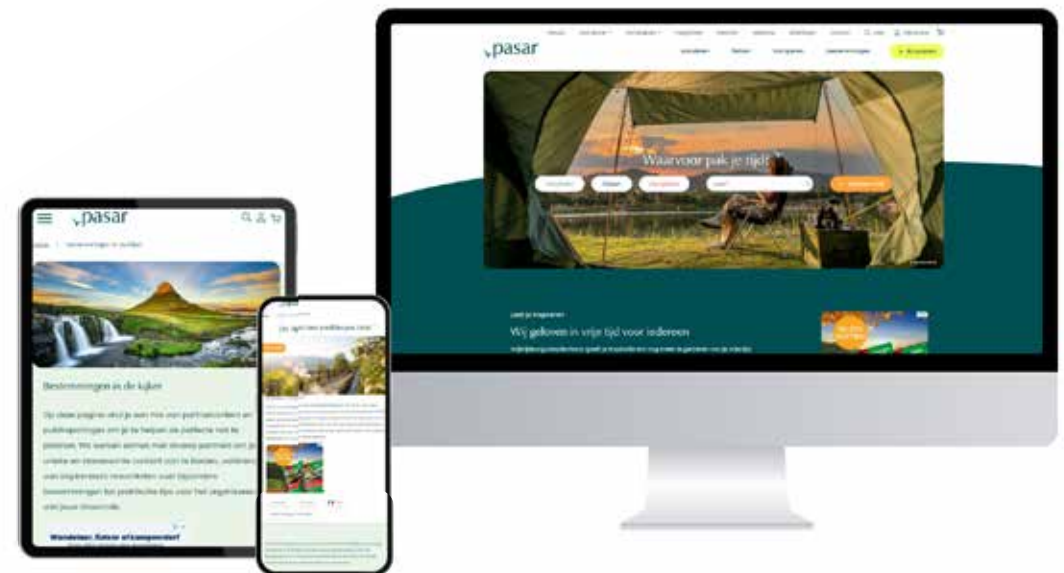


Mediakit 2026

Targeted advertising in print & online



Our readers

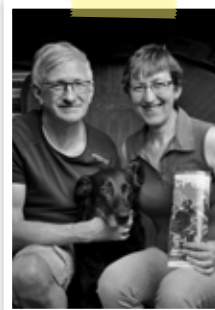
48% ♀ 52% ♂



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

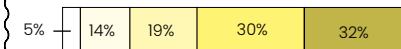


Wai Ki (35) and Jeroen (37)
young parents living in the city, who have a passion for ecology and a large tent

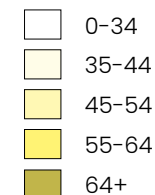
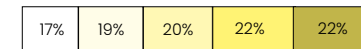


Age of our readers

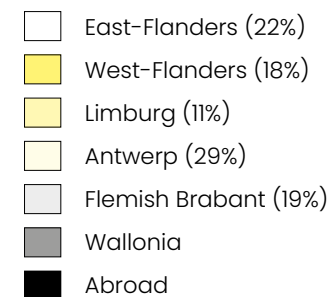
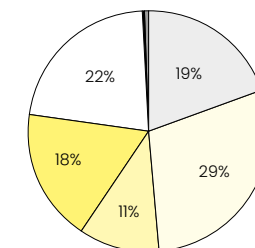
Print



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 two detachable walking routes.



Appearances of Pasar Wandelen

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

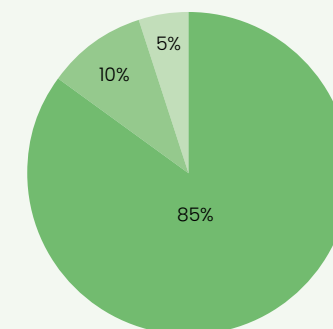
Print run: 22.000 copies

Readership: 70.000 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 cyclo-touristic 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 two detachable biking routes.



