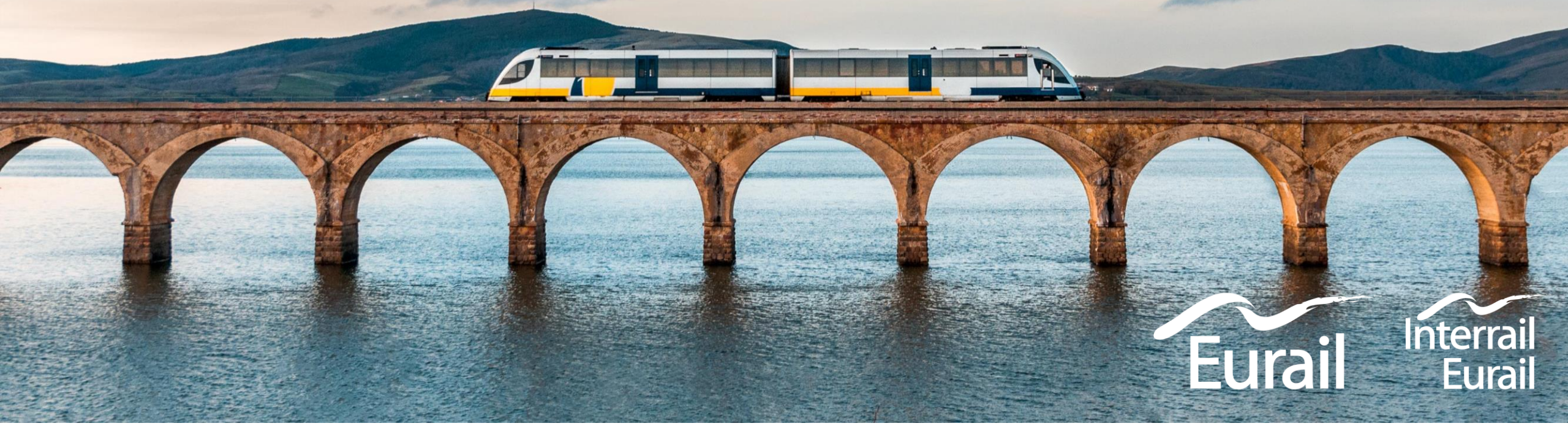


Media Kit 2020

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

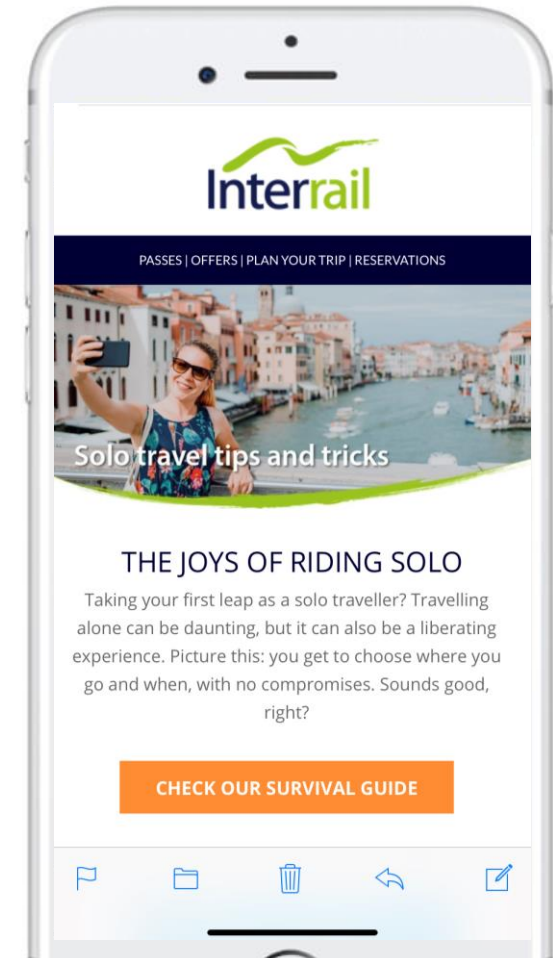
- Eurail.com: 100K+ subscribers
- Interrail.eu: 70K+ subscribers

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.

