



# Media Pack 2019

# EuroVelo Media Pack

## Introduction

EuroVelo is the European cycle route network – a network of 16 long distance cycle routes that connect the whole continent.

Founded in 1995, the routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

The network is developed and coordinated by the European Cyclists' Federation (ECF) on the European level with a network of National EuroVelo Coordination Centres working to realise the routes on the ground.



# Cycle tourism is booming

According to a 2012 study commissioned by the European Parliament, there are an estimated 2.3 billion cycle tourism trips in Europe every year, of which 20.4 million include at least one overnight stay.

The study found that the average direct expenditure for multi-day cycle trips is just under €440 per person, per trip. In total, cycle tourism has a value in excess of €44 billion, which is higher than the European cruise ship industry.

The study estimated that when complete, the EuroVelo network alone will generate 60 million trips creating a total of €7 billion of direct revenue.



## Investing in EuroVelo

The routes that make up the network incorporate some of the most attractive and popular that the continent has to offer. Routes such as the Loire à vélo in France and the Danube Cycle Path through parts of Germany, Austria, Slovakia and Hungary.

EuroVelo provides a gateway for anyone wanting to cycle in Europe. The two main communication and promotional tools are the EuroVelo.com website and the EuroVelo Overview Map.

# Communication Tools

## EuroVelo Overview Map

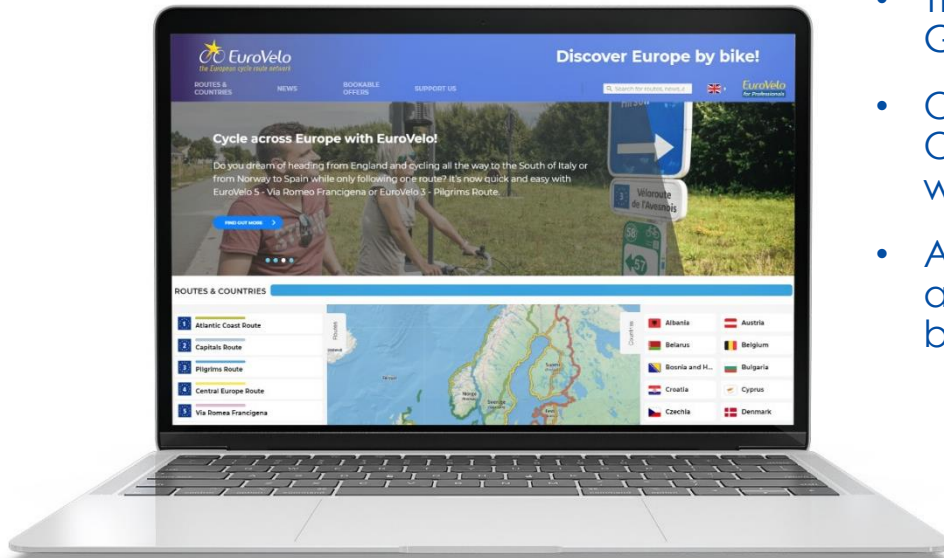
- A high-quality overview map (scale 1:5,000,000) covering the entire European network, providing inspiration for people deciding where to explore next.
- The text of the EuroVelo Overview Map is in English.
- Over 110,000 copies of the last two edition of the map were eventually printed and distributed across Europe at conferences and other events (e.g. ITB Berlin, Velo-city).
- The new edition of the map will be available before the start of the 2020 season with an initial run of 40,000 copies.
- The new EuroVelo Overview map will be distributed across Europe via 22 different National EuroVelo Coordination Centres, Conferences and fairs (ITB, Velo-city, etc.)



# Communication Tools

## www.EuroVelo.com

- Overview website providing information for people wanting to explore Europe by bike.
- The website is available in English, French and German.
- Over 5 million page views on the EuroVelo Overview websites over the past year (2018) with an annual growth of over 26%.
- According to Google Analytics, 27.5% of visitors are aged between 18-24 and 33.5% are aged between 25-34, while 46% of visitors are female.



# Advertising opportunities on the EuroVelo Overview map

For the latest edition of the EuroVelo map there are opportunities to include advertisements on both sides of the document.

