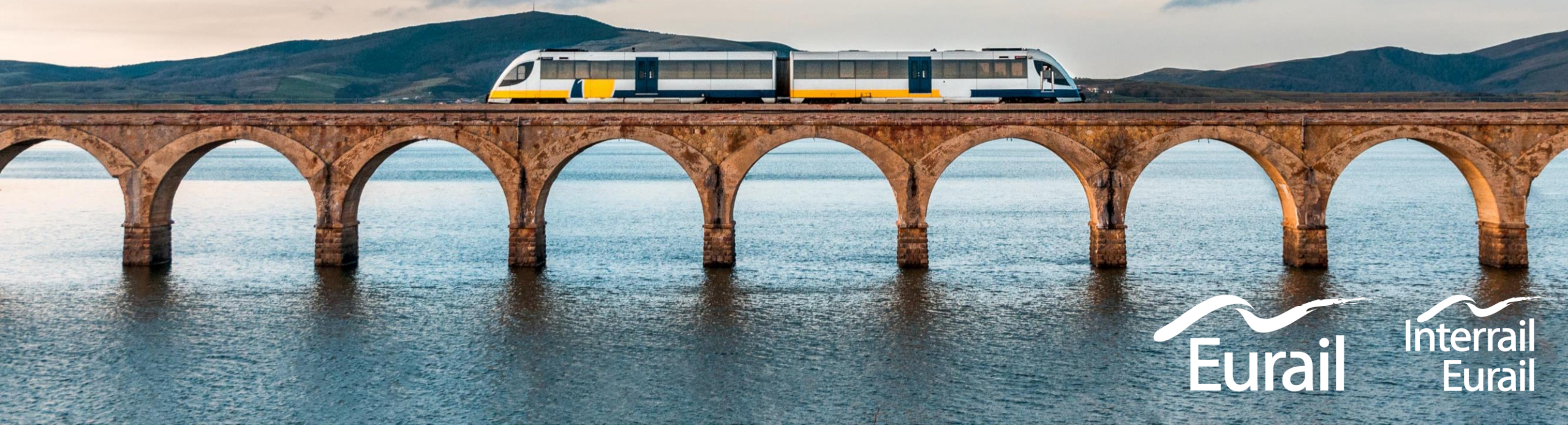


# Media Kit 2020

# Sponsored and Branded Content





# About Eurail

Eurail gives travellers from all over the world the opportunity to experience flexible, borderless travel across Europe. With a Eurail or Interrail Pass (for non-European and European citizens respectively) travellers of all ages can use an expansive network of train and ferry connections to travel in and between up to 31 countries.

Eurail and Interrail Passes are available via the Eurail.com and Interrail.eu websites, as well as via an extensive network of trusted distribution partners worldwide. Eurail B.V. is owned by over 35 European railway and ferry companies, and is based in Utrecht, the Netherlands.







# Why Work With Us

Eurail has a highly engaged community of travelers. This travel environment can help you increase the relevancy of your message in exactly the right context.

We have a reach of over 300.000 travelers a year, coming from over 120 countries! We also have over 50+ years of brand experience in the travel market.

Our international audience consists of travelers from around the globe, consisting of all age groups.

# Our Channels

## Websites

- Eurail.com: 8M+ unique visitors
- Interrail.eu: 6M+ unique visitors

## E-Magazine

- 'Rail Life Stories'
- Launched in July 2019

## Blog

- Blog.eurail.com: 320K+ unique visitors
- Sessions to the blog: 380K+

## E-Newsletter

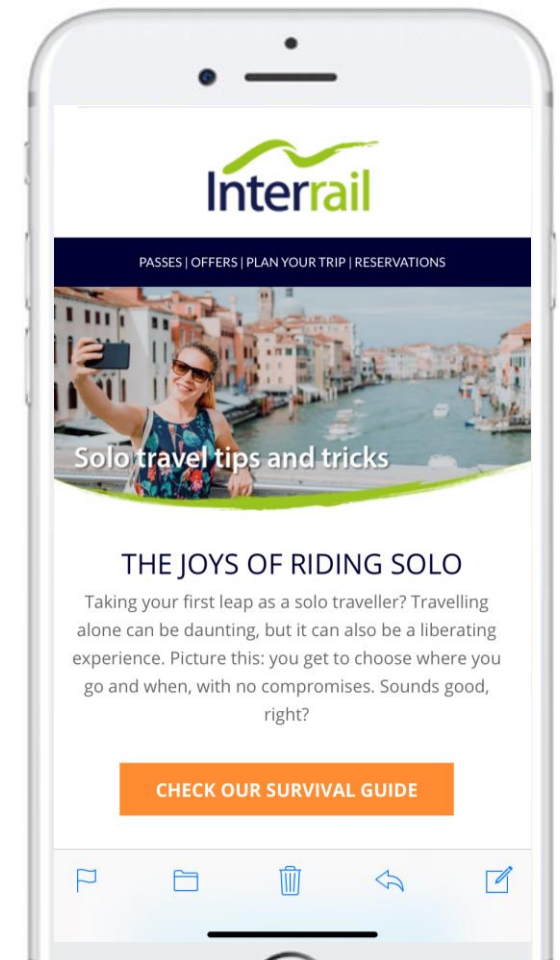
- Eurail.com: 100K+ subscribers
- Interrail.eu: 70K+ subscribers