The screenshot shows a banner for a contest on the Eurail website. At the top right, there is a "View in browser" link. The Eurail logo is prominently displayed in the center. Below the logo is a navigation bar with links for "PASSES | DEALS | PLAN YOUR TRIP | RESERVATIONS". The main content area features a photograph of two smiling women, with a "WIN!" badge overlaid. Below the photo, the text reads "A 30-DAY ULTIMATE EUROPE EXPLORER TRIP". At the bottom of the banner, there are icons representing various European landmarks (Colosseum, Windmill, Eiffel Tower, Parthenon) and the text "30 DAYS, UNLIMITED ADVENTURE".

The screenshot shows a Facebook post from Eurail. The post is published by Dilyana Dimitrova on April 23. The text of the post reads: "Did you hear? We've teamed up with UrbanAdventures and World Nomads to give you the possibility of winning a 30-day trip worth \$12,000! Enter now [eurail.com/de.../competitions/win-a-trip-with-urban-adventures](#)". The post includes a video thumbnail showing the same two women from the banner, with a "WIN!" badge and the text "A 30-DAY ULTIMATE EUROPE EXPLORER TRIP". Below the post, the engagement statistics are shown: 10,692 People Reached and 189 Engagements. A "Boost Unavailable" button is visible in the bottom right corner.

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

The screenshot shows a website page for 'Music-festivals by train'. The navigation bar includes: PASSES, OFFERS, DESTINATIONS, PLAN YOUR TRIP, RESERVATIONS, SUPPORT. The main banner features a woman with long braids and a green map of Europe. Text on the banner reads: 'tickets to Europe's hottest festivals!' and 'competition to win a trip to Balaton Sound or Sziget!'. Below the banner, there is a 'WISH LIST' section with the following text: 'away the ultimate European festival experience in partnership with Festival Travell Enter the competition below and you could win: ival passes for Balaton Sound or Sziget festival in Hungary ets for the famous festival train that takes you across Europe directly to the festival site rrail Passes so you can travel even further by train and keep the party going' and 'nce to win, just enter your details below and add up to 4 friends' email addresses (unless you're flying solo!)