Appearances of Pasar Fietsen

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

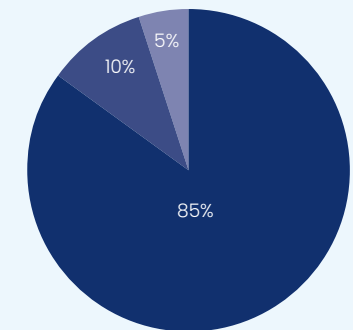
Print run: 22.000 copies

Readership: 66.000 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 readers

Pasar Camper & Kamperen Travel special

Publication Date: February 13th
An extra special full of camping-friendly destinations and camping trips to dream of.

Print Run:
10.000 copies



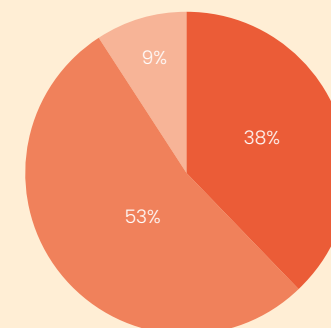
Pasar Camper & Kamperen Model special

Publication date: September 25th.
A buyers' guide and collector's item listing all new 2027 models of motorhomes, caravans and tents.

Print Run:
10.000 copies



Distribution



38% by post to members

53% via newspaper shops, supermarkets and Standaard Boekhandel shops

9% through campsites, dealers and events

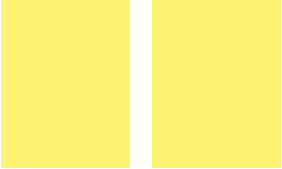
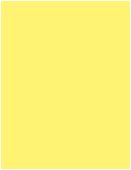
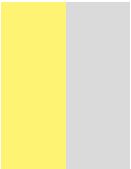
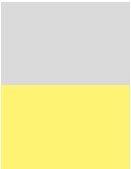
Print ad rates 2026

These rates apply to Pasar Wandelen and Pasar Fietsen.

ADVERTISEMENTS

Print run per edition: Wandelen: 22.000 – Fietsen: 20.500

Readership: 70.000

	Format	Price
	2/1 page 440 mm W x 286 mm H + 5 mm bleed	€ 4.700
	1/1 page 220 mm W x 286 mm H + 5 mm bleed	€ 2.650
	1/2 page vertical 108 mm W x 286 mm H + 5 mm bleed	€ 1.850
	1/2 page horizontal 220 mm W x 141 mm H + 5 mm bleed	€ 1.850

	Format	Price
	1/3 page vertical 70 mm W x 286 mm H + 5 mm bleed	€ 1.450
	1/4 page vertical 98 mm W x 131 mm H	€ 1.050
	1/4 page horizontal 200 mm W x 64 mm H	€ 1.050

Cover 2
€ 3.300

Cover 3
€ 3.050

Cover 4
€ 3.600

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

Print ad rates 2026

These rates apply to Pasar Camper & Kamperen, Model Special Campers 2026,
and Pasar Camper & Kamperen Travel Special

ADVERTISEMENTS

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	€ 1.695		1/3 page vertical 70 mm W x 286 mm H + 5 mm bleed	€ 595
	1/1 page 220 mm W x 286 mm H + 5 mm bleed	€ 995		1/4 page vertical 98 mm W x 131 mm H	€ 450
	1/2 page vertical 108 mm W x 286 mm H + 5 mm bleed	€ 645		1/4 page horizontal 200 mm W x 64 mm H	€ 450
	1/2 page horizontal 220 mm W x 141 mm H + 5 mm bleed	€ 645			

Cover 2
€ 1.095

Cover 3
€ 1.050

Cover 4
€ 1.195

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

Advertorial rates 2025 (Pasar Wandelen & Pasar Fietsen)

ADVERTORIALS

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: €250 per page.

1 page

Media cost: € 2.750

Technical cost: € 250

Material to submit:

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

2 pages

Media cost: € 4.895

Technical cost: € 400

Material to submit:

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

3 pages

Media cost: € 6.490

Technical cost: € 500

Material to submit:

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

4 pages

Media cost: € 7.980

Technical cost: € 550

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 as well as on www.pasar.be/bestemmingen-de-kijker, with a content block in the Pasar newsletter, a post on our social media and banner on Pasar.be.
See p.18.

Advertorial rates 2025 (Pasar Camper & Kamperen)

ADVERTORIALS

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: €250 per page.