## Gold tier adverts

- Become the main sponsor of the EuroVelo Overview map!
- The advert options are as follows:
  - On the front cover of the map. Size: 70 x 30 mm
  - Next to the legend on map side. Size: 105 x 143 mm
- **Cost €40,000** (excluding VAT)

### Data Format

- 300 dpi up to 356 dpi
- Images should be in PDF, TIFF or JPEG Format
- Colours: CMYK or Grayscale, 8 Bit/Channel
- Colour profile: ISO Coated v2 300% (ECI), [www.eci.org](http://www.eci.org)
- For more information see Technical Information.



# Advertising opportunities on the EuroVelo Overview map

## Silver tier adverts

- Become the second tier sponsor of the EuroVelo Overview map!
- One advert on the back cover of the map.
- Size of 100 (w) x 30 (h) mm
- **Cost €22,000** (excluding VAT).
- Possible to combine with Type A/B adverts (see further)

### Data Format

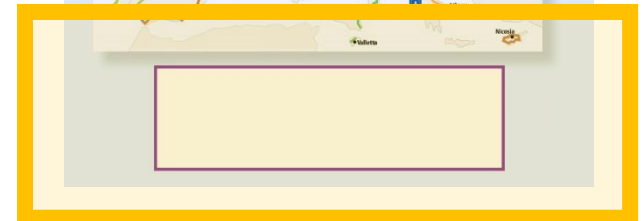
- 300 dpi up to 356 dpi
- Images should be in PDF, TIFF or JPEG Format
- Colours: CMYK or Grayscale, 8 Bit/Chanel
- Colour profile: ISO Coated v2 300% (ECI), [www.eci.org](http://www.eci.org)
- For more information see Technical Information.

## Cycle routes to explore – 70 000 km and more!

Euro Velo is a project of the European Cyclists' Federation (ECF) to develop a network of high-quality cycling routes connecting and uniting the whole European continent. The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys. EuroVelo currently comprises of 15 routes and it is envisaged that the network will be substantially complete by 2020.



[www.EuroVelo.com](http://www.EuroVelo.com)



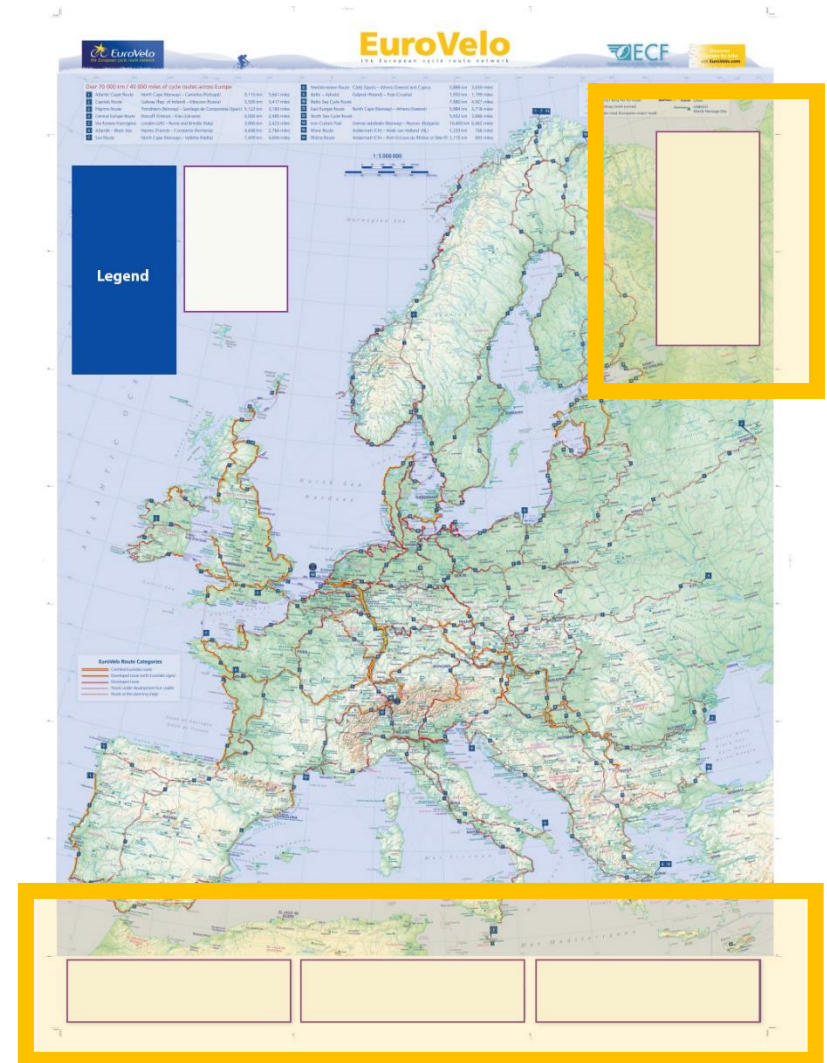
# Advertising opportunities on the EuroVelo Overview map

