

VRIJHEID ZOALS ALLEEN WIJ DIE KENNEN

MOTOREN & TOERISME

Media Kit 2024



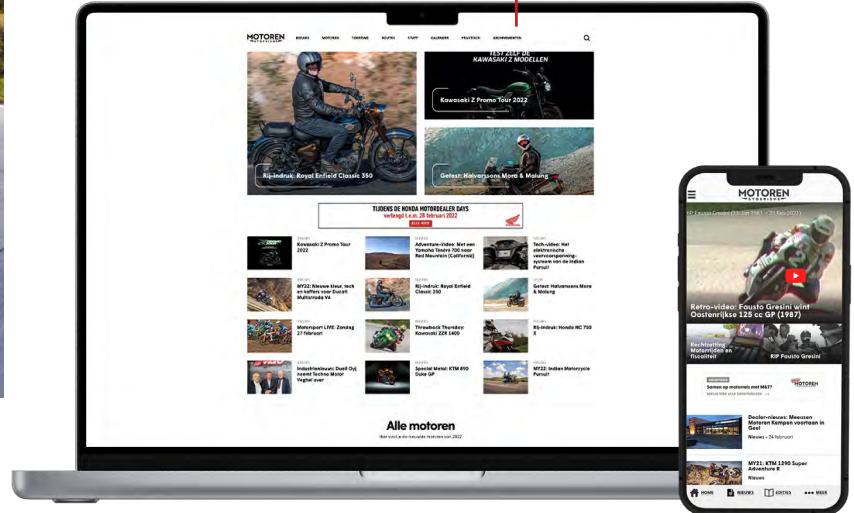
VRIJHEID ZOALS ALLEEN WIJ DIE KENNEN

MOTOREN & TOERISME



Motoren & Toerisme

Beautiful two-wheelers and some fantastic trips you can go on with them. The essence is clearly already in the title. You'll find this core in the magazine, as well as on a brand new website.





Motoren & Toerisme was founded in 1991 and quickly developed into the largest motorcycle magazine available in Flanders. Motoren & Toerisme hasn't been published as a monthly magazine since 2018, but at specific moments which matter to motorcycle enthusiasts. This has ensured the magazine content will always stay fresh and relevant.

6x per year (1x All Motorcycles)

Circulation 9,000

Readers reach > 90,000

Tourism

There's certainly plenty on offer for travellers too, in addition to those true motorcycle enthusiasts. Reports & travel stories about road trips to beautiful locations which dreams are made of.



Motorcycles

Extensive motorcycle & clothing reviews, routes & updates from the motorcycle world. Everything and anything of interest to the motorcycle enthusiast is covered in the magazine.



Motoren & Toerisme

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Alle Motoren

An overview of all motorcycles currently available, as well as those being introduced to the market next year. Now also available in a French version
Moto & Loisirs
Toutes les motos.

1x per year
Circulation 15,000





Release dates

Edition	Advertisement cut off	Release
Toutes les motos 2023	Tuesday 19th December	Thursday 18th January
2401	Tuesday 13th February	Thursday 7th March
2402	Tuesday 26th March	Thursday 18th April
2403	Tuesday 14th May	Thursday 6th June
2404	Tuesday 25th June	Thursday 18th July
2405	Tuesday 13th August	Thursday 5th September
2406	Tuesday 21st October	Thursday 14th November
Alle Motoren 2025	Tuesday 26th November	Thursday 19th December






Rates for printed Motoren & Toerisme advertisements

Circulation per edition 9,000 (All Motorcycles 15,000)

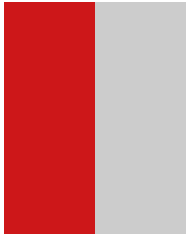
Readers reach > 90,000



Format 2/1 page

Price

Motoren & Toerisme	€ 5200
Alle motoren	
Toutes les motos	€ 2600



Format 1/2 page portrait

Price


Motoren & Toerisme	€ 1400
Alle motoren	
Toutes les motos	€ 700



Format 1/1 page

Price

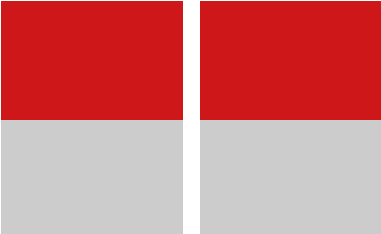
Motoren & Toerisme	€ 2800
Alle motoren	
Toutes les motos	€ 1400



