

2026 ADVERTISING RATE

KAMPEERTOERIST & ZORGELOOS KAMPEREN

EN

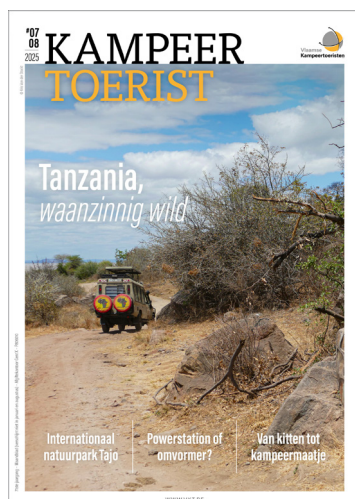


©Christophe Delarsille voor Bivouacs Huttopia

KAMPEER TOERIST

ZORGELOOS KAMPEREN

2027



Kampeertoerist

is the official monthly magazine of
'Vlaamse Kampeertoeristen'

CONTENTS

Kampeertoerist is the only magazine in Flanders that's been treating its readers to the latest camping news every month for more than 70 years. It includes:

- » current information about camping possibilities in Belgium and abroad
- » important purchase tips for camping material
- » touristic editorials with camping information
- » test reports of campers, caravans, tents, trailer tents and tow cars

SPECIFICATIONS

Periodicity	7.500 copies
Distribution	to members
Periodicity	Monthly, except in January, August and November (9 issues per year)
Date of publication	beginning of the month
Language versions	Dutch version
Target group	campers

Zorgeloos Kamperen

is the annual travel brochure that is
distributed all year round.

CONTENTS

Group travels for people with own transportation facilities and camping material:

- » guided voyages
- » camping weekends
- » camping service

SPECIFICATIONS

Periodicity	8.500 copies
Distribution	members of Vlaamse Kampeertoeristen + via public fairs
Periodicity	beginning of November
Language versions	Dutch version
Target group	campers

Technical specifications

Format 210 mm W x 297 mm H

Material to be supplied

- » Certified PDF in high resolution (300 dpi)
- » Images and illustration: min. resolution of 300 dpi
- » User statement: included in PDF
- » Colours: converted to CMYK
- » No crop marks needed
- » Size: max. 10 MB

→ Through email to
deridderinge@telenet.be

AD DESIGN

You can also have us create your advertisement.
Please send us **your text in a Word file** and your **photos and logos at 300 dpi**, in TIFF, JPG or EPS format.

» Additional cost for creating a new advertisement:

€ 150 for 1/1 page

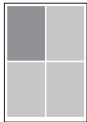






€ 125 for ½ page

€ 125 for ¼ page

» Additional cost for modifying an existing advertisement: **€ 45**

→ Through email to
hannes@vkt.be

Tarifs

		NUMBER OF INSERTIONS	PRICE/INSERTION	
1/4 page	 B 94 mm x H 134 mm	1-2	€ 420	
		3-5	€ 399	
		6-7	€ 379	
		8-9	€ 360	
		10	€ 324	
1/2 page	 B 94 mm x H 275 mm	 B 195 mm x H 134 mm	1-2	€ 665
			3-5	€ 632
			6-7	€ 600
			8-9	€ 570
			10	€ 513
1/1 page	 B 195 mm x H 275 mm	1-2	€ 990	
		3-5	€ 941	
		6-7	€ 893	
		8-9	€ 849	
		10	€ 764	
2/1 page	 B 405 mm x H 275 mm	1-2	€ 1.700	
		3-5	€ 1.615	
		6-7	€ 1.534	
		8-9	€ 1.458	
		10	€ 1.312	
Cover 2 & 3	 B 195 mm x H 275 mm	1-2	€ 1.055	
		3-5	€ 1.002	
		6-7	€ 952	
		8-9	€ 905	
		10	€ 814	
Cover 4	 B 195 mm x H 275 mm	1-2	€ 1.132	
		3-5	€ 1.075	
		6-7	€ 1.022	
		8-9	€ 971	
		10	€ 873	
Insert	(jusqu'à 50 g à € 0,20/ex)		€ 1500	

Best ad rate and free banner

Sign an annual contract for VKT and enjoy the **lowest advertisement** rate possible. You also get a **recurring banner** in our digital newsletter for a whole year **free of charge**.

THE CONDITIONS

Advertisers that sign an annual contract for Kampeertoerist 2026 (= 9 consecutive issues) and Zorgeloos Kamperen 2027 **before the 22th of December 2025** are entitled to a **recurring banner** (one-time submission) in the **digital newsletter** (9.900 addresses, click rate 50%), during 2026. The banner will appear in 10 VKT newsletters.

BANNER SPECIFICATIONS

Format	(w x h) 240x100 pixels
File	jpg or gif (not animated)
Size	min. 10 kB et max. 20 kB
Colors	RGB
Contents	logo and/or name of company
Optional	URL

Through email to
redactie@vkt.be
before 22/12/2025

Free open day announcement

Are you planning **open days** in the near future? Announce them in good time with an **advertisement in Kampeertoerist** and get a one-off **free mention** in the **digital VKT-newsletter** in the same period.

Eg.: You publish in the February edition of Kampeertoerist? Your open days get a spot in the February newsletter.

THE CONDITIONS?

If your ad includes an announcement of an 'open day', the event will be featured in that month's digital newsletter (9.900 addresses, click rate 50%) of Vlaamse Kampeertoeristen (VKT). This newsletter contains a special section listing the open days hosted by our advertisers, with a link to your website. To be eligible,

- » your advert must include the word '**opendeur**' (in Dutch) or an equivalent term and
- » state the exact dates.

Other campaigns, such as sales, are not taken into account.

Deadlines 2026

	DEADLINE RESERVATION	DEADLINE MATERIAL	POSTED
KAMPEERTOERIST			
February	22/12/2025	30/12/2025	28/01/2026
March	26/01/2026	30/01/2026	25/02/2026
April	23/02/2026	27/02/2026	01/04/2026
May	30/03/2026	07/04/2026	29/04/2026
June	20/04/2026	24/04/2026	28/05/2026
July/August	01/06/2026	05/06/2026	01/07/2026
September	20/07/2026	24/07/2026	26/08/2026
October/november	01/09/2026	04/09/2026	30/09/2026
December/january	02/11/2026	06/11/2026	01/12/2026
ZORGELOOS KAMPEREN			
	5/10/2026	12/10/2026	28/10/2026

Contact



reservations & material

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Invoicing

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Mathias Van Geert
boekhouding@vkt.be

Editorial staff

Editor in chief: Hannes Vandenbroucke
Editor: André Bressinck, Martine De Beer,
Luc Demuytere, Jan Hofman, Willy Ost, Ben
Van den Bossche, Kris Van der Stockt, Marnix
Vanheeuverswijn, Rhys Van Renterghem en
Chris Vercruysse.
Test proposals or press releases may be
emailed to redactie@vkt.be

Printer

Perka
www.perka.be

Layout

Revista
www.revista-media.be