of lakes and mountains. The text includes sections like 'Karinthise merenroute', 'Een gezellige meerwaarde', 'De meerdagse fietsroute', 'Kan goede services met onverwachtelijke kosten en 60 verbruikers', and 'Karinthische kaden - meer dan Klauwde en Biedding'. The page is designed to be informative and visually appealing, with a clear layout and high-quality images.

Choose an editorial package with your advertorial in Pasar magazine or the Travel Special, as well as on Pasar.be, with a content block in the Pasar newsletter, a post on our social media and bannering on Pasar.be. **Price on request.**

Publication dates 2024

Reference	Title	Period	General subjects	Deadline Ad Reservations*	Deadline Ad Submission**	Appearance
24 - 1	Wandelen	Winter	Close(r)by	30 dec	3 jan	26 jan
24 - 1.1	Camper & Kamperen Travel special	Year-round	Near the Waterfront	7 jan	10 jan	2 feb
24 - 2	Fietsen	Winter-Spring	Electric bikes + Blossoms	28 jan	31 jan	23 feb
24 - 3	Camper & Kamperen	Spring	Camping for Beginners	25 feb	28 feb	22 mar
24 - 4	Wandelen	Spring	Week of Leisure Time	31 mar	3 apr	26 apr
24 - 5	Fietsen	Summer	(Flemish) Heritage & Nature	28 apr	1 may	24 may
24 - 6	Camper en Kamperen	Summer	Camping with kids	26 may	29 may	21 jun
24 - 7	Wandelen	Summer	Nature & Olympics	16 jun	19 jun	12 jul
24 - 8	Fietsen	Summer-Autumn	Regional products	28 jul	31 jul	23 aug
24 - 9 & 9.1	Camper en Kamperen + Model News 2025	Autumn	New technologies Model News & Buying Guide	8 sept 8 sept	11 sept 11 sept	4 oct 4 oct
24 - 10	Wandelen	Autumn-Winter	Sustainable travel	6 oct	9 oct	1 nov
24 - 11	Fietsen	Winter	Close(r)by	10 nov	13 nov	6 dec
24 - 12	Camper en Kamperen	Winter	In search of snow	24 nov	27 nov	20 dec

Gezien de productievereisten van advertorials gelden hiervoor andere reservatie- en aanleverdata.

Afsluiten reservaties: * - 9 dagen • Aanleveren materiaal: ** - 9 dagen

Advertising on Pasar.be

Average number of unique visitors per month: 65.000
Average number of page impressions per month: 200.000
Average session duration: 2,5 minuten



