

# Business Opportunities



# EuroVelo

## The European cycle route network



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# Work with the world's largest cycle route network

**EuroVelo, the European cycle route network is among the best-known cycling tourism initiatives in the world. The network comprises of 17 long-distance cycle routes that connect the entire European continent.**



## Advertisements in the EuroVelo Newsletter

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Over the last few years, EuroVelo.com has consolidated as the central hub for cycling tourism in Europe with the most up-to-date overview information available to cyclists planning their cycle trips in Europe. EuroVelo.com is **available in three languages** (English, German and French) and contains overview information about the 17 long-distance cycle routes that make up the EuroVelo network and over 40 different European countries.

In 2020, the EuroVelo.com web platform registered over **2 million sessions** and over **1.64 million individual users** visited the websites (+21,5% increase compared to 2019). Furthermore, the increasing interest in cycling tourism and EuroVelo is an opportunity for EuroVelo.com to provide a platform to destinations and businesses across Europe to increase their visibility among potential visitors and customers.

The previous year has been particularly difficult for the tourism sector, but nonetheless cycling tourism has proved resilient and managed to even thrive in these circumstances.

In that context, this manual contains **a variety of ways to promote your business** in this increasingly competitive sector and benefit from the experience of working with the world's largest cycle route network.

EuroVelo® is a registered trademark of the European Cyclists' Federation.



EuroVelo 8 - Mediterranean Route

Photo © Regional Development Center of Koper

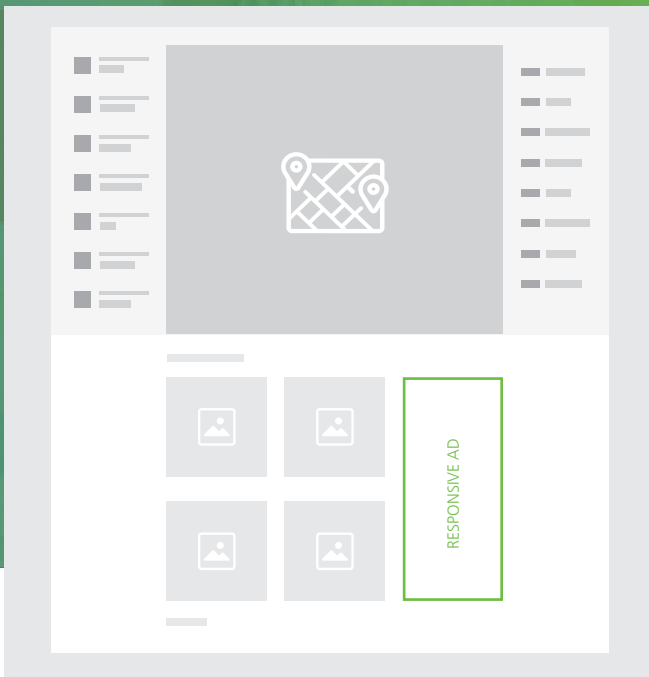
# Advertisements

## on EuroVelo.com

The EuroVelo website offers the possibility to tailor the advert to only be featured on certain pages. We use a third-party ad serving platform to precisely evaluate the advertisement performance (clicks, impressions, etc) and report to the advertiser.

There are two different options for adverts on the web depending on their placement:

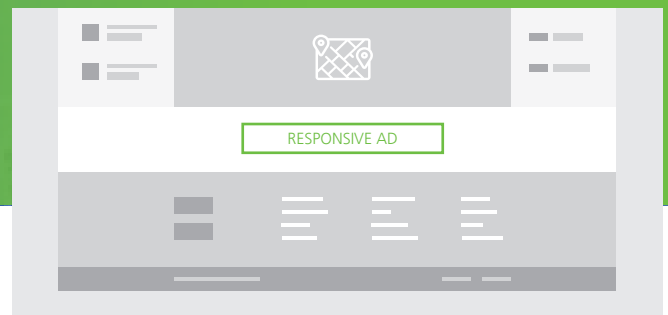
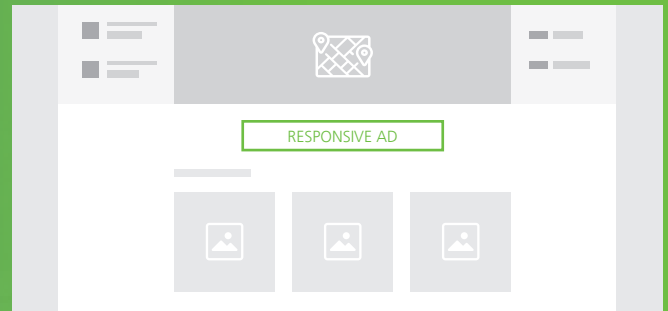
- **Half page ad** on homepage
- **Leaderboard ad** on specific route, country or stage page



## Half page ad on homepage

This type of ad and placement is great for visually impactful ads that offer rich engagement. The ad is placed on the right side of the homepage, below the interactive map and next to the latest news section.

