

VRIJHEID ZOALS ALLEEN WIJ DIE KENNEN

MOTOREN — & TOERISME —



MEDIA KIT
— 2025 —

The strongest platform about motorcycles,
motorcycling and motorcyclists



Motorcycles & Tourism: The media platform

You need a sophisticated and innovative media platform in order to reach and engage with today's motorcyclist. Motorcycles & Tourism, the Flemish motorcycle market leader, currently presents the **most adequate platform**. This platform consists of an orchestrated interplay between the **website**, **the newsletters** and **the magazines**. **Each medium plays its own role** and thereby strengthens the powerful whole.

– News & hard info:

The **M&T** website

365 days of motorcycle news, practical information, diary, routes & the online catalogue with + **4000 models**.

– Activation:

The **M&T** newsletters

If you're looking for an **immediate response**, that's what the newsletters are for. They **drive the digital story**.

– Inspiration, experience and broadening:

The **M&T** quarterly magazines

A magazine's role is changing in a digitalised world. **M&T** initiated the change in that role 5 years ago and is now completing it with 4 quarterly magazines. These are high-quality keepsake magazines which simply exude enjoyment. They represent **higher reach figures, greater quality for the advertiser** and an accurate selection of the most motivated motorcyclist.

– Exclusive media productions for motorcycle brands (new!)

Is your brand introducing a **new model** which you can share a great deal of information about? Then use an Interactive way to tell your story: **scroll stories**.

A good story about your brand or model? Turn it into an **advertorial**. This form of communication can prove to be more efficient than traditional advertising in certain cases. **M&T** can realise these productions upon request.



Quarterly magazines: inspiration, experience and broadening

The role of printed magazines is changing in a digitalised world. M&T is adapting its magazines to ensure they remain relevant and at the top. We clearly opt for **luxury magazines** which people choose to keep. A lower frequency of 4 editions per year will result in a relevant **higher reach**. The magazines are fully integrated into the platform, with their own content and role.

- **Luxurious and packed with experiences**
- **New perspectives**
- **Enchanting travel stories**
- **Innovative and compelling design**
- **Unique framework for brands with a strong image**
- **Magazines adapted in line with *the digital times***



Each edition has a specific reason for truly wanting it:

- **N°1:** Assess and select; test and off you go.
Enthusiasm, inspiration and broadening your horizons.
- **N°2:** Drive, drive, drive. Inspiration for the most amazing motorcycling fun.
Experience from front to back.
- **N°3:** The motorcycle as a thoroughbred in everyday traffic. For the heroes who cut through the traffic jams and always arrive at work or appointments in good spirits.
- **N°4:** The big picture: All Motorcycles. Hours of viewing and comparing pleasure.
A gift.
- **N°5:** Toutes les Motos. The big overview for French-speaking Belgium.

Appearance calendar

EDITION MAGAZINE	CLOSING RESERVATIONS ADVERTISEMENTS	SUPPLY ADVERTISEMENTS	APPEARANCE
N°1	27/02/2025	10/03/2025	27/03/2025
N°2	10/04/2025	21/04/2025	08/05/2025
N°3	14/08/2025	25/08/2025	11/09/2025
N°4	19/11/2025	30/11/2025	18/12/2025
N°5	10/01/2026	25/01/2026	12/02/2026



Website: news, hard information and experiences

The largest Flemish website about motorcycles also provides the most qualitative contacts

www.motoren-toerisme.be is the most complete and intuitive motorcycle website in the country. Fast news updates are flanked by inspiring reports and in-depth tests of motorcycles and accessories. You won't find fleeting visits generated by clickbait here, but qualitative reach resulting from carefully selected content.