ON THE HOMEPAGE

Tile ad

290 x 290 pixels
€ 650/month

Billboard ad

1200 x 140 pixels
€ 750/month



OP DE SUBHOMEPAGES

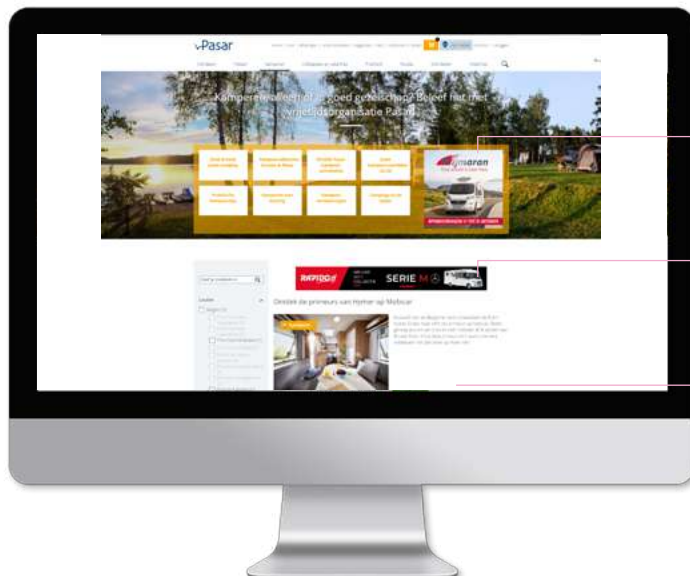
Rectangle ad

300 x 250 pixels
€ 695/month

Leaderboard ad

728 x 90 pixels
€ 795/month

**Preview block
online advertorial**
(zie rates p 12)



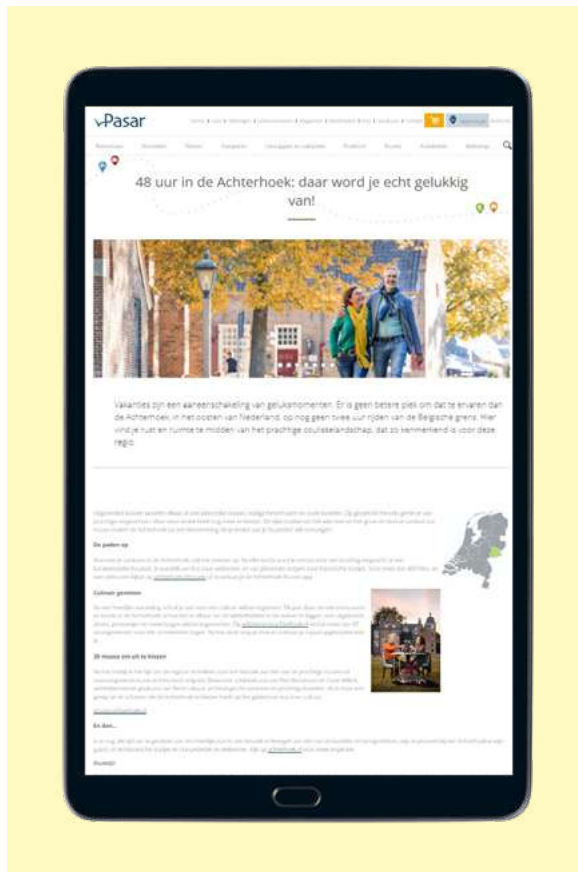
Full pack: complete online integration -> reach all Pasar.be visitors for € 2.995 per month!

Online advertorial on Pasar.be

A semi-editorial collaboration. Pasar handles final editing and online formatting based on supplied text and images. There is 1 round of corrections before placement.

Rate advertorial on Pasar.be: € 995 per year

Material to submit: text of max. 3.000 characters (incl. spaces) in Word, 4 images (min. 1 horizontal image), logo and sitelink.



Social media

Reach hikers, cyclists and campers through our social media.



Facebook Pasar vzw: 9.500 followers

Pasar Kamperen: 2.000 followers



Instagram @pasarvzw: 1.000 followers

Instagram @pasarkamperen: 660 followers

€ 250/publication

Only possible in combination with another formula in print and online. We provide €50 to boost the post to the right audience.

Social media posts are compiled by the online editor, based on an **online advertorial**. The short text, corresponding media and proposed time of appearance are submitted for one round of correction.



Newsletters

There are 4 Pasar newsletters: Hiking, Cycling, Campers & Camping (motorhomes) and Campers & Camping (tent & caravan). Each newsletter contains a mix between domestic and foreign reports, a selection of Pasar activities, tips for cultural activities, a blog post and poll/reader question.

	Pasar Wandelen	Pasar Fietsen	Pasar Camper & Kamperen (campers)	Pasar Camper & Kamperen (tent & caravan)
Subscribers	50.300	39.800	21.000	6.800
Average open rate	46%	42%	45%	60%
Average click through rate	7-9%	7-9%	7-9%	17-19%
Rate Sponsored News	€ 1.395	€ 1.395	€ 995	€ 995
Rate Banner	€ 895	€ 895	€ 595	€ 595
Rate advertorial content block	Only in combination with an online advertorial (see p 6)			

Submission of a banner: format: 468 x 60 pixels in jpeg, png (animated) gif + link to own website.

Submission of sponsored news: title of max 35 characters incl. spaces, text of max. 220 characters incl space, a horizontal image without text (format: 407 x 305 pixels) + link to own website.