## Adverts on the map side

- One advert can be included at upper-right corner.
- Size of 105 (w) x 216 (h) mm
- **Cost €12,000** (excluding VAT).
- Three adverts can be included at the bottom.
- Each has a size of 220 (w) x 62 (h) mm
- **Cost €10,000** (excluding VAT) **each**.

### Data Format

- 300 dpi up to 356 dpi
- Images should be in PDF, TIFF or JPEG Format
- Colours: CMYK or Grayscale, 8 Bit/Chanel
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# Advertising opportunities on the EuroVelo Overview map

## Advertisements on the text side

On the text side of the map it is possible to include general adverts (**Type A**) or adverts linked to specific EuroVelo routes (**Type B**).

The image shows a grid of advertising spots on the EuroVelo Overview map. The grid is labeled with letters A through H and numbers 1 through 3. Two yellow boxes highlight specific spots: one in column A (rows 1, 2, 3) labeled 'TYPE A', and one in column E (rows 1, 2) labeled 'TYPE B'. The 'TYPE B' box highlights spots for routes 4 (Atlantic Coast Route) and 5 (Capitalis Route).

Column	Row	Route	Advert Type
A	1	General	Type A 1
A	2	General	Type A 2
A	3	General	Type A 3
D	1	4 Atlantic Coast Route	Type B 1
D	2	5 Capitalis Route	Type B 2
D	3	General	Type A 1
E	1	General	Type B 1
E	2	General	Type B 2
E	3	General	Type A 1

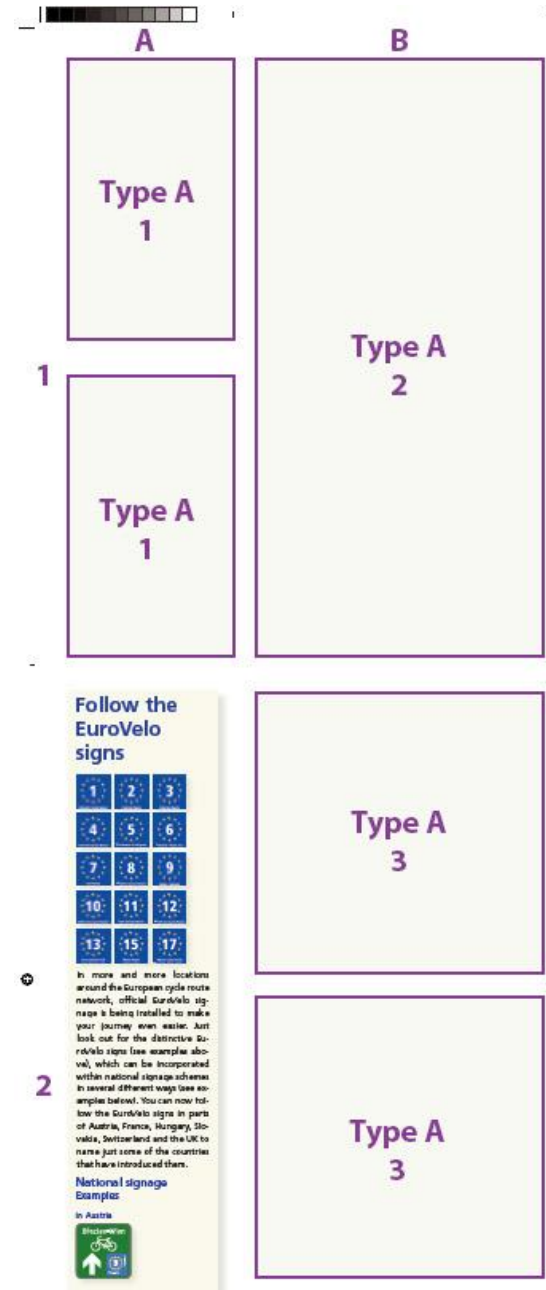
# Advertising opportunities on the EuroVelo Overview map