Score on the website with the innovative positions and technology

■ 4 different **positions** to reach your audience as effectively as possible

1. **Leaderboard**
2. **Banners on home and subpages**
3. **Banners in all new articles for a month**
4. **The dealer button**



■ 3 **Techniques** to generate a higher response level from your campaigns

1. **Scroll stories NEW!**
2. **Video**
3. **Online advertorials**



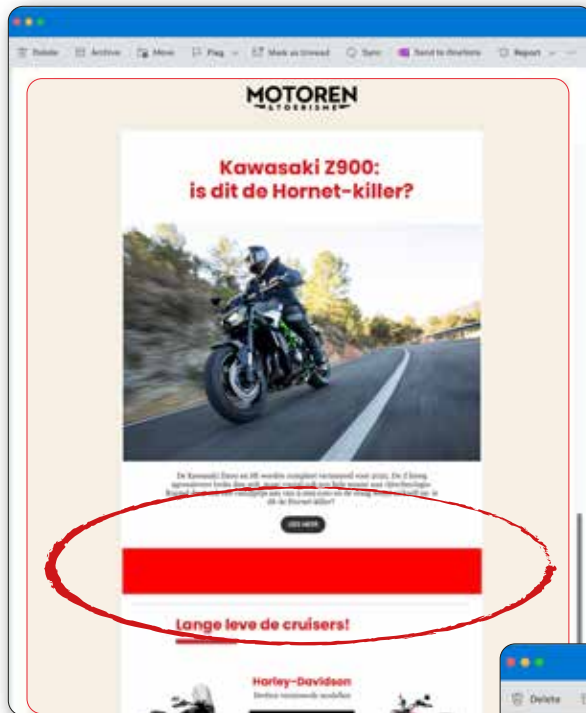
Check it out!



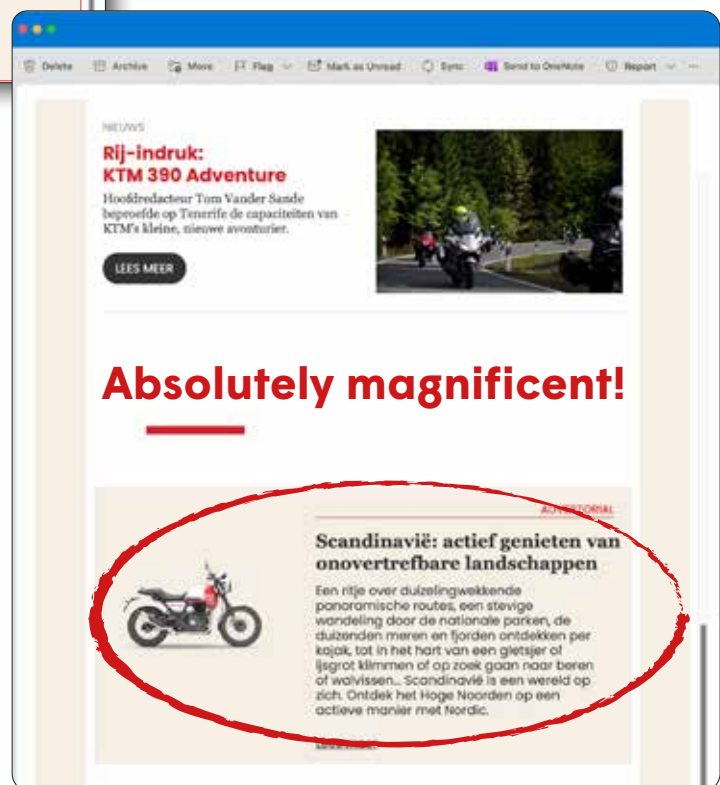
Newsletters: activation

M&T 's weekly newsletters, with their high reach and excellent opening rate, are the perfect medium for creating an active response. Combinations with the **M&T website (video and scroll stories)** come particularly highly recommended.

- Choose your **position** and you'll already be able to reach your response targets with just a few appearances.



