

W Pasar

Giving your leisure time wings

INFORMATION & RATES for CAMPING PUBLICATIONS 2012

Pasar is Belgium's (Flanders) largest camping organization with an extended offer of camping information & services and member advantages. Besides the monthly camping reports in Pasar Magazine, four additional camping theme editions will be published in 2012.

PASAR KAMPEREN 2012

- Camping holidays and trips
- European camping destinations
- Insurances for campers
- Camping classes: initiation course campers, on the road with a camping van, and camping in wintertime
- Camping services and advantages
- Camping consultants
- Second-hand market for campers
- Weighing action for caravan & motorhome
- Campsite reservation system "CampingKiezer"
- Camping Card International & Camping Cheque

Date of publication: December 2011

Size: A4

Number of pages: about 100

Reservation: 20 October 2011

Edition: 50.000 copies

PASAR VAKANTIEWIJZER 2012

Part 1 – Preparation

- Camping checklist
- Camping insurances
- Weight & luggage
- Travel documents
- Vignettes
- Health
- Portable medicine case
- ...

Part 2 – On the road

- Camp sites on the road
- Camping tips
- Summer crowd
- Traffic regulations & legislation
- Toll routes and rates
- Bridges and tunnels
- Fuel prices
- Breakdown on the road
- ...

Date of publication: June 2012

Size: A4

Number of pages: about 40

Reservation: 20 April 2012

Edition: 50.000 copies

PASAR KAMPEERWIJZER 2012

Part 1 – European Camping Guide

- Geographical classification per country & region with short touristic info
- Camping with neighbours in the south (France, Spain, Italy & Croatia)
- Camping in the mountains (Austria, Switzerland & France)
- Camping with neighbours in the north and the east (the Netherlands, Germany, Scandinavia & Eastern Europe)
- Special themes: durable camping & ecologic camp sites, camp sites at the coast, farm camp sites, camp sites of prize winners, camp sites for naturists, glamping, touring with the camping van through Europe, camping & biking etc.

Part 2 – Renting options at European camp sites

- Renting options for chalets, caravans and bungalows
- Geographic classification per country & region

Part 3 – Practical camping & Camping activities

- Second-hand market for campers
- Weighing action for caravan & motorhome
- Insurances for campers
- Camping Card International & Camping Cheque
- Campsite reservation system "CampingKiezer"

Date of publication: February 2012

Size: A4

Number of pages: about 65

Reservation: 20 December 2011

Edition: 50.000 copies

PASAR CARAVAN & MOTORHOME 2012

Shopping & showroom camping

- Novelties on the market
- Trends & tendencies
- Tests: in practice
- Tyres
- Service stations
- Accessories
- Materials & tests
- Insurances for campers
- Camping classes: initiation course campers, and camping in wintertime
- Camping services and advantages
- Camping consultants

Date of publication: November 2012

Size: A4

Number of pages: about 40

Reservation: 20 September 2012

Edition: 50.000 copies



Holiday profile of Pasar's reader audience

- 79%: at least 1 short holiday per year (<7 days)
- 65%: at least 1 long holiday per year (>7 days)
- When on holiday, 75% explores nature, 58% explores foreign cultures, 20% chooses an active holiday



Pasar Camping publications 2012: rates – formats – technical specifications

Formats	Dimensions	Prices excl. VAT
2/1PQ	Bleeding: 420 W/L * 297 H Plus 5 mm bleed on all sides Non-bleeding: 385 W/L * 260 H	€ 4.600 € 4.600
1/1PQ	Bleeding: 210 W/L * 297 H Plus 5 mm bleed on all sides Non-bleeding: 175 W/L * 260 H	€ 2.600 € 2.600
1/2PQ landscape	Horizontal Bleeding: 210 W/L * 145 H Plus 5 mm bleed on all sides Non-bleeding: 128H * 175B Vertical Bleeding: 297H * 105B Plus 5 mm bleed on all sides Non-bleeding: 85 W/L * 260 H	€ 1.800 € 1.800
1/4PQ portrait	1/3PQ 175 W/L * 85 H 1/4PQ Landscape 175 W/L * 62 H 1/4PQ portrait 85 W/L * 128 H	€ 1.300 € 1.000 € 1.000

Supplements:

- Cover 4: € 3.510
- Cover 2: € 3.250
- Cover 3: € 2.990
- Preferred position: +15% supplement
- Advertisement with voucher/coupon: + 15% supplement
- Publi-editorial: +20% supplement min. 1/1 pQ
- If Pasar has to make the lay-out, we will charge € 75

Volume discounts:

- 2 advertisements: 20%
- 3 advertisements: 22%
- 4 advertisements: 25%

Creative formulas:

- Adhesive card: media cost € 2.200 + price 1/1 page € 2.600 = € 4.800
- Media cost insert 4 pages: € 4.940 + technical costs
- Pasar readers' offer: media cost € 1.560 + € 75 technical cost
- Other formulas like (e-)games, combination print with online and e-newsletter (price on demand)

Technical requirements:

High resolution PDF. Medibel+ recommended.
 Indesign CS4 for Macintosh with provision of all fonts (no TrueTypes) as well as all images in 300 dpi.

Deliver to:

pasar@colorstudio.be or via
<http://ftp.colorstudio.be>
 (login: pasar – password: S5N5J7jk).

Conditions and terms of sale:

Please look www.pasar.be/advertising

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