## Rail Planner App

- More than 2M downloads

## Social Media

- See next slide





# Social Communities



324.000

21.800.000

91.000

195.000

12.100

27.000

16.000

5.000



574.000

4.300.000

191.000

15.000

20.600

-

-

-



# Our Sponsored and Branded Content

- ✓ Gives you the opportunity to be integrated on our platforms to reach travel enthusiasts with a passion to explore **Europe**.
- ✓ We offer a **sponsored theme article, native advertising, brand activation** or a **custom concept**.
- ✓ We support your integrated content in our **eMagazine, commercial newsletter** and **our social media channels**
- ✓ We make sure your message is translated in a creative way by working with an **extensive** and **experienced team** specialized in content, channels and customers.





# Sponsored Article

€2.000 per brand

You will be integrated within our original website content. Based on your briefing we will seamlessly weave your brand story into the content.

Sponsored articles can be composed around a **product or service, by theme, by event, or focused on a specific country**. Choose your content category based on the customer journey.

Go for planning, information or inspiration. Video, text, visuals, games and quizzes can all be included. Give us your extended content briefing and we will make it happen!

**Period:** Monthly or yearly collaboration

**Included:** Newsletter and social media exposure, for Interrail, Eurail, or both brands (additional fee).



♥ ADD TO WISH LIST

Every year, the travel experts at Lonely Planet come up with a list of the hottest European destinations. You can visit most of these places with a Eurail Pass, so get inspired by their picks for 2018. We'll show you the Top 3 as a preview, and dare you to see them all on a single Eurail trip!

[Check out the complete Best in Europe Top 10 and win a Eurail Pass!](#)

## 1. EMILIA-ROMAGNA, ITALY

Italy always manages to score top points when it comes to beauty, food and lifestyle. The Emilia-Romagna region in the Northeast of the country is no exception with its cultural cities and gastronomic traditions. The region's capital Bologna is a thriving student city boasting the oldest university in the world.

Fascinating cities in Emilia-Romagna include Parma, Modena and Ravenna, plus some great coastal resorts. The rich region is also home to famous car brands like Ferrari, Lamborghini and Maserati.



# Native Advertising

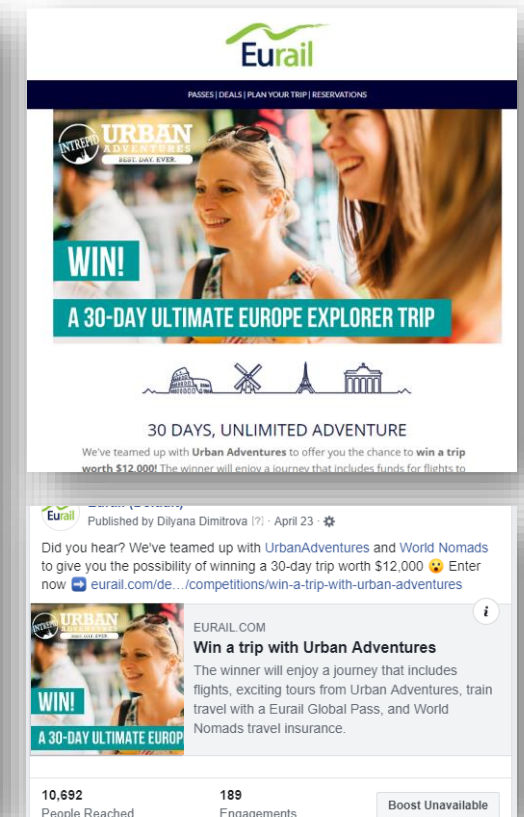
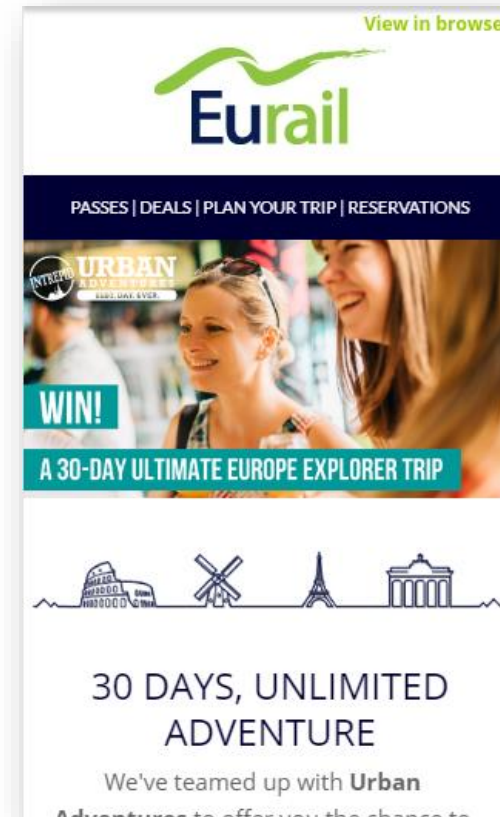
€1.500 per brand

