

Online

profile / possibilities / technical specs / rates

- ◆ almost 850.000 readers print and/or online in Belgium
- ◆ focus on mobility and tourism
- ◆ Dutch and/or French media
- ◆ creative collaborations
- ◆ dedicated media team

100% APPROVED



TOURING ONLINE PROFILE

Touring Media has strong owned channels, both print and online. It can push content to its members in a flexible and efficient way.

A total content marketing plan can be made together with partners. We continuously expand and connect targeted reporting through various online channels and existing columns and, in this way, raise awareness among a large Touring community.

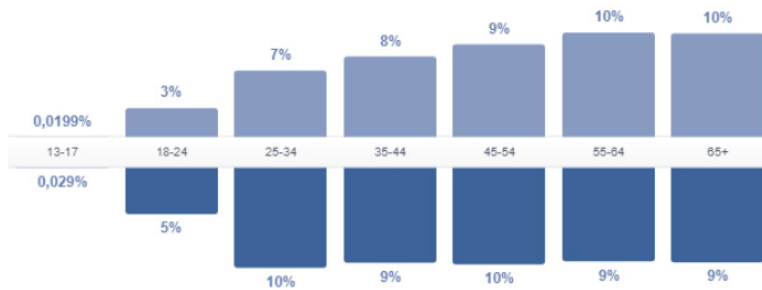
PROFILE

women

47% your fans

men

52% your fans



KEY FACT

TOURING.BE

- Average of 160.000 users per month
- Average of 250.000 sessions per month

BLOGS

- Average reach per month: 80.000
- Average page views: 115.470 per month
- Average time spent: 1.00 min.

A FACEBOOK POST

- Average impressions 35.000
- Average reach: 25.000
- Average likes: 50

AN ITEM IN DE TOURING E-NEWSLETTER

- Total 390.000 addresses
- Average open rate: 25%
- Average CTR: 2,9%

Reach/language generally: 47% Dutch and 52% French.



BLOG TOURING.BE

- Intro block on homepage title preceded by 'partner info'
- 1/1 page native - mother page Max. 1 extra linked page
- Possibly link to membership benefits on Touring.be
- Basic text of max. 3000 characters per page
- 2 or 3 high quality images in high resolution

TOURING E-NEWSLETTER

- 1 item in e-newsletter, referring to article on blog Touring.be or to membership benefits on Touring.be
- Basic text of max. 200 characters
- 2 high quality images in high resolution
- 2 dimensions: 600 x 219 pixels 300 x 217 pixels

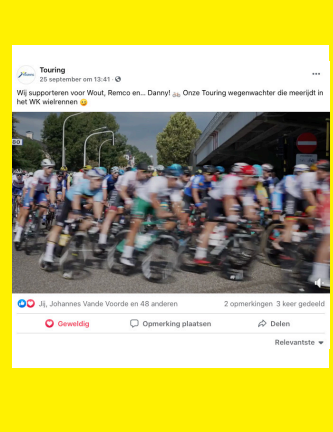
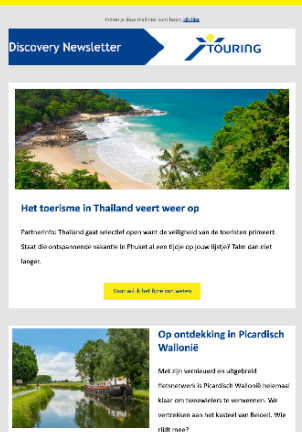
FACEBOOK POST

- Basic tekst of 50 characters
- 2 high quality images in high resolution of 300 x 250 pixels

Rate:
single language edition: € 1,950 + TC 650
National: € 3,600 = € 950 TC

Rate:
1 language edition: € 3,250
National: € 5,500
Dedicated version also possible:
€ 150/1,000 copies

Rate:
single language edition: € 850
National: € 1,000



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