1 page

Media cost: € 1.195

Technical cost: € 250

Material to submit:

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

2 pages

Media cost: € 1.850

Technical cost: € 400

Material to submit:

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

3 pages

Media cost: € 2.550

Technical cost: € 500

Material to submit:

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

4 pages

Media cost: € 3.195

Technical cost: € 550

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 www.pasar.be/bestemmingen-de-kijker, with a content block in the Pasar newsletter, a post on our social media and bannerimg on Pasar.be. **See p.18.**

Publication dates 2026

Referentie	Title	Period	General subjects	Deadline Ad Reservations*	Deadline Ad Submission**	Appearance
25 - 1	Wandelen	Winter	Heritage <u>Focus:</u> Norway	2 jan	5 jan	30 jan
25 - 0	Kamperen Travel Special	Year-round	Travel	15 jan	19 jan	13 feb
25 - 2	Fietsen	Spring	Culture <u>Focus:</u> Sweden	29 jan	2 feb	27 feb
25 - 3	Kamperen	Spring	Roadtrip	19 feb	23 feb	20 mar
25 - 4	Wandelen	Spring	Music <u>Focus:</u> UK / Scotland	19 mar	23 mar	17 apr
25 - 5	Fietsen	Summer	Neighbours <u>Focus:</u> Austria	23 apr	27 apr	22 may
25 - 6	Kamperen	Summer	At the waterfront	21 may	25 may	19 jun
25 - 7	Wandelen	Summer	Active Summer <u>Focus:</u> Serbia	18 jun	22 jun	17 jul
25 - 8	Fietsen	Summer-Autumn	Nature <u>Focus:</u> Croatia	30 jul	3 aug	28 aug
25 - 9.1	Kamperen Model Special	Autumn	Model news & buyers' guide	27 aug	31 aug	25 sept
25 - 9.0	Kamperen	Autumn	Regional produce	10 sept	14 sept	9 oct
25 - 10	Wandelen	Autumn-Winter	History <u>Focus:</u> Malta	1 oct	5 oct	30 oct
25 - 11	Fietsen	Winter	Sustainable travel <u>Focus:</u> Portugal	5 nov	9 nov	4 dec
25 - 12	Kamperen	Winter	Wellness	18 nov	22 nov	18 dec

Given the production requirements of advertorials, other reservation and submission dates apply for these.

Reservation deadline: * - 9 days - Submission deadline: ** - 9 days

Advertising on Pasar.be

Average number of unique visitors per month: 60.000
Average number of page impressions per month: 200.000
Average session duration: 2,5 minutes

Rectangle ad
300 x 250 pixels
€ 695/month

Billboard ad
1200 x 140 pixels
€ 795/month

Skyscraper ad
120x600 or 160x600 pixels
€ 750/month

Leaderboard ad
728 x 90 pixels
€ 750/month



**Preview block
on the website**
€ 795/month

Online take-over:
billboard + leaderboard + skyscraper+rectangle.
1 week € 650
2 weeks € 1.100
You reach all Pasar.be visitors.

Advertising in our Newsletters

Want to promote a destination? Launch a new camper model?

Attract more visitors to your open day?

Thanks to our inspiring content, our newsletters reach thousands of interested readers. We continuously monitor the performance of our digital channels to ensure your message reaches its target audience.

We are expanding our community of newsletter readers through our own digital campaigns. Let us advise you on a digital campaign tailored to your objectives.

	Pasar Wandelen	Pasar Fietsen	Pasar Camper & Kamperen (campers)	Pasar Camper & Kamperen (tent & caravan)	Group excursions
STATISTICS					
Subscribers	53.000	39.000	21.500	7.000	2.500
Average open rate	42%	41%	42%	53%	58%
Average click through rate	7-9%	7-9%	7-9%	17-19%	9-12%
TARIFS					
1. Banner	€ 995	€ 895	€ 895	€ 695	€ 150
2. Sponsored News	€ 1.495	€ 1.395	€ 1.095	€ 995	€ 300
3. Advertorial content block	Only in combination with an online advertorial (see p 14)				
4. Dedicated mailing	€ 3.445	€ 2.535	€ 1.395	€ 1.250	€ 1.250

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

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.