Make sure your advertisement is integrated into a highly relevant environment with the right context.

Integrate your message in an existing theme or special, by **integrating a sponsored high awareness content block**, on the **Eurail blog** or on a **specific destination page**!

**Period:** Month

**Included:** Newsletter and social media exposure, for Interrail, Eurail, or both brands.





# Brand Activation

€2.000 per  
brand

With a brand activation, we will **facilitate the activation of your target group**. An example could be a prize competition which we can run on our channels for a certain amount of weeks.

**Period:** 2-3 weeks

**Included:** Newsletter and social media exposure

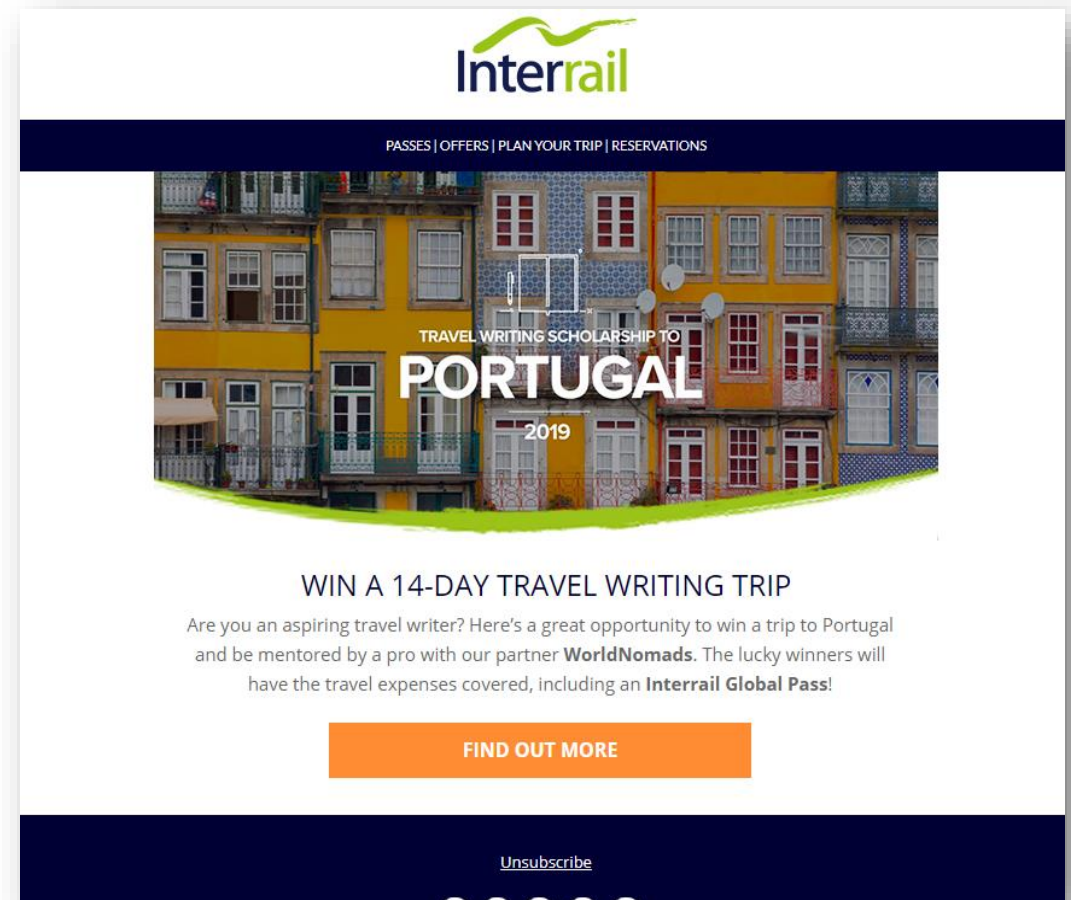


# Commercial Newsletter

€1.000 per  
brand

Be featured in our commercial newsletter with a big reach per brand (and growing). This can also be combined with a brand activation.