An **advertorial content block** links to an online advertorial at www.pasar.be

Dedicated mailings are only possible on request and with the design and layout by Pasar.

BANNER



SPONSORED NEWS

SPONSORED NEWS

Zalige fietsvakanties met Sunlight

Beleef het ultieme gevoel van vrijheid. Door de stad of in de natuur, met een Sunlight (bus)camper reis je het avontuur tegemoet. En natuurlijk gaan je fietsen mee: achterop de fietsendrager of in de ruime garage onder het bed.

www.sunlight.de

ADVERTORIAL

ADVERTORIAL

Herfstwandelen in Zwitserland

Herfst is het seizoen voor de zintuigen. Dat gaat zeker op voor Zwitserland. De landschappen transformeren in een palet van warme kleuren en betoverende geuren en smaken; de perfecte achtergrond voor heerlijke wandelochten.

[Lees meer](#)

Appearance dates newsletters 2024

Submission of material (banner or sponsored news) = 5 days before publication

	M	D	W	D	V	Z	Z	M	D	W	D	V	Z	Z	M	D	W	D	V	Z	Z	M	D	W	D	V	Z	Z	M	D						
January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
February				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29				
March				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
April							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
May			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
June				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
August			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
September				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
October		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
November			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
December				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

- Newsletter Pasar Camper & Kamperen (campers)
- Newsletter Pasar Camper & Kamperen (tent & caravan)
- Newsletter Pasar Wandelen
- Newsletter Pasar Fietsen

Creative formulas

Insertsand supplements

Distribute your leaflet or magazine, stapled or under foil, to the Pasar members.

Print run: 20.000 copies

Inserts

Minimal 2 pages: price on request

Adhesive card on own ad page: € 5.495

Adhesive card on a Pasar-page: € 3.395



Readers contest

A competition is announced in Pasar magazine and in the Pasar newsletter, layout and final editing by Pasar with 1 round of corrections. Competition can be participated at www.pasar.be/wedstrijd for 1 month. Pasar will notify the winner after the competition and the advertiser will be responsible for sending the prizes.

1/2 page € 1.500

€ 350 exchange value of prices

text max. 750 characters, 2 images, logo

1/1 page € 2.000

€ 650 exchange value of prices

text max. 1.500 characters, 4 images, logo

2/1 page € 2.750

€ 1.250 exchange value of prices

text max. 3.000 characters, 6 images, logo



New: promote your tourist hiking or cycling route!

Highlight your walking or cycling route on a detachable sheet. with a map, description, places of interest, explanation of the region...
The map is printed on thicker paper and is easily detachable for collectors.

Rate for a recto/verso page: € 3.695

Realisation cost for final editing and layout: € 300



WANDELFICHE • VISIT MAASMECHELEN

Velden vol paars: de heide kleurt MaasMauve

5,5 KM MOEILIKHEIDSGRAAD ☆☆☆

Bos, heide, oude zand- en grindgroeves

Zwerf langs zonnige heidevelden, verdwaal in schaduwrijke bossen of tuur naar eideloze vergezichten. Ontdek Nationaal Park Hoge Kempen in volle bloei met deze wandeling aan de wandelpoort bij uitstek, de Mechelse Heide.

TEXST EN FOTO: Visit Maasmechelen

Deze lus neemt je 5,5 km lang mee doorheen het heide-reservaat. Je start de wandeling in het bos maar daarna: heide voor zover je kan zien! Van midden augustus tot midden september staat deze volop in bloei en geniet je van een paars natuurschilderij. Maar ook in andere seizoenen kan je genieten van de pracht en pure eenvoud van de natuur met zicht over de voormalige zand- en grindgroeves. Onderweg passeer je de 'Opengingsteen', een grote zwerfkei die geplaatst werd bij de opening van het Nationaal Park Hoge Kempen op 23 maart 2006, bunkers uit WO1, gloeiende heidevlaktes en een picknickplek met panoramisch zicht. En als je vroeg in de ochtend komt, kan je wel eens een reetje spotten!

