

Steps Staycation



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STEPS STAYCATION



More and more Flemish people these days opt for a holiday in their own country, making day trips or planning weekends away. The summer holidays are also the ideal period to make bigger decisions: a new car, new garden furniture, a new kitchen. Holidays and holiday pay make it possible to start up these projects.

❖ ISSUE DATE

Saturday 13 June 2020

❖ EDITORIAL CONCEPT

- ❖ Steps Staycation is a Steps special
- ❖ Strong content about holidays at home, tips for great day trips and activities for the whole family. Tips to turn your garden into a wonderful holiday spot.

❖ NICE TO KNOW

- ❖ In 2018, Belgians made about 20.5 million trips with at least 1 overnight stay.
- ❖ 2/3 of the Belgian population travelled at least once in 2018.
- ❖ Belgium and France remain the most favourite holiday destinations.
- ❖ **Four out of five Belgians stay at least one week at home during their holidays.**
 - ❖ Homebodies are mainly people under the age of 35.
 - ❖ More and more socially accepted: 58% experience holidays at home as something positive

Sources: <https://statbel.fgov.be/nl/themas/huishoudens/onderzoek-vakanties-en-reizen> and Consumer (Kapaza in collaboration with iVox)

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❖ DISTRIBUTION

❖ **400,000 copies**

- ❖ **170,000** copies via ± 4,750 selected displays in supermarkets and Standaard Boekhandel
- + **80,000** copies sent to Libelle subscribers



- ❖ + Increased circulation of **54,000 copies** as a supplement with Sport/Voetbalmagazine
- ❖ + 2nd distribution round in supermarkets (+/- 96,000 copies) for an even greater reach on families during summer holidays

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❖ RATES

❖ PRINT AD

- ❖ 2/1 page € 3,115
- ❖ 1/1 page € 1,550
- ❖ 1/2 page € 816
- ❖ 1/4 page € 449

(Rates per insertion and per edition – taxes and 3,85% environmental contribution not included)

❖ ADVERTORIAL

- ❖ Rate + €150 supplement for the editing of content

❖ DISCOUNTS

- ❖ 2 issues: -10%
- ❖ 3 issues: -15%
- ❖ 4 issues: -20%

❖ EXTRA

- ❖ +15% for a preferential placement
(according to availability and reservation date)
- ❖ +25% for cover B&D , +10% for cover C

❖ EXCLUSIVE PARTNERSHIP

Possibility to launch a national readers' contest as a part of this special issue.

The offer of the contest must be related to the theme of this edition.

Conditions and availability: on request