Banner



Advertorial
Incl. post on socials

PRACTICAL - PRINT

	FORMAT	2/1 PAGE	TYPE AREA
	PRICE		416 MM W X 266 MM H
	MOTORCYCLES & TOURISM	€ 5200	LAYOUT
	ALL MOTORCYCLES	€ 5200	426 MM W X 276 MM H
	TOUTES LES MOTOS	€ 2600	
	FORMAT	1/1 PAGE	TYPE AREA
	PRICE		203 MM B X 266 MM H
	MOTORCYCLES & TOURISM	€ 2800	LAYOUT
	ALL MOTORCYCLES	€ 2800	213 MM B X 276 MM H
	TOUTES LES MOTOS	€ 1400	
	FORMAT	1/2 PORTRAIT	TYPE AREA
	PRICE		97 MM W X 266 MM H
	MOTORCYCLES & TOURISM	€ 1400	LAYOUT
	ALL MOTORCYCLES	€ 1400	107 MM W X 276 MM H
	TOUTES LES MOTOS	€ 700	
	FORMAT	1/2 LANDSCAPE	TYPE AREA
	PRICE		203 MM W X 128 MM H
	MOTORCYCLES & TOURISM	€ 1400	LAYOUT
	ALL MOTORCYCLES	€ 1400	213 MM W X 138 MM H
	TOUTES LES MOTOS	€ 700	
	FORMAT	1/4 PORTRAIT	TYPE AREA
	PRICE		101.5 MM W X 128 MM H
	MOTORCYCLES & TOURISM	€ 700	LAYOUT
			111.5 MM B X 138 MM H
	FORMAT	1/3 LANDSCAPE	TYPE AREA
	PRICE		101,5 MM W X 128 MM H
	ALL MOTORCYCLES	€ 700	LAYOUT
	TOUTES LES MOTOS	€ 350	111,5 MM W X 138 MM H

	COVER 2	COVER 4
	MOTORCYCLES & TOURISM / AM	MOTORCYCLES & TOURISM / AM
	TOUTES LES MOTOS	TOUTES LES MOTOS
	MOTORCYCLES & TOURISM / AM	€ 4000
	TOUTES LES MOTOS	€ 2000
	COVER 3	NATIVE
	MOTORCYCLES & TOURISM / AM	UPON REQUEST
	TOUTES LES MOTOS	

	DIMENSIONS:	213 MM W X 276 MM H
	TYPE OF PAPER:	COVER: 250 GRAM WOOD-FREE SILK MC
		INSIDE: 80 GRAMS VIRTUALLY WOOD-FREE GLOSS MC

	TECHNICAL SUPPLY CONDITIONS
	SUPPLY ADVERTISEMENTS IN CERTIFIED PDF 1.3 / 1.4 - HIGH RESOLUTION PDF 300 DPI
	QUADRI (CMYK) - 5MM BLEED ALL AROUND - CUTTING LINES

PRACTICAL - DIGITALS

<div><div>—</div><div>Leaderboard</div></div> <div>A statement and a coveted spot. Make sure you book on time.</div>	<div><div>FORMAT</div><div>1440 X 240 PX (DESKTOP) 320 X 100 PX (MOBILE)</div></div> <div><div>PRICE</div><div>€ 2750 PER MONTH</div></div>
<div><div>—</div><div>Banner on home or subpages</div></div> <div>Large presence on the site. Perfect for attracting the surfer's attention to the M&T site.</div>	<div><div>PRICE</div><div>€ 1500 PER MONTH</div></div>
<div><div>—</div><div>Banner within all new articles for one month</div></div>	<div><div>PRICE</div><div>€ 1500 PER MONTH</div></div>
<div><div>—</div><div>Dealer button</div></div>	<div><div>PRICE</div><div>€ 180 PER MOTORCYCLE PER YEAR</div></div>

NEW!

- **Scroll stories**

Request more information about the possibilities offered by scroll stories. A tool like this, which can effectively put presentations under the spotlight, has never been on offer before.
- **More possibilities with video**

Video can still be streamed on the M&T site. This will ensure your videos won't be viewed on YouTube and you won't run the risk of other advertisers thwarting your message.
- **Advertorials by M&T**

M&T is launching a service where we help advertisers to fine-tune their communication with our readers and align it with the editorial form and content even more effectively. We will create your ads and optimally position these on the platform. Ask us for more details!

— **Newsletters**

The ultimate tool to create an effective response and strengthen your communication on the website.

FREQUENCY: WEEKLY
REACH: 26,960 SUBSCRIBERS, AVERAGE OPENING RATE 43%

<div><div>—</div><div>BANNER</div></div> <div>An advertising banner (728 x 90 px) in the newsletter</div>	<div><div>PRICE</div><div>€ 1250</div></div>
<div><div>—</div><div>ADVERTORIAL BLOCK</div></div> <div>An advertisement in the form of a newsletter article (text, photo and link to be supplied, layout by the editors)</div>	<div><div>PRICE</div><div>€ 1450</div></div>

* Figures: 2024

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MOTOREN

& TOERISME



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