## General adverts (Type A)

- There are five panels that are available for general adverts, which can be further divided.
- The options are as follows:
  - (1) 62 x 105 mm, **Cost €4,500** (excluding VAT)
  - (2) 105 x 216 mm, **Cost €7,200** (excluding VAT)
  - (3) 105 x 105 mm, **Cost €6,400** (excluding VAT)

### Data Format

- 300 dpi up to 356 dpi
- Images should be in PDF, TIFF or JPEG Format
- Colours: CMYK or Grayscale, 8 Bit/Chanel
- Colour profile: ISO Coated v2 300% (ECI), [www.eci.org](http://www.eci.org)
- For more information see Technical Information.



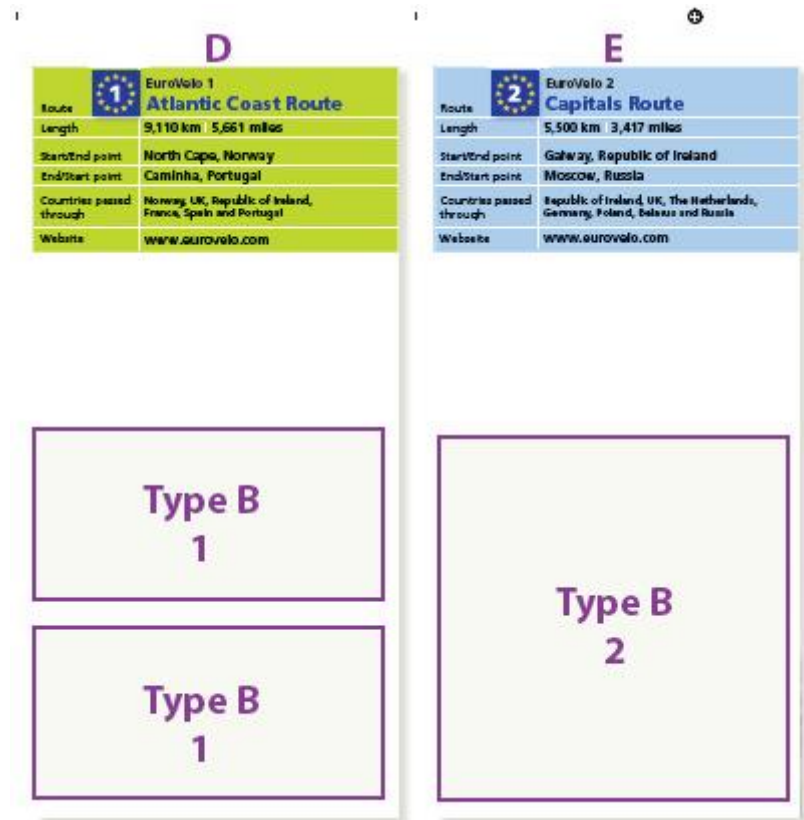
# Advertising opportunities on the EuroVelo Overview map