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

Dedicated mailing: text and image in consultation, layout by Pasar (technical cost €500)

1. BANNER



2. SPONSORED NEWS



3. ADVERTORIAL CONTENT BLOCK

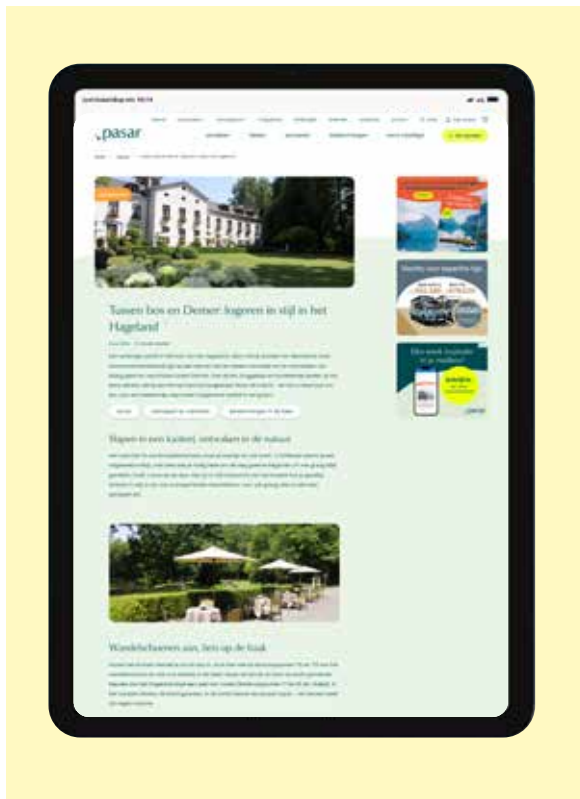


Online advertorial on Pasar.be

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

Rate advertorial on Pasar.be: € 1.295 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.



Pasar vzw: 13.000 followers

Pasar Kamperen: 3.500 followers



@pasarvzw: 1.900 followers

@pasarkamperen: 850 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.



Online Full advertorial pack

Get the most out of your online campaign. Combine a strong advertorial with a preview block on the website, a content block in a newsletter and an engaging social media post.

**Preview block
on the website**



**Advertorial
on the website**



**Content block
in a newsletter of your choice**



Social media
(promotional budget on
Facebook included)



Full advertorial pack:

- Preview block on the website € 795
- Advertorial on the website € 1.295
- Content block in a newsletter € 495
- Social media post € 250

Total value € 2.835
Package price € 2.500

Publication dates newsletters 2026

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

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T							
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			
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
- Newsletter Group Excursions

Creative formulas

Inserts and 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



Inspiration guide Group Excursions

Every year, Pasar publishes a white label inspiration guide for Group Excursions. At least ten socio-cultural organisations act as distribution partners that send the brochure to their group excursion leaders. We put your group offer in the spotlight by linking an advertisement to an editorial item.

Print run: 7.000 copies

Publication date: early June 2025

— **2/1 page advertisement + 1/1 page editorial:** €1.750

— **1/1 page advertisement + 1/2 page editorial:** €1.045

— **1/2e page advertisement + 1/2 page editorial:** €895

— **1/4e page advertisement + 1/2 page editorial:** €745

More info via www.pasar.be/groepsuitstappen



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



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

1. Advertorial – 2 pages in Pasar magazine
2. Online advertorial
3. Content block in Newsletter
4. Post on Pasar Facebook and Instagram
5. Realisation cost*

Pasar Wandelen Pasar Fietsen

€ 4.895
€ 1.295
€ 495
€ 250
€ 400

Pasar Camper & Kamperen

€ 1.850
€ 1.295
€ 495
€ 250
€ 400

Total value:

€ 7.335

€ 4.290

Package price:

€ 5.995

€ 3.500

***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



3

2



4



Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Contact

Pasar mediateam at your service!



Yannick Melsen

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Hiking & Biking

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Steven Durnez

Sales Camping

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Roxane Meeuws

Backoffice, advertisements,
print checks, invoicing

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T +32 2 246 36 49

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www.pasar.be/adverteren