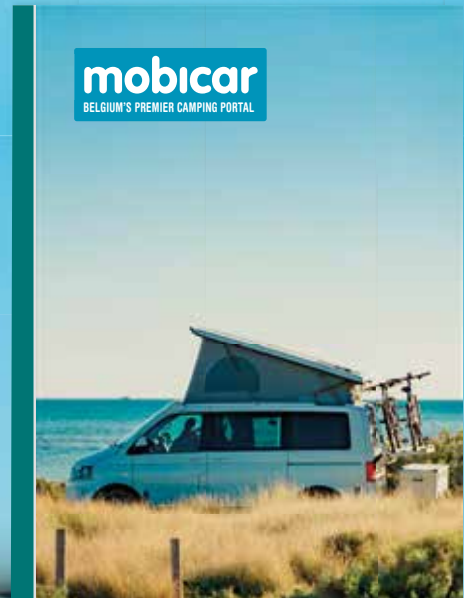
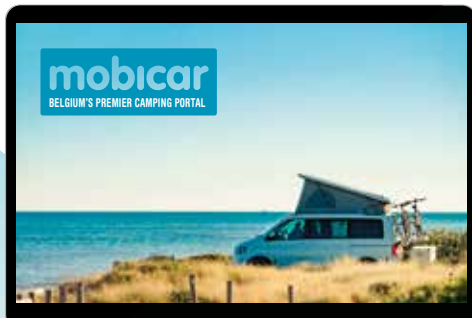


mobicar

BELGIUM'S PREMIER CAMPING PORTAL

Mediakit '26-27





MOBICAR MEDIA: YOUR GATEWAY TO THE BELGIAN CAMPING MARKET

Mobicar Media brings together the power of print, digital and video in one integrated media platform — delivering maximum visibility, multiple touchpoints and a strong multi-channel reach that keeps brands front of mind.

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BELGIUM'S PREMIER CAMPING PORTAL

The Mobicar Media Advantage

Maximum visibility through the smart combination of print and digital
The lasting impact of print combined with the flexibility of digital channels means multiple high-quality touchpoints and a powerful cross-platform presence. This isn't just advertising, it's sustained brand momentum.



100% sector-focused, backed by 42 years of industry expertise

Mobicar Media is dedicated to creating value for manufacturers, brands and dealers in the camping and recreation sector. Through relevant content, we reach an engaged, purchasing-ready audience. Our independent approach gives advertisers maximum room for targeted communication and high-impact advertising solutions.

For this project, the BCCMA has partnered with Kampeermedia bv – the media company of Patrick Palmers and Steven Durnez – as its executing partner, responsible for the development and delivery of the entire media concept.

Together, they bring more than 42 years of commercial experience in the camping and mobility sector. This partnership gives Mobicar Media a firm footing in the professional market: Kampeermedia's extensive network and hands-on expertise ensure a professional, reliable and efficient media platform, with editorial credibility, up-to-date sector insights, and strong connections to manufacturers and importers.

National reach, two languages

Mobicar Media reaches camping enthusiasts across Belgium in both Dutch and French, allowing advertisers to speak directly and clearly to their entire target audience.

A powerful media mix

- Premium print magazine (2× per year)
- Digital newsletters
- Online blogs and native content on the renewed **Mobicar.be**
- Rich video content

Together, these channels deliver lasting visibility and maximum brand impact.

The rates listed in this brochure are exclusive of VAT.

CREATIVE FREEDOM WITH LASTING IMPACT

A print ad is more than a format, it's a powerful creative communication tool. You buy the space and decide exactly how your brand presents itself: the style, the tone, the imagery, the message. A strong creative execution makes an immediate impression and keeps your brand in the reader's mind long after the page is turned.

Mobicar Magazine, Belgium's Definitive Camping Magazine

Print remains one of the most effective ways to build visibility, trust and brand equity.

Readers of a print magazine:

- set aside time to read, intentionally
- retain advertising messages more readily
- perceive print as a credible, trustworthy medium

Mobicar Magazine reaches a targeted, highly relevant audience, offers complete creative freedom and provides long-lasting brand presence. Combined with digital channels, the impact of your communication is amplified further.