## Adverts linked to specific routes (Type B)

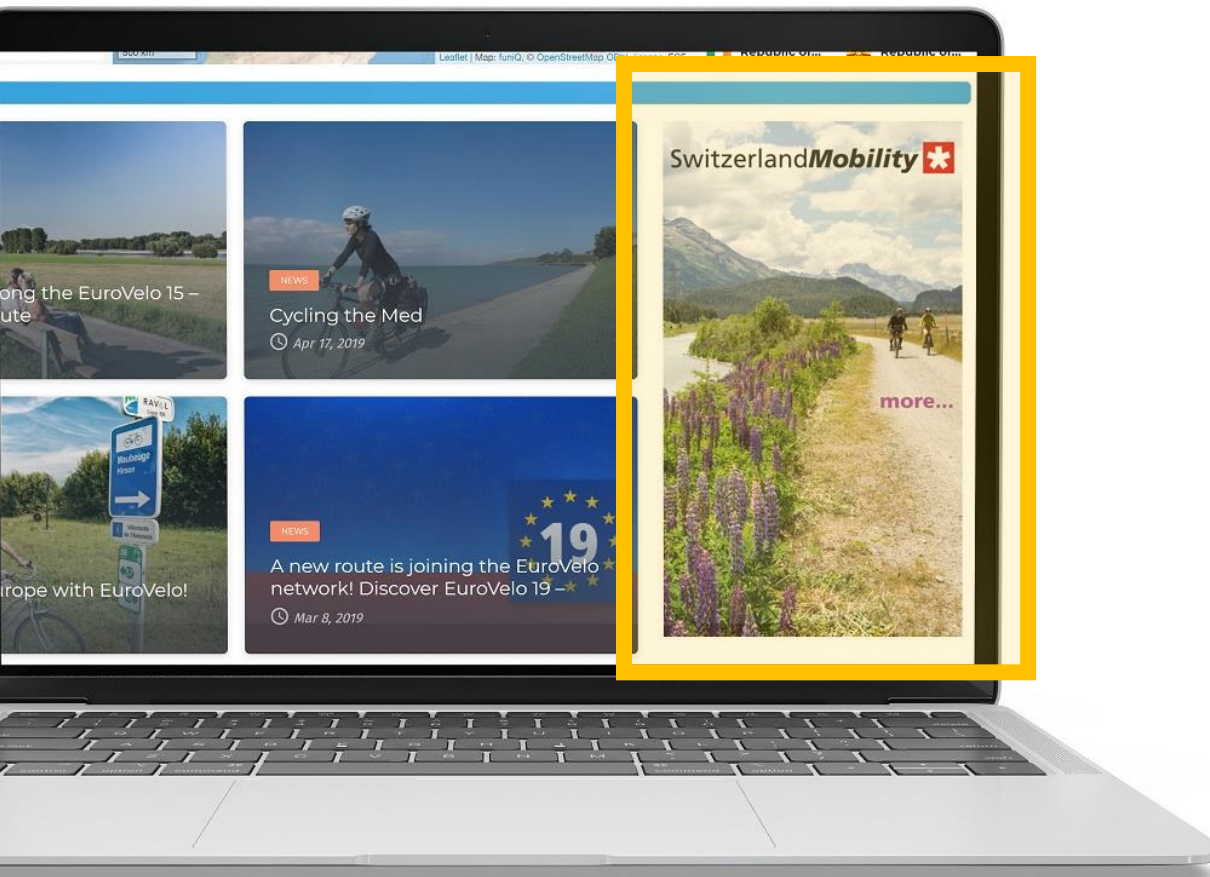
- All 16 EuroVelo routes have a dedicated panel where there is space to include adverts.
- E.g. if you are a tour operator offering a package along the Danube, you can advertise directly on the panel related to EuroVelo 6 – Atlantic-Black Sea.
- The options are as follows:
  - (1) 105 x 52 mm **€3,800** (excluding VAT)
  - (2) 105 x 109 mm **€5,400** (excluding VAT)

### Data Format

- 300 dpi up to 356 dpi
- Images should be in PDF, TIFF or JPEG Format
- Colours: CMYK or Grayscale, 8 Bit/Channel
- Colour profile: ISO Coated v2 300% (ECI), [www.eci.org](http://www.eci.org)
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# Advertising opportunities on the EuroVelo.com



It is possible to add an advert on EuroVelo.com. There are two different options – a rotating box on the home page or a skyscraper banner.