Format 1/2 page landscape

Price

Motoren & Toerisme	€ 1400
Alle motoren	
Toutes les motos	€ 700



Format Double pano width

Price

Motoren & Toerisme	€ 3500
Alle motoren	
Toutes les motos	€ 1750



Format 1/4 page portrait

Price

Motoren & Toerisme	€ 700
Alle motoren	
Toutes les motos	€ 350

M&T		TLM
AM		
cover 2		
€ 3600 € 1700		
cover 3		
€ 3200 € 1500		
cover 4		
€ 4000 € 2000		
native		
upon request		



Rates for printed Toutes les motos advertisements

Circulation per edition 6,000

Format



2/1 page

Typesetting

416 mm B x 266 mm H

Layout

426 mm B x 276 mm H

Format



1/2 page
portrait

Typesetting

97 mm B x 266 mm H

Layout

107 mm B x 276 mm H

1/1 page



Typesetting

203 mm B x 266 mm H

Layout

213 mm B x 276 mm H

1/2 page
landscape



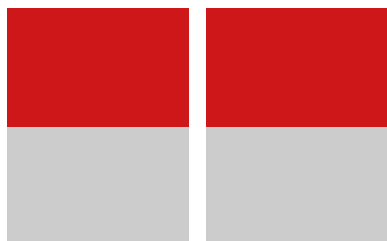
Typesetting

203 mm B x 128 mm H

Layout

213 mm B x 138 mm H

Double pano
width



Typesetting

416 mm B x 128 mm H

Layout

426 mm B x 138 mm H

1/4 page
portrait



Typesetting

101.5 mm B x 128 mm H

Layout

111.5 mm B x 138 mm H

Dimensions

213 mm B x 276 mm H

Type of paper

Cover

250 gram wood-free silk MC

Inside

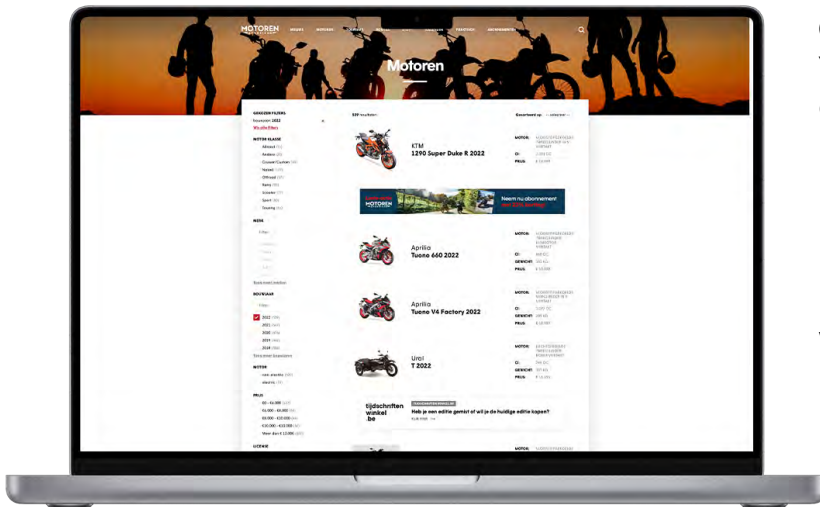
80 grams virtually wood-free gloss MC

Printing process

Rotation printing

Technical delivery conditions

Supply advertisements in
Certified PDF 1.3 / 1.4
High resolution PDF 300 dpi
+ quadri (CMYK)
5mm bleed all round
Cutting lines

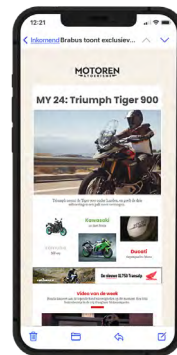


The website is a continuation of www.demotorsite.be, which has effectively kept many motorcycle enthusiasts up-to-date on motorcycle news for many years. This news website has been given a major facelift and was immediately supplemented with an overview of all motorcycles available on the Belgian and Dutch market.

Visitors per month 60,000
Page views 130,000

Catalogue

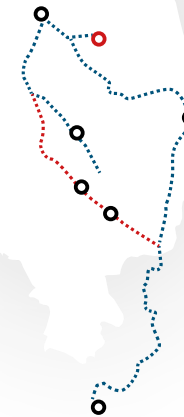
You won't just find everything you need to know about the current motorcycle year, but it also includes our rich archive which has been built up with the annual All Motorcycles catalogue publications.