Two Editions, Strategically Timed

Mobicar Magazine is published twice a year, at the moments that matter most:

- **Trade show edition** — late September
- **Inspiration edition** — late February

This timing fits directly onto the consumer's discovery and purchasing journey.

Good news:

Mobicar returns to Brussels Expo in autumn 2027

Two editions are scheduled for 2027: February and October to handout the magazines.

At these trade fairs, 10,000 Dutch-language and 5,000 French-language editions of Mobicar Magazine will be distributed free of charge. This ensures that every copy reaches potential buyers of a camping installation.

National reach in both national languages

Mobicar Magazine is published in both **Dutch** and **French**, giving advertisers full access to the Belgian market with content that speaks naturally and correctly to both audiences.

Content that drives purchase intent

The trade show edition lands **10 days before** the Mobicar Fair opens, perfectly timed to influence readers during the decision-making phase..

What to Expect

October 2026 edition:

- Overview of all new motorhomes and caravans
- Coverage of tents, roof tents, folding caravans and static caravans
- Clear classification by type and category
- Current trends across all segments
- The latest accessories for all campers
- Tourism: inspiration and destinations for 2027
- Mobicar Journal: federation news + practical fair information

February 2027 edition:

- Roundup of the 2027 spring models, selected by dealers
- Technical articles and practical tips for motorhomes, caravans and tents
- Weekend getaways and multi-day trips in neighbouring countries, with a focus on experiences, culture and food
- Hiking and cycling routes at home and abroad
- Mobicar Journal: federation news + Mobicar information
- And much more

Display Advertising Rates

Mobicar Magazine is published in a **Dutch-language** and a **French-language** edition.

Advertisers can choose flexibly between:

- a single language
- or maximum reach across both national languages (National)



Advertising rates

	Pages	Format	Single language	National (NL + FR)
	2/1 pages	440 mm W x 286 mm H + 5 mm bleed	€ 1.495	€ 2.595
	1/1 pages	220 mm W x 286 mm H + 5 mm bleed	€ 895	€ 1.595
	1/2 portrait 1/2 landscape	286 mm H x 108 mm H + 5 mm bleed 220 mm W x 141 mm H + 5 mm bleed	€ 595	€ 995
	1/3 portrait	70 mm H x 286 mm H + 5 mm bleed	€ 495	€ 895
	1/4 portrait 1/4 landscape	98 mm H x 131 mm H + 5 mm bleed 200 mm W x 64 mm H + 5 mm bleed	€ 450	€ 795
	Cover 4	220 mm W x 286 mm H + 5 mm bleed	€ 1.195	€ 2.095
	Cover 3	220 mm W x 286 mm H + 5 mm bleed	€ 1.095	€ 1.995
	Cover 2	220 mm W x 286 mm H + 5 mm bleed	€ 995	€ 1.795

Publication Schedule

Edition	Booking deadline	Material deadline	Publication date
Mobicar 2026	21/08/2026	28/08/2026	21/09/2026
Mobicar 2027	22/01/2027	29/01/2027	22/02/2027

COMMERCIAL STORYTELLING WITH REAL IMPACT

An advertorial is the ideal vehicle for telling your story professionally, credibly and on your own terms. Perfect for product launches, company news, model introductions or inspirational travel content.

Why Choose an Advertorial?

- Guaranteed publication
- Full control over content and tone
- Greater credibility than a standard display ad
- Targeted reach within a relevant audience
- Genuine space for storytelling

When Does an Advertorial Make Sense?

- Launching a new brand or product range
- An in-depth presentation of a specific model, series or layout
- Company news: new showroom, renovation, event, anniversary...
- Inspirational travel stories featuring a caravan, motorhome, tent or folding caravan
- Reaching new audiences: hikers, cyclists, active travellers...

Two Simple Formats

Format Fix & Go!