**Period:** one-off



The screenshot shows an email newsletter layout. At the top is the Interrail logo. Below it is a dark blue navigation bar with links: PASSES | OFFERS | PLAN YOUR TRIP | RESERVATIONS. The main visual is a vibrant photograph of colorful Portuguese buildings. Overlaid on this image is the text "TRAVEL WRITING SCHOLARSHIP TO PORTUGAL 2019". Below the image, the headline reads "WIN A 14-DAY TRAVEL WRITING TRIP". The body text describes the opportunity: "Are you an aspiring travel writer? Here's a great opportunity to win a trip to Portugal and be mentored by a pro with our partner **WorldNomads**. The lucky winners will have the travel expenses covered, including an **Interrail Global Pass**!". A prominent orange button labeled "FIND OUT MORE" is centered below the text. At the bottom, there is a dark blue footer with a white "Unsubscribe" link and a row of five small, partially visible circular icons.

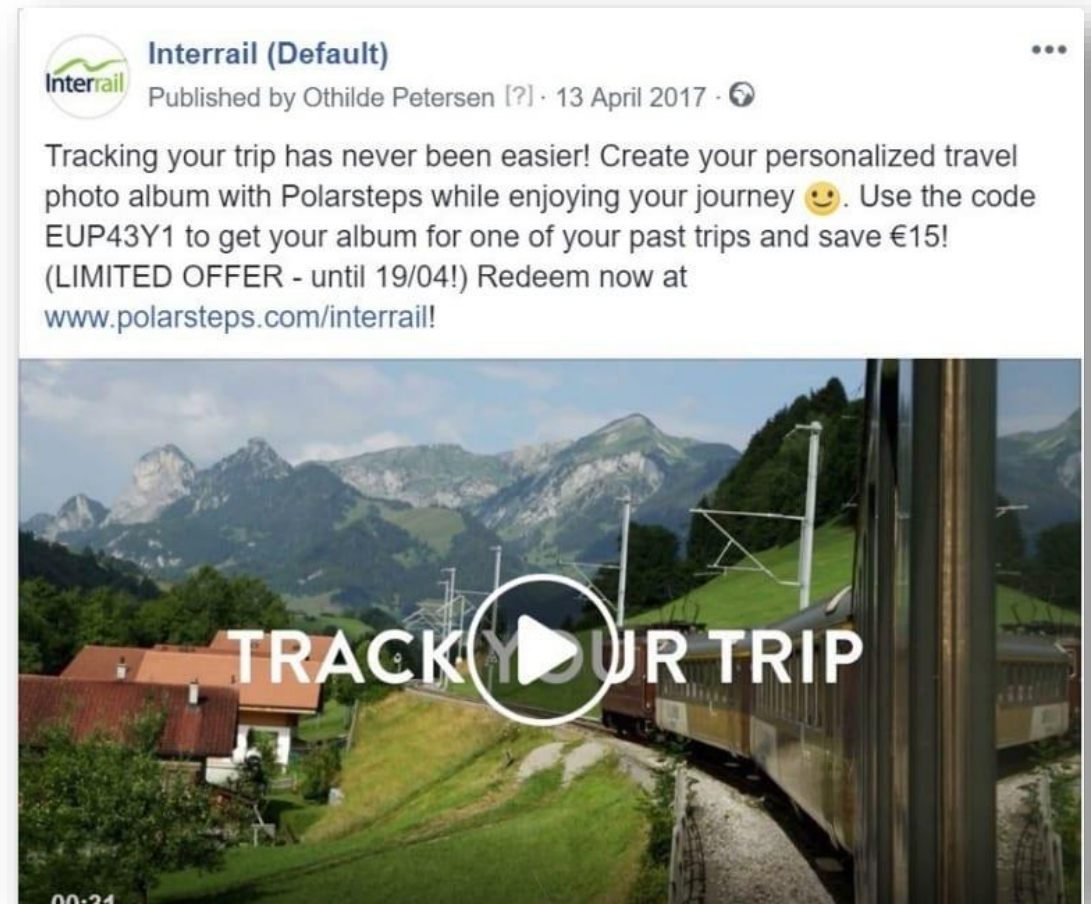


# Social Media Integration

Request  
investment

Be featured on our channels where our highly engaged travel enthusiastic engage with the brand and with each other (communities). Social Media integration is possible with a **sponsored article, native advertising** or a **brand activation**.