- The half page ad can be a static or animated image and a custom video
- The dimensions of the visuals should be exactly 350 x 610 pixels
- The cost is **€ 3,500 per month** (excluding VAT)
- Supported file formats: JPEG, PNG, GIF (for images) and MP4, MOV (for videos)
- Maximum file sizes: 200 KB (for images) and 3 MB (for videos)



## Leaderboard ad on specific route, country or stage page

This type of ad performs well by blending seamlessly between the page content. It effectively showcases products or services related to a particular topic or destination, especially in an animated format. The ad is placed below the interactive map and above the rest of the content.

- The leaderboard ad can be a static or animated image
- The dimensions of the visuals should be exactly 728 x 90 pixels
- The leaderboard ad can appear on a specific route, country, or stage page
  - For ads on a EuroVelo route page, the cost is **€ 2,200 per month** (excluding VAT)
  - For ads on a country or stage page, the cost is **€ 1,200 per month** (excluding VAT)
- Supported file formats: JPEG, PNG, GIF
- Maximum file size: 200 KB



## 2

# Advertisements on the EuroVelo Overview Map

**The EuroVelo Overview Map is a high-quality overview map (scale 1: 5,000,000) covering the entire European network, providing inspiration for people deciding where to explore next. Around 110,000 copies of the two last editions of the map were printed and distributed across Europe at conferences and other events (e.g. ITB Berlin, Velo-city).**

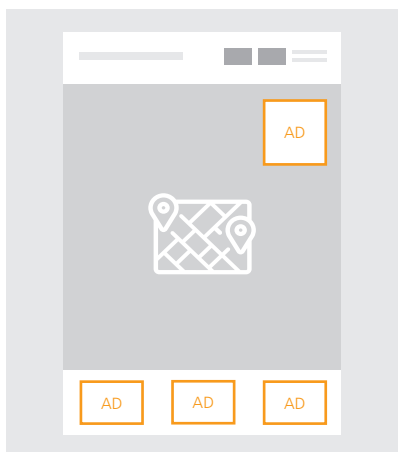
The current edition of the map was made available in 2020 with an initial run of 40,000 copies, which will be distributed across Europe via 22 different National EuroVelo Coordination Centres and Coordinators, as well as through conferences and fairs (ITB, Velo-city, etc.).

The next edition of the EuroVelo Overview Map comes with exciting new advertising opportunities. On the new map, it will be possible to include advertisements on both sides of the document.

There are four different advertising options:

- 1. Gold tier adverts:** by investing in a Gold tier advert, you can become the main sponsor of the EuroVelo Overview Map. Gold tier adverts are featured prominently on the front cover of the map or next to the main legend on the map side.
- 2. Silver tier adverts:** space is reserved on the back cover of the map for a Silver tier advert.
- 3. Adverts on the map side:** on this side, there is room for one advert in the upper-right corner and three adverts at the bottom of the map.
- 4. Adverts on the text side:** general adverts or adverts linked to specific EuroVelo routes can be included on the text side of the map.

While the future edition is still at a planning stage, you can contact us to inquire about early bird offers and other advertising information for the next EuroVelo Overview Map.



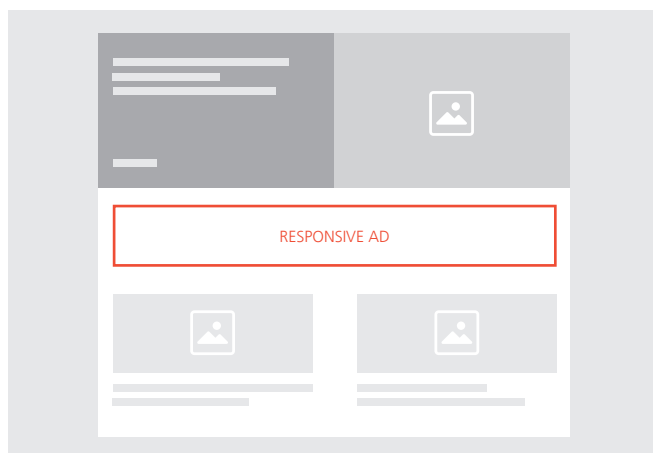
# 3

## Advertisements in the EuroVelo Newsletter

Each month, the EuroVelo newsletter featuring the latest news on the development of the network, cycling tourism, events, user stories, tips and other cycling related topics is distributed to over 4,000 subscribers.