**You supply the content.
We make it shine.**

Provide us with text, a title, images and your logo, we take care of the professional layout and finishing.

Submission requirements:

- Full page: approx. 2,500 characters + 4 high-resolution images + logo
- Double page: approx. 5,000 characters + 6 high-resolution images + logo
- Other formats available on request

Format à la Carte!

We take care of everything.

No time or inspiration? Our editorial team writes the copy, selects the images and builds a complete advertorial tailored to your brand.



Advertorial Rates

Fix & Go!

Format	Single language	National	Production cost (1 lang.)	Production cost (National)
2/1	€ 1495	€ 2595	€ 250	€ 500
1/1	€ 895	€1595	€ 150	€ 250
1/2	€ 595	€ 995	€ 75	€ 150

À la Carte!

Format	Single language	National	Production cost (1 lang.)	Production cost (National)
2/1	€ 1695	€ 2795	€ 250	€ 500
1/1	€ 1095	€ 1795	€ 150	€ 250
1/2	€ 795	€ 1195	€ 75	€ 150

What's Included in the Production Cost?

	Fix & Go!	À la Carte!
Final editing	✓	✓
Image control & optimisation	✓	✓
Layout & design	✓	✓
Proofing & print-ready delivery	✓	✓
Translation	✓	✓
Copywriting	-	✓
Image sourcing	-	✓

OPTIONAL ADD-ON SERVICES (if ordered separately)

- Copywriting (2,000 characters): € 100
- Final editing (2,000 characters): € 85
- Layout per page: € 30
- Translation (150 words): € 55

Publication Schedule

Edition	Booking deadline	Material deadline	Publication date
Mobicar 2026	21/08/2026	28/08/2026	21/09/2026
Mobicar 2027	22/01/2027	29/01/2027	22/02/2027

DIRECT VISIBILITY IN THE INBOX

Newsletters are a highly effective marketing tool for activating new customers, reinforcing relationships with existing ones and keeping your brand consistently top of mind. By showing up regularly in the inbox, you stay visible at the precise moments when purchasing decisions are made.

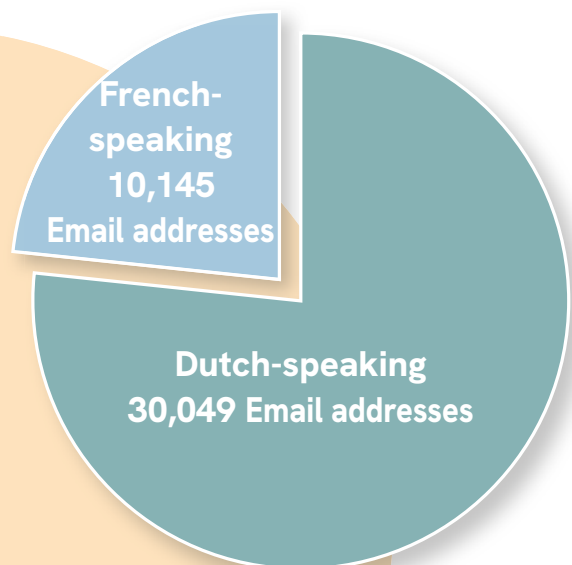
E-Mobicar: Targeted, Strategic Advertising

E-Mobicar weaves inspiration, industry news and sector information into one powerful channel. Subscribers discover the latest developments, trends and a monthly calendar of open days, trade shows and events, exactly when interest and purchase intent are highest.

Bilingual reach

E-Mobicar is sent monthly in both a Dutch-language and a French-language edition, covering the full Belgian market in the correct language every time.

Audience Reach by Segment



Targeted segmentation

The newsletter is tailored to two clearly defined audience segments:

- **Motorhome**
- **Caravan & Outdoor**

Your message reaches an audience with a directly relevant interest and a higher level of engagement.

Sending Frequency

- Monthly dispatch as standard
- Two editions per month during key commercial periods:
 - *Spring: February, March, April*
 - *Autumn: September, October, November*
- Extra editions around major sector trade shows:
 - Caravan Salon Düsseldorf
 - Mobicar Fair

This increased frequency provides extra visibility for open days, promotions and events.