**Platform:** Facebook & Instagram focus



# eMagazine

The eMagazine is a quarterly magazine provided for Eurail and Interrail travelers.

Eurail eMagazine's main goal is to provide informative contents about travelling in Europe to inspire our audience in their travel plans.

The eMagazine features famous and off the beaten track destinations, insightful travel tips and travel highlights to empower people to explore Europe.

Each release, the eMagazine is promoted through **Email, Facebook, Instagram** and **the Rail Planner App**





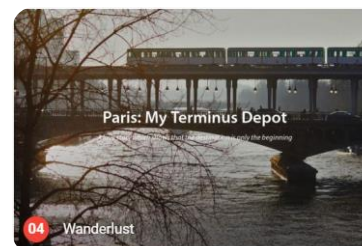
# eMagazine Key Topics



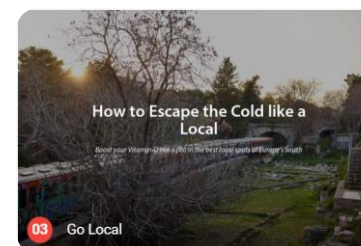
**In the Spotlight,** highlighting places, events and activities in-depth.



**Off the Beaten Track,** focusing on less-travelled and off the beaten path places.



**Wanderlust,** highlighting some of the best travel destinations to visit.



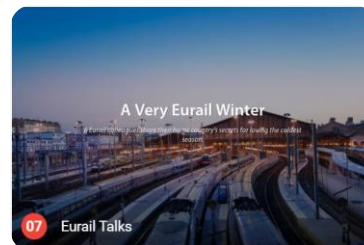
**Go Local,** spotlighting activities, places and experiences done by locals.



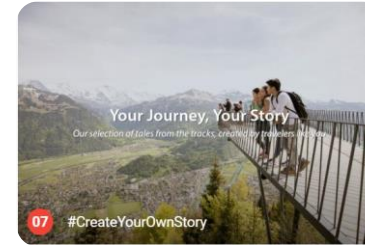
**Travelers on Tracks,** showcasing a travel journey and experience using Eurail or Interrail.



**Did you know?,** covering some of the best tips to make the best out of the travel experience.



**Eurail Talks,** featuring a personal experience related to Eurail.



**#CreateYourOwnStory,** featuring stories of travel destinations and adventures from travel passion authors.



**Top 5,** highlighting the "top 5" list of accommodations, places or attractions.



# eMagazine Rate Card

## Rates

1/1 Full page      **€2.000**

1/5 Page (top 5)      **€ 500**

Rates do not include VAT

## Readership\*

Readers      **22,000**

Pageviews      **170,000**

Subscribers      **6,700**

\*Data per 12/12/19

\*The first edition of the eMagazine was released in **July 2019**.

## Media Platform

Phone      **64.36%**

Desktop      **29.05%**

Tablet      **6.59%**

\*Data per 12/12/19



# eMagazine Audience

## Audience Ratio

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Male **50.2%**

Female **59.8%**

## Age

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18-24 **11.19%**

25-34 **29.55%**

35-44 **16.35%**

45-54 **14.41%**

55-64 **13.86%**

65+ **14.85%**

\*Data per 12/12/19



# Editorial Calendar 2020



## Spring

Publish Date **February 3rd**

Material Deadline **January 10th**



## Summer

Publish Date **May 4th**

Material Deadline **April 17th**



## Fall

Publish Date **September 1st**

Material Deadline **August 14th**



## Winter

Publish Date **November 2nd**

Material Deadline **October 16th**

**Please confirm as dates are subject to change**



# eMagazine Content Specifications

## Full Page

Word count **750-1000 words**

Images\* **At least 3**

Links **1-5**

Additional **Logo\* (if relevant)**

\*

Unit	Dimensions	Formats	File Size
<b>Photography and illustration with gradient</b>	Between 1600 and 2400 pixels	JPG	Max 799 kb
<b>Logos and illustrations without gradient</b>	Between 1600 and 2400 pixels	PNG	Max 799 kb
<b>Logos and simple vector illustrations</b>	Between 1600 and 2400 pixels	SVG	Max 799 kb
<b>Short movie or graphic animations</b>	Between 1600 and 2400 pixels	Animated GIF	2 mb





# Contact Information & Custom Requests

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Email to  
[partnerships@eurail.com](mailto:partnerships@eurail.com)  
or  
[magazine@eurail.com](mailto:magazine@eurail.com)

Partner up with us!