ERHEEN:

- Gratis parking: Nationaal Park Hoge Kempen
- Toegangspoort Mechelse Heide, Joseph Smeetslaan 280, 3600 Maasmechelen
- Openbaar vervoer: tram tot Genk, lijnbus 9, afstappen aan halte Maasmechelen Mechelse Heide.

LIMBURG
MAASMECHELEN

Scan de QR-code of surf naar www.komoot.com/nl-nl/tour/958040528 voor de gps-route.

WANDELFICHE • VISIT MAASMECHELEN

Route

Route Volg de gele bewegwijzering vanaf de gratis parking.

© OpenStreetMap

Tips voor trips in de Mechelse Heide

- Fervente wandelaars kunnen de wandeling uitbreiden tot 10 km (of meer) door verschillende wandellussen met elkaar te combineren.
- Halvewegje: de gele wandellus kom je een trap tegen. Wandel deze omhoog en geniet van een picknick met een prachtig panorama over de heide.
- Honden zijn welkom aan de leiband maar er is ook een hondenslooptone in het gebied.
- Tijdens de maand augustus kan je deelnemen aan de MaasMauve Heidebogen. Op verschillende data staat een ranger (Nationaal Park gids) je op te wachten om je mee op pad te nemen door de heide. Data en locaties vind je terug op de website.
- De Mechelse Heide biedt tal van activiteiten voor kids zoals een Kidafari, speelbos, B'Dicars doe- en zoektocht, ...

Meer info via www.visitmaasmechelen.be

Voor meer info surf naar www.visitmaasmechelen.be

Scan de QR-code of surf naar www.komoot.com/nl-nl/tour/958040528 voor de gps-route.

This layout shown is indicative and will vary in colour and typography.

Advertorial package: 'Destination in the spotlight'

An editorial package with a unique position on 'Destinations in the Spotlight'.
www.pasar.be/bestemmingen-de-kijker

The Package

Advertorial - 2 pages in Pasar magazine
 Online advertorial (1 year)
 Content block in Newsletter
 Post on Pasar Facebook and Instagram
 Realisation cost*

Pasar Wandelen
 Pasar Fietsen
 € 4.895
 € 995
 € 1.395
 € 250
 € 300

Pasar Camper
 & Kamperen
 € 1.750
 € 995
 € 995
 € 250
 € 300

Total value:

Package price:

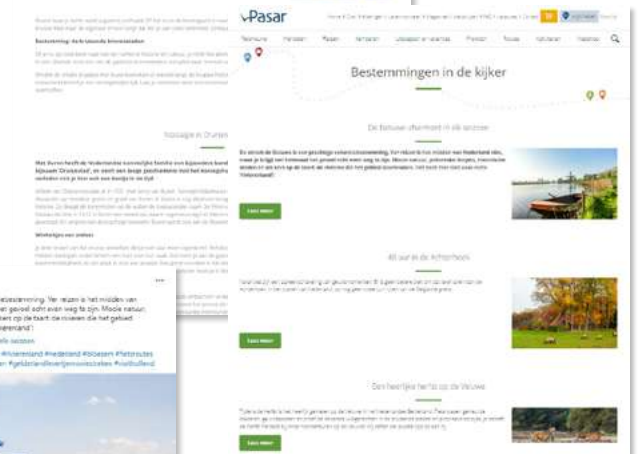
€ 7.735
€ 5.995

€ 4.190
€ 2.650

*Realisation costs for final editing and layout: € 150 per page

Editing text and photos for website, newsletter and social media included.

1 or more pages: price on request



Contact

Pasar mediateam at your service!



Yannick Melsen

Sales Tourism,
Hiking & Biking

yannick.melsen@pasar.be
T +32 475 28 49 82



Steven Durnez

Sales Camping

steven.durnez@pasar.be
T +32 472 58 46 73



Roxane Meeuws

Backoffice, advertisements,
print checks, invoicing

pub@pasar.be
T +32 2 246 36 49

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BTW BE0410.130.351