Relevant Content, Measurable Results

E-Mobicar is the ideal bridge between the print magazine and Mobicar's online channels.

- Up-to-date content from across the camping sector
- Inspiration for hikers, cyclists and travellers
- All articles link through to **Mobicar.be** for additional online visibility
- Subscribers get first access to new content
- Space for targeted advertising and commercial messages



Sending Calendar

	Motorhome		Caravan	
July 2026	2		3	
August 2026	4		5	
September 2026	1	15	2	16
October 2026	6	20	7	21
November 2026	3	17	4	18
December 2026	1		2	
January 2027	5		6	
February 2027	2	16	3	17
March 2027	2	16	3	17
April 2027	6	20	7	21
May 2027	4		5	
June 2027	8		9	
July 2027	6		7	



ADVERTISING IN E-MOBICAR

E-Mobicar offers four advertising formats, each designed around a specific communication goal; from instant visibility to in-depth storytelling or complete brand ownership.

News June 2025:



Klaar voor je eerste roadtrip? Ontdek de vrijheid van reizen op wielen!

Droom je van eindeloze wegen, natuur en even offline gaan? Dan is een roadtrip met de motorhome of caravan precies wat je zoekt.

En ... goed begonnen is half gewonnen! Welk type voertuig past het best bij jou? Wat moet je zeker checken voor vertrek? En hoe reis je zorgeloos en veilig?

👉 Alle tips in onze online gids – jouw ideale start naar het avontuur!

[Lees hier het artikel](#)

mobicar NEWSLETTER



Mobicar bevestigt als het referentie-evenement

Van 8 tot en met 11 oktober 2025 brengt Mobicar alle fabrikanten en dealers die actief zijn op de Belgische markt voor motorhomes en caravans samen in Brussels Expo.

Mobicar is de enige beurs in België waar alle spelers uit de sector op één plek de nieuwigheden voor het komende jaar presenteren.

Alle grote merken hebben hun deelname al bevestigd. Zo is een volledige vertegenwoordiging van de markt en een compleet overzicht van de komende trends gegarandeerd.

Alle nieuwigheden. Alle fabrikanten. Eén locatie.



Mobicar is er voor:

- 👉 Toekomstige kopers
- 👉 Eigenaars die de nieuwste innovaties willen vergelijken
- 👉 Liefhebbers van het vrijetijdstoerisme



Waarom blijft Mobicar de referentie?

Omdat het de enige Belgische beurs is die de hele sector samenbrengt. Daardoor krijg je:

- 👉 een volledig overzicht van de modellen om te vergelijken
- 👉 een exclusief overzicht van de nieuwigheden voor 2027
- 👉 een directe ontmoeting met alle spelers op de markt
- 👉 een duidelijk beeld van de toekomstige trends

De jaarlijkse terugkeer Mobicar

Mobicar wordt opnieuw een jaarlijks evenement – en dus niet langer een tweejaarlijks – met een volgende editie die al bevestigd is voor 2027.



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Format 1 – FOCUS

Immediate, high-impact visibility

Ideal for promotions, product news or events. You have full control over how your message is presented.

Specifications:

- Title: max. 50 characters
- Body text: max. 250 characters
- 1 image
- Link to website or landing page

Result: a clear, direct message with high visibility and strong click-through potential.

Format 2 – STORY

More space for your brand narrative

When you have a more detailed story to tell, STORY links through to an online advertorial on Mobicar.be, where you can present your product, service or concept in full.

Result: richer content, longer read time and extra online visibility.

Format 3 – DEDICATED

100% attention on your brand

With a dedicated newsletter, your brand takes centre stage. You set the content, the structure and the timing of the mailing.

Result: maximum impact and exclusive visibility.

Price on request.

Format 4 – TILES & BANNERS

Classic ad formats, modernised

E-Mobicar also offers banner and tile positions.