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

Interrail

PASSES | OFFERS | PLAN YOUR TRIP | RESERVATIONS

TRAVEL WRITING SCHOLARSHIP TO
PORTUGAL
2019

WIN A 14-DAY TRAVEL WRITING TRIP

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!**

FIND OUT MORE

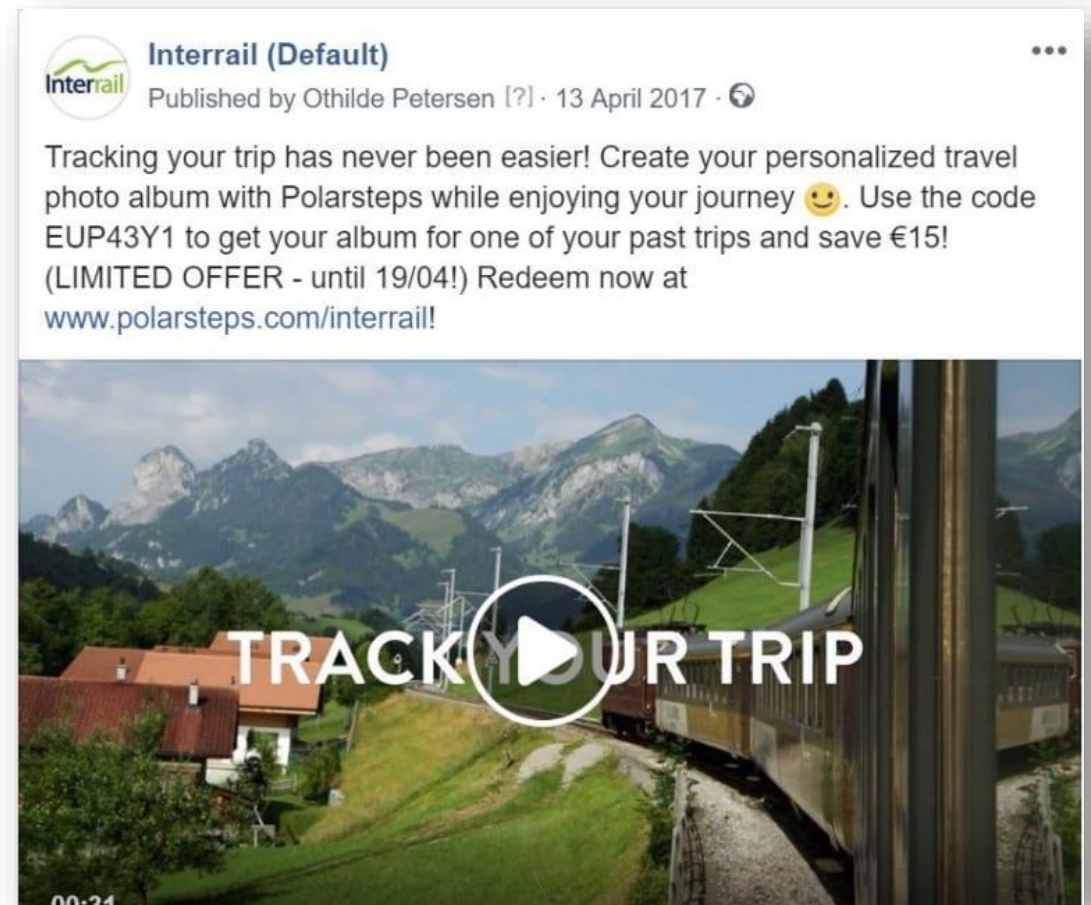
[Unsubscribe](#)

Social Media Integration

Request
investment

Be featured on our channels where our highly engaged travel enthusiasts 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



Interrail (Default)
Published by Othilde Petersen [?] · 13 April 2017 · 🌐

Tracking your trip has never been easier! Create your personalized travel photo album with Polarsteps while enjoying your journey 😊. Use the code EUP43Y1 to get your album for one of your past trips and save €15! (LIMITED OFFER - until 19/04!) Redeem now at www.polarsteps.com/interrail!

00:24

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**



2019 SUMMER E-MAGAZINE

 Eurail.com  Interrail.eu

READ ME

2019 AUTUMN E-MAGAZINE

 Interrail

READ ME

eMagazine Key Topics



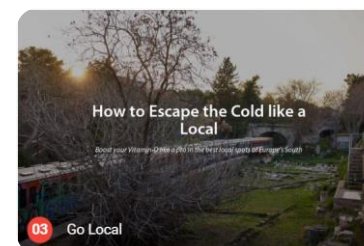
In the Spotlight, highlighting places, events and activities in-depth.



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



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



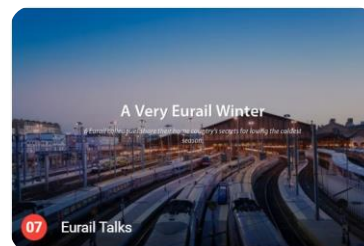
Go Local, spotlighting activities, places and experiences done by locals.



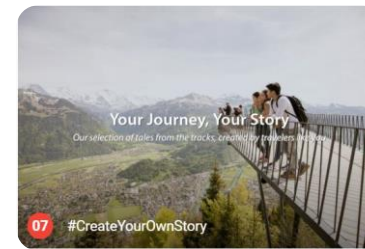
Travelers on Tracks, showcasing a travel journey and experience using Eurail or Interrail.



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

Male	50.2%
Female	59.8%

Age

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
Photography and illustration with gradient	Between 1600 and 2400 pixels	JPG	Max 799 kb
Logos and illustrations without gradient	Between 1600 and 2400 pixels	PNG	Max 799 kb
Logos and simple vector illustrations	Between 1600 and 2400 pixels	SVG	Max 799 kb
Short movie or graphic animations	Between 1600 and 2400 pixels	Animated GIF	2 mb



Contact Information & Custom Requests

Email to
partnerships@eurail.com
or
magazine@eurail.com

Partner up with us!