Advertisers now have the option to include email advertisements in the **monthly newsletter**. Here are some figures from our newsletters in recent years:

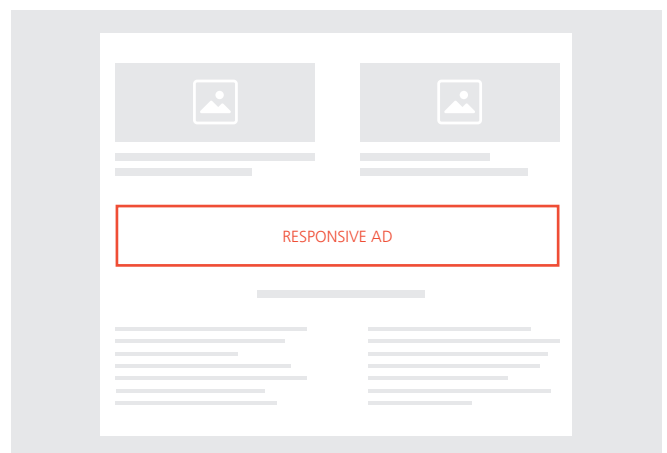
- Average open rate between 30-35% (this is only counting unique opens)
- Average click-through rate also around 30%
- On average, the total opens hover around 75% of the total number of subscribers - these are the monthly impressions/views



### Above-the-fold (ATF) placement

The native ad is composed of an image accompanied with the ad copy (text) and a link to the advertiser's landing page. The ad is placed after the main featured article and above the rest of the news/content.

- This option offers the highest visibility for the ad
- Specifications: 660 x 100 pixels, PNG or JPEG image format
- The cost is **€ 750 per month** (excluding VAT)



### Below-the-fold (BTF) placement

The native ad is composed of an image accompanied with the ad copy (text) and a link to the advertiser's landing page. The ad is placed below all the news articles and before the rest of the content.

- This option offers great visibility for the ad
- Specifications: 660 x 100 pixels, PNG or JPEG image format
- The cost is **€ 500 per month** (excluding VAT)





# 4

EuroVelo 1 - Atlantic Coast Route  
Photo © Jimmy O'Brien

# Bookable offers

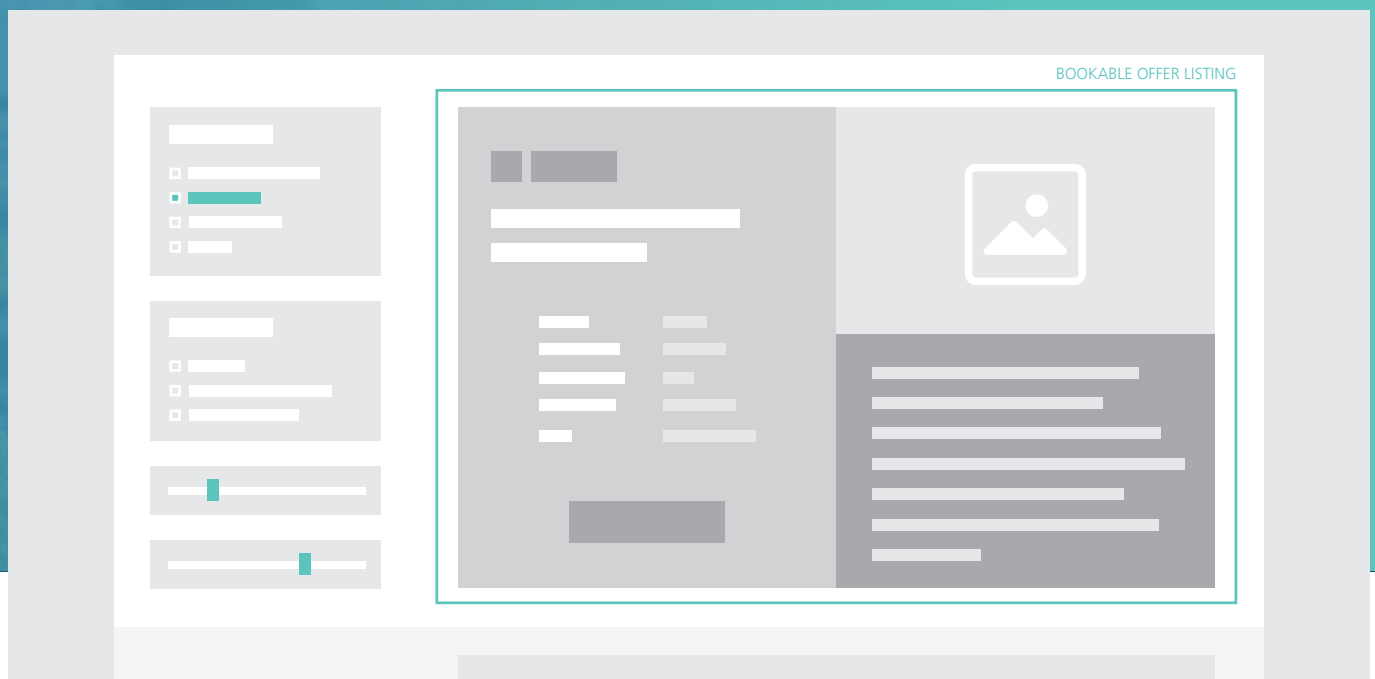
## on EuroVelo.com

The EuroVelo website is also the perfect tool to boost your business. This is an opportunity for tour operators to promote their cycling tourist packages on one of the leading cycle tourism web portals in Europe.