Delivery requirements:

- High-resolution image
- Link to website or campaign page

Available formats:

- Tile: 300 × 250 px
- Banner: 600 × 200 px

Newsletter Advertising Rates

Format	Single language	National
Focus	€ 695	€ 995
Story	€ 395	€ 695
Banner / Tile	€ 300	€ 450

Reporting

After each sent newsletter, you receive a performance overview showing total opens and total clicks.

MOBICAR.BE: CONTENT THAT INSPIRES AND CONVERTS

Mobicar.be builds more than reach, it builds trust, engagement and action. Through inspiring and informative content, you connect with your audience exactly when they are browsing, comparing or ready to decide. The result is lasting brand affinity and measurable engagement.

Bilingual reach

All content appears in full Dutch and French, allowing advertisers to address the entire Belgian market correctly, clearly and with the right message for each audience.

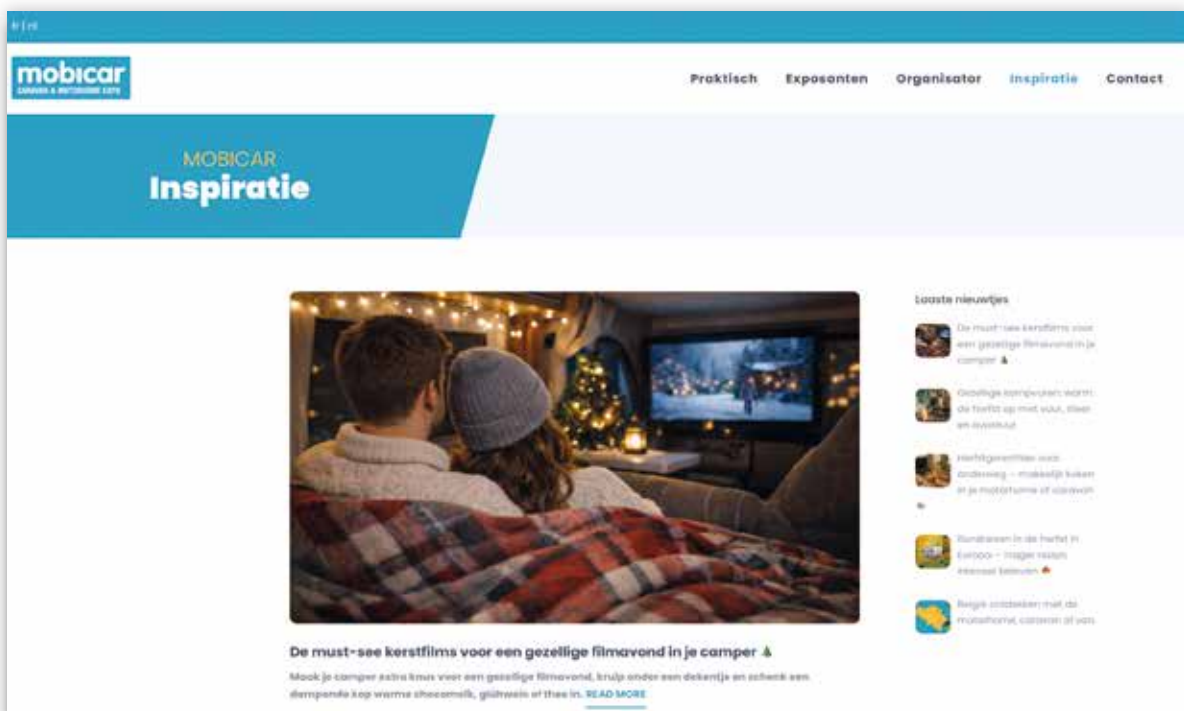
Targeted segmentation

Mobicar.be is structured around clearly defined camping styles and interests. Visitors navigate easily between:

- Motorhome
- Caravan
- Outdoor
- Tourism

The site combines foundational information for first-time visitors with fresh, current content for returning users.

Result: Your message always appears in a highly relevant context, where attention is at its peak.