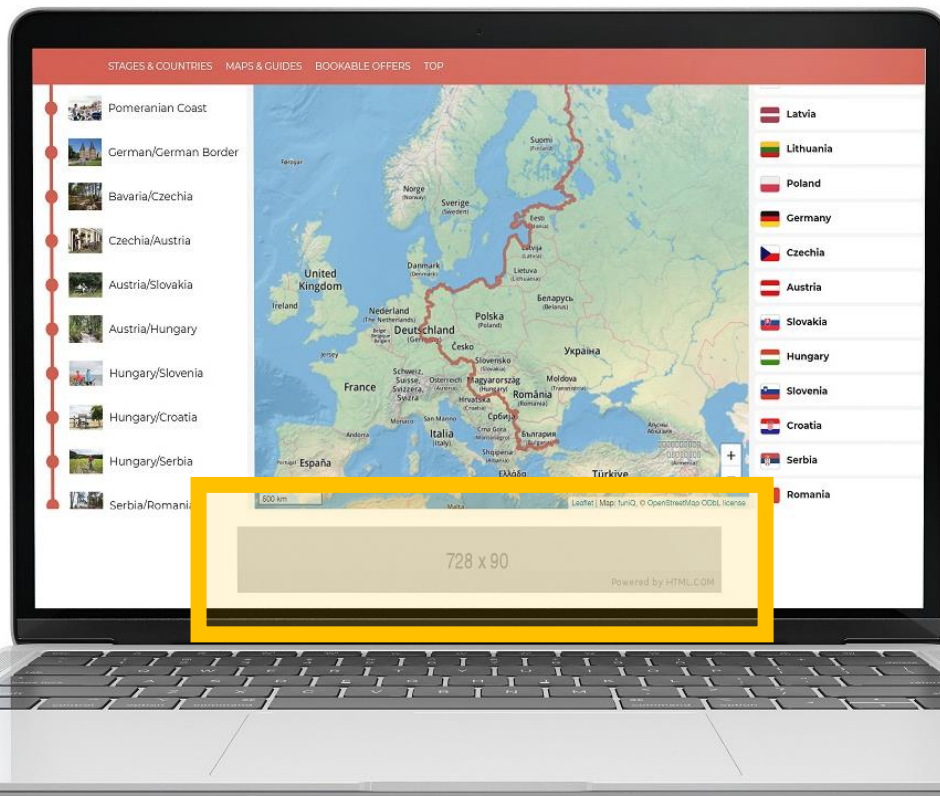
## Home Page Box

- The box on the home page can rotate through up to 5 different images.
- The image should be 350 x 610 pixels.
- **The cost is €3,500 per month** (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or png. Maximum size 200KB

# Advertising opportunities on the EuroVelo.com

## Skyscraper Banner

- The image should be 728 x 90 pixels.
- The Skyscraper Banners can appear on specific route, country or stage pages.
  - **For banners on a route home page, the cost is €2,200 per month (excluding VAT).**
  - **For banners on country/stage pages, the cost is €1,200 per month (excluding VAT).**
- Supported file formats: gif, animated gif, jpeg or png. Maximum size 200KB



# Technical information for the map

- **Map format:** Format: 990mm x 690mm, paper weight: 115 gr/m<sup>2</sup>
- **Bleed:** Outside of 3 mm. Bleed must have elements at least 5 mm above, below and on the sides to avoid trimming.
- **Screen ruling:** 70 lines / cm
- **Dot shape:** Elliptical dots
- **Printing process:** Sheetfed
- **Print Order:** Black, cyan, magenta, yellow
- **Printing of special colours:** Can be agreed although there may be additional costs. Please contact the ECF for further information.
- **Note:** Due to the production methods, slight colour deviations will arise.

## File formats

### TIF

- Reduced to background layer
- No Alpha-channels
- No Paths
- No compression
- Interleaved

### JPG

- Only Standard JPG-Format (e.g. no JPG 2000)
- Save with maximum Quality and Baseline (Standard)

### PDF

- PDF/X-3:2002 Standard
- PDF-Version has to be 1.3
- No transparency
- High Quality for print
- No comments or formula fields
- No password protection
- No OPI comments
- All fonts have to be converted to paths
- No layers
- No rotation of the PDF page

# Terms & Conditions

- **Price:** Prices are subject to statutory VAT and are correct for 2019. Price changes reserved.
- **Payments:** Payment should be made 10 days after receipt of the invoice. Interest shall be added in the standard bank interest on overdrafts calculated.
- **Cancellation:** Advertisements can be cancelled at least 4 weeks before the relevant deadline. If a payment has already been made then there will be a cancellation fee of 10% of the net amount. After that date the cancellation fee will raise to the full amount of the advertisement.

## Bank details:

BNP Paribas Fortis Bank,  
Rond Point Schuman 10,  
1040 Brussels, Belgium  
Name account holder:  
ECF asbl  
IBAN: BE82210033980768  
BIC: GEBABEBB36A  
VAT: BE0460439895

# Contact

For information about any of the advertising opportunities included in this document please contact the ECF directly:

[EuroVelo@ecf.com](mailto:EuroVelo@ecf.com)  
+32 2 8809 274

Please note that the deadline for placing adverts in the new EuroVelo Overview Map is **September 2019**.

We look forward to hearing from you!

## Delivery

### E-mail:

Jesús Freire  
[j.freire@ecf.com](mailto:j.freire@ecf.com)

### Data on CD / Memory stick:

FAO EuroVelo Team  
European Cyclists' Federation  
(ECF)  
Rue Franklin 28  
Brussels  
Belgium

Last updated: **July 2019**