A high-quality search engine is now available on EuroVelo.com for bookable offers, providing an **easy-to-use tool** to help cycle tourists find their dream holiday in a quick and simple manner. Each bookable offer is displayed with a detailed description, price, duration, country, difficulty, elevation, bike type, contact information and **a link to book the package on the tour operator's website**.

Furthermore, when inserting your bookable offer on EuroVelo.com, we will also offer you a discount for publishing a sponsored article about the experiences of your customers on EuroVelo routes! You can learn more about sponsored content on **page 8**.





**You can find more information in the table below and explore the benefits of inserting your bookable offer in our [search engine](#).**

Concept	Transnational bookable offers (Price per unit/year, excluding VAT)	EuroVelo national, regional or local bookable offers (Price per unit/year, excluding VAT)	Non-EuroVelo bookable offers (Price per unit/year, excluding VAT)
<b>1 bookable offer</b> (each offer must be sent in English, German and French)	<b>€ 450</b>	<b>€ 850</b>	<b>€ 850</b>
Optional translation cost for 1 bookable offer from English into German and/or French	€ 150 per language	€ 150 per language	€ 150 per language

Prices differ if the bookable offers are:

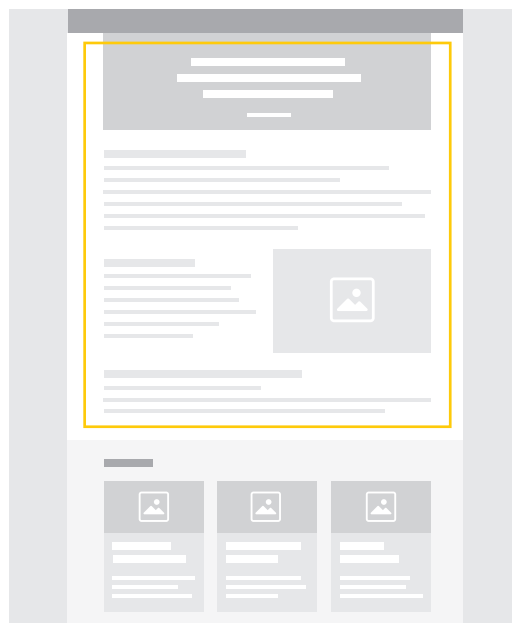
- **Transnational and transnationally relevant:** bookable offer that involves more than one country or that does not involve two countries, but it is transnationally relevant since it covers a significant section of a route.
- **National, regional and local:** national, regional or local bookable offers without transnational relevance.
- **Non-Eurovelo:** bookable offers that are not along EuroVelo routes.

## **5** **Sponsored content**

**The EuroVelo website offers an option to publish a sponsored content article.**

- This is an opportunity for companies, organizations, destinations, and brands to promote their service, business, or product in an engaging, intriguing, inspiring and effective way.
- The article is written by our skilled staff and promotes the client's product or service in a natural and non-disruptive manner with also a **call to action**.
- We are covering a range of topics and themes connected to the sustainable cycling tourism, travel, EuroVelo and other cycling routes, cycle-friendly services, etc.
- The article is also promoted on our social media channels: Facebook, Twitter, Instagram. We have almost 60,000 followers overall across these platforms.

The cost is **€ 3,500 per article** (excluding VAT). Please contact us for more information.



## **6** **Cycling Tour Operators**

The European Cyclists' Federation (ECF) works closely with tour operators in order to increase the visibility of the sector, address their demands and unleash the potential of the cycling tourism business in Europe.

ECF attends every year ITB Berlin - the World Leading Tourism Fair - with a EuroVelo booth and organises in cooperation with ADFC the 'ITB Cycling Tourism Day'. Additionally, every other year ECF co-organises the EuroVelo and Cycling Tourism Conference - the premier event of its class in Europe - gathering professionals and experts from the (cycling) tourism sector from across the continents.

**Would you like to be part of the EuroVelo Tour Operators mailing list? We keep you up to date about bookable offers, new developments across the network and other relevant information. Contact us directly at [eurovelo@ecf.com](mailto:eurovelo@ecf.com)**

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