Advertising on Mobicar.be

Online Advertorials

Online advertorials combine editorial depth with lasting digital visibility. They're ideal for presenting products, brands or services in detail, while linking through to your own channels.

Format 1 – Fix & Go!

You supply the text, title, contact details and visuals. We handle the professional processing, final editing, translation and publication.

Rates:

- Single language
+ 1 year online: **€ 895**
- National (NL + FR)
+ 1 year online: **€ 1,595**

Included:

- Final editing
- Translation
- One round of corrections
- Online placement

Submission requirements:

- Text: approx. 3,000 characters
- 10 images
- Website link

Tip: a print advertorial can easily be repurposed as an online advertorial for maximum cross-media impact.

Format 2 – À la Carte!

No time or inspiration? Our editorial team handles everything.

Based on your brief, we create a compelling online advertorial, fully tailored to your brand and target audience.

Rate: on request.

Format 3 – Tiles & Banners

Prefer a classic format?

Mobicar.be offers a range of banner and tile positions that drive targeted traffic to your brand or campaign.

Available formats:

- 300 × 250 px
- 728 × 90 px
- 160 × 600 px

Delivery requirements:

- High-resolution image
- Link to website or campaign page

Pricing model: CPM (Cost Per Mille)

You pay € 15 per 1,000 effective impressions.

Advantages:

- You pay only for genuine views
- Full control over budget and reach
- Clear impression reporting
- Efficient and scalable advertising model
- Ideal for both brand awareness and targeted campaigns

Example:

Tile ad format, 10,000 impressions:

€ 15 × 10 = € 150. The ad remains live until the agreed number of impressions is reached.

VIDEO: EXPERIENCES THAT STICK

Video is the ideal format for conveying atmosphere, real-world use and emotion. Through a Mobicar video, you tell your story in a way that resonates, in a context that campers know and trust.

This isn't a conventional commercial. It's an editorial video production that sits naturally within the world of camping, travel and the great outdoors.



Our Video Formats

Focus

Targeted product showcase

The Focus format puts a single specific model front and centre. The video is built around a crisp visual edit with imagery, subtitles and music, without on-screen presenter.

Ideal for:

- product launches
- promotions
- highlighting one model or key product

Core: The full attention goes to the product itself: design, finish and features brought to life visually.

Story

In-depth product presentation

The Story format creates space for a richer presentation of a brand, model, layout or accessory. The visual edit is paired with an active on-camera presentation that walks viewers through the key features and benefits.

Ideal for:

- products that require context or explanation
- models with specific layouts or functionality
- brands that want to tell their story

Core: Experience and insight in one: viewers come away understanding the product — and seeing its value clearly.

Bespoke

Fully tailored to your brief

Looking for something beyond the standard formats? From brand films to event coverage, we work with you to develop your concept from the ground up.

What's included in the price?

For a fixed fee, we manage the entire development.

Focus: € 425

Story: € 575

(20% discount when three videos are ordered together)

1. Concept & preparation

- Briefing on objectives, message and target audience
- Development of a clear video concept
- On-camera presentation by Patrick and/or Steven from Kampeermedia

2. Production

- On-location filming (product, brand, destination or event)
- Professional footage with a focus on atmosphere and real-world use
- Attention to detail, context and experience

3. Editing & finishing

- Dynamic edit in line with the story
- Music and basic graphic treatment
- One revision round in consultation

What kind of video can you expect?

- **Duration:** approx. 1 to 5 minutes
- **Style:** inspiring, informative and authentic
- **product presentations**
 - brand storytelling
 - atmosphere and lifestyle videos
 - introducing new models or innovations

Every video is made for the camper, not as a traditional advertising spot.

Bilingual deployment

Videos can be produced in Dutch or French, or adapted with language-specific captions or introductory text, keeping the message relevant in both Flanders and Wallonia.

Video publication rates

Publication on **Mobicar.be**

Format	1 language	National	Both languages
Focus	€ 695	€ 995	+ € 175
Story	€ 395	€ 695	+ € 175

Excluding travel expenses necessary for production (€ 0.4327/km)



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