

MEDIKIT 2025



Creative advertising
in print & online

Our readers

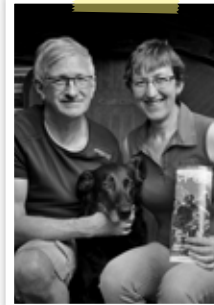
48% ♀ 52% ♂



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

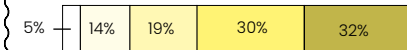


Wai Ki (35) and Jeroen (37)
young parents living in the city, who have a passion for ecology and a large tent

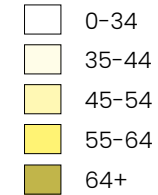
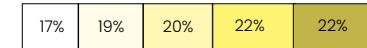


Age of our readers

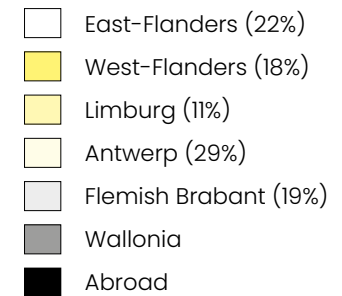
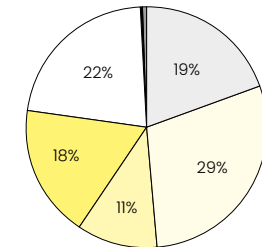
Print



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

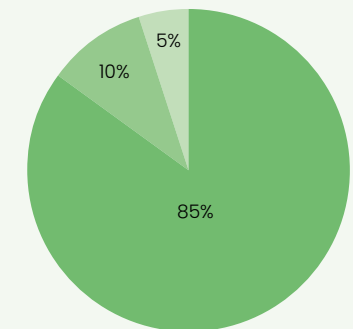
Print run: 22.000 copies

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

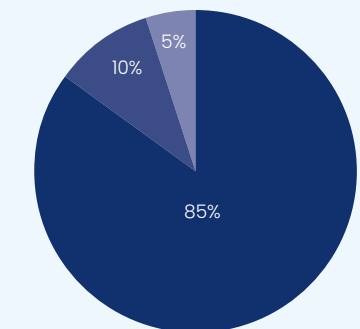
Print run: 20.500 copies

Readership: 66.000 readers

On average 3,2 readers per magazine

Average reading time per magazine: 46 minutes

Distributie



■ **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 14th
An extra special full of camping-friendly destinations and camping trips to dream of.

Print Run:
10.000 copies



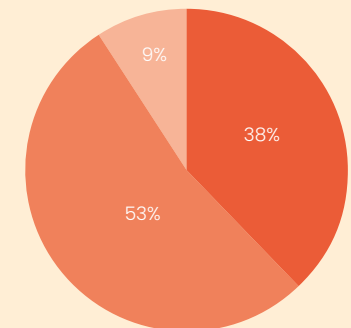
Pasar Camper & Kamperen Model special

Publication date: September-October. A buyers' guide and collector's item listing all new 2026 models of motorhomes, caravans and tents.

Print Run:
10.000 copies



Distribution



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

Print ad rates 2025

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		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	 <p>Cover 2 € 3.300</p> <p>Cover 3 € 3.050</p> <p>Cover 4 € 3.600</p>
	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](https://pasar.be/adverteren) or visit pasar.be/adverteren!

Print ad rates 2025

These rates apply to Pasar Camper & Kamperen, Model Special Campers 2025, 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	€ 1.695		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	<div style="background-color: #FFC000; padding: 10px; border: 1px solid black;"> <p>Cover 2 € 1.095</p> <p>Cover 3 € 1.050</p> <p>Cover 4 € 1.195</p> </div>
	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				
<p>Do you prefer an insert, adhesive card, creative package or one of our other creative formulas? Click here or visit pasar.be/adverteren!</p>						

Advertorial rates 2025 (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 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. **Price on request.**

Advertorial rates 2025 (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: € 1.195
Technical cost: € 150
Material to submit:

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

2 pages

Media cost: € 1.850
Technical cost: € 300
Material to submit:

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

3 pages

Media cost: € 2.550
Technical cost: € 450
Material to submit:

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

4 pages

Media cost: € 3.195
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 www.pasar.be/bestemmingen-de-kijker, with a content block in the Pasar newsletter, a post on our social media and bannering on Pasar.be. **Price on request.**

Publication dates 2025

Referentie	Title	Period	General subjects	Deadline Ad Reservations*	Deadline Ad Submission**	Appearance
25 - 1	Wandelen	Winter	Family Holidays <u>Focus:</u> 'Islands'	2 jan	6 jan	31 jan
25 - 0	Kamperen Travel Special	Year-round	Travel	16 jan	20 jan	14 feb
25 - 2	Fietsen	Winter-Spring	Heritage <u>Focus:</u> Ireland	30 jan	3 feb	28 feb
25 - 3	Kamperen	Spring	Camping for beginners + history	20 feb	24 feb	21 feb
25 - 4	Wandelen	Spring	Unwind <u>Focus:</u> Czech Republic	27 mar	31 mar	25 apr
25 - 5	Fietsen	Summer	Adventure <u>Focus:</u> Switzerland	28 apr	5 may	30 may
25 - 6	Kamperen	Summer	Better Together	29 may	2 june	27 june
25 - 7	Wandelen	Summer	Nature <u>Focus:</u> Poland	19 june	23 june	18 july
25 - 8	Fietsen	Summer-Autumn	Down by the Water <u>Focus:</u> UK	30 july	3 aug	29 aug
25 - 9.1	Kamperen Model Special	Autumn	Model news & buyers' guide	21 aug	25 aug	19 sept
25 - 9.0	Kamperen	Autumn	Regional produce	4 sept	8 sept	3 oct
25 - 10	Wandelen	Autumn-Winter	Active Winter Holidays <u>Focus:</u> The Adriatic	2 oct	6 oct	31 oct
25 - 11	Fietsen	Winter	Sustainable travel <u>Focus:</u> Spain	28 oct	3 nov	28 nov
25 - 12	Kamperen	Winter	Winter-sun Escapes	20 nov	24 nov	19 dec

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

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

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 eindeloze 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!

ERVEN:

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

LIMBURG
MAASMECHELEN

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

WANDELFICHE • VISIT MAASMECHELEN

Route

Route Volg de gele bewegwijzering vanaf de gratis parking.

Tips voor trips in de Mechelse Heide

- Frenetische 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 Heidejagers. 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

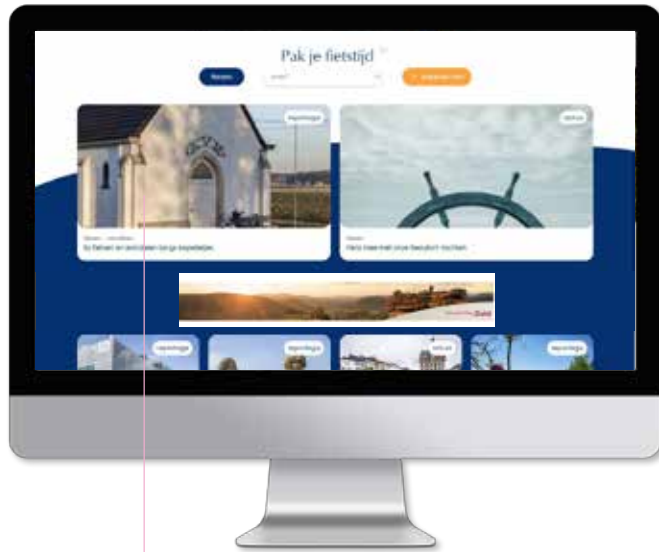
Scan de QR-code of surf naar www.komoot.com/nl-el/tour/958040528 voor de gps-route.