Newsletter

The very best of Motorcycles & Tourism straight to your inbox.

29,500 subscribers
Weekly



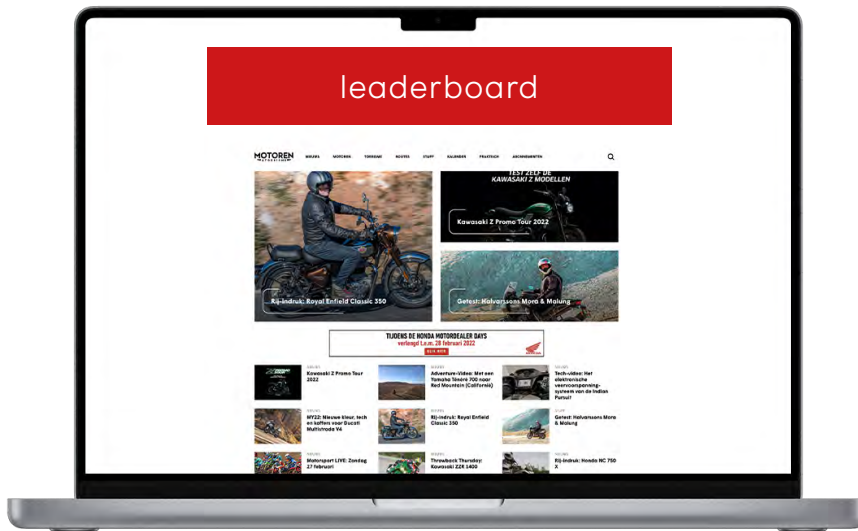
Routes

The collaboration with RouteYou means you'll also constantly be able to find the best range of tourist routes on the website, which will definitely make you want to get back out on the road as quickly as possible. After all, that's what it's all about. To share stories and tips with like-minded souls, either on paper or online.



Rates for online advertisements

Visitors/month 60,000
Page views/month 130,000
(Belgium's most visited motorcycle website)



Leaderboard
1440 x 240 px (desktop)
320 x 100 px (mobile)

€ 25 cpm

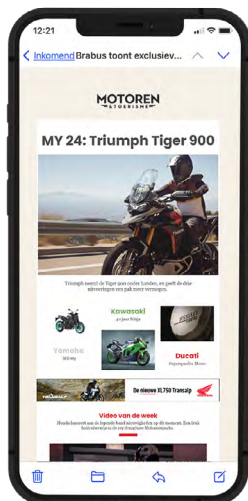


Dealer button

This button will directly promote your point of sale from one of the motorcycle pages, on Belgium's largest digital motorcycle overview.

€ 180 / per motorcycle / per year

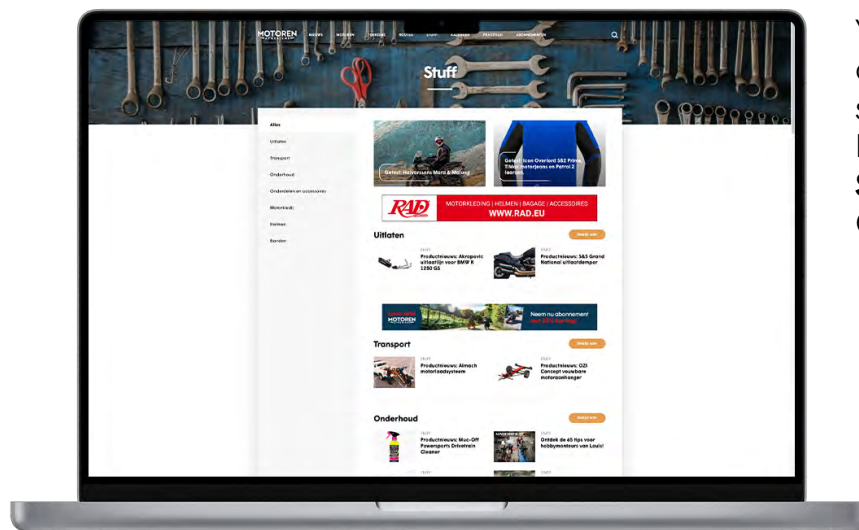
M&T — Rates for online advertisements



Banner newsletter

728 x 90 px

€ 25 cpm



Call to action

728 x 90 px (desktop)

320 x 100 px (mobile)

€ 25 cpm

You can also advertise on specific web pages, like News, Tourism, **Stuff**, Routes or Calendar.

Contact



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