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

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 minutes



**Preview block
 online advertorial**
 € 1.000/month

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



Rectangle ad
 300 x 250 pixels
 € 695/month

Billboard ad
 1200 x 140 pixels
 € 795/month

Rectangle



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

sky

Leaderboard ad
 728 x 90 pixels
 € 750/month

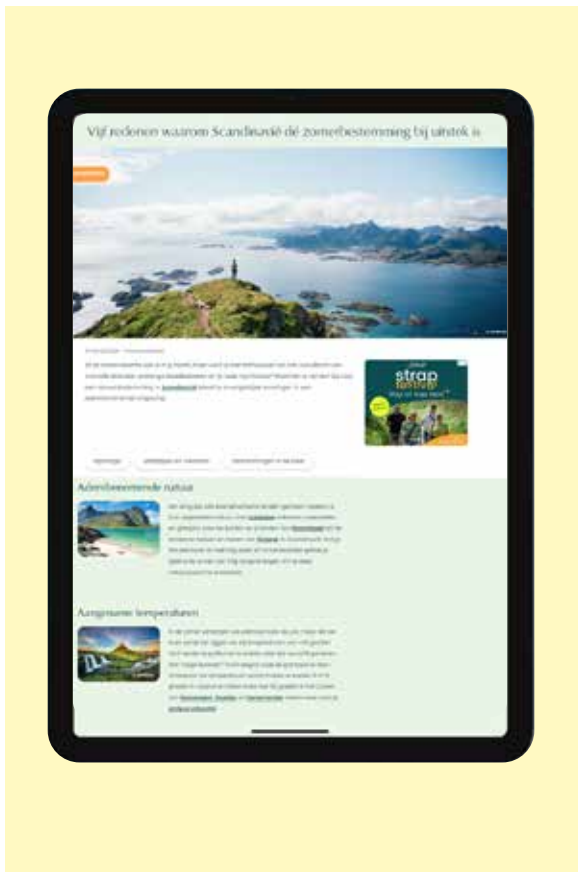
Leaderboard

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: € 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: 10.000 followers

Pasar Kamperen: 2.100 followers



Instagram @pasarvzw: 1.365 followers

Instagram @pasarkamperen: 800 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 5 Pasar newsletters: Hiking, Cycling, Campers & Camping (motorhomes), Campers & Camping (tent & caravan), and Group Excursions.. 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)	Group excursions
Subscribers	49.500	37.700	20.100	6.200	2.500
Average open rate	42%	41%	42%	53%	58%
Average click through rate	7-9%	7-9%	7-9%	17-19%	9-12%
Rate Sponsored News	€ 1.395	€ 1.395	€ 995	€ 995	€ 300
Rate Banner	€ 895	€ 895	€ 595	€ 595	€ 100
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 lay-out by Pasar.

BANNER



SPONSORED NEWS



sponsored news
Kom naar het Passchendaale Museum

Ontdek en beleef het verhaal van de Eerste Wereldoorlog en de Slag bij Passendale in de interactieve opstelling van het Passchendaale Museum in Zonnebeka. Ontvang € 1,50 korting op vertoon van je Pasar-Idkaart.

[Lees meer](#)

ADVERTORIAL



advertorial
Plan jouw mooiste routes in Rijnland Palts

Rijnland-Paltes is een prachtige wandel- en fietsregio, net over de Belgische grens. Je ontdekt een mooie fietsroute op onze website en drie wandelroutes in het nieuwste Pasar Wandelen magazine. al plan je eenvoudig je eigen routes via de Rheinland Platz Routeplanner.

[Lees meer](#)

Appearance dates newsletters 2025

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

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 Pasaar-page:

€ 3.395



Inspiration guide Group Excursions

Every year, Pasaar publishes a white label inspiration guide for Group Excursions. At least eight 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:** €995

— **1/2e page advertisement + 1/2 page editorial:** €850

— **1/4e page advertisement + 1/2 page editorial:** €695

More info via www.pasaar.be/groepsuitstappen



Readers contest

A competition is announced in Pasaar magazine and in the Pasaar newsletter, layout and final editing by Pasaar with 1 round of corrections. Competition can be participated at www.pasaar.be/wedstrijd for 1 month. Pasaar 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



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

€ 1.850
 € 995
 € 995
 € 250
 € 300

Total value:

€ 7.735

€ 4.190

Package price:

€ 5.995

€ 2.750

*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

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Steven Durnez

Sales Camping

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Roxane Meeuws

Backoffice, advertisements,
print checks, invoicing

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

Pasar vzw - Haachtsteenweg 579 - 1030 Brussel

BTW BE0410.130.351