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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. In 2023, it comprises 17 long-distance cycle routes that connect the entire European continent.



Advertisements in the EuroVelo Newsletter

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Cycling Tour Operators

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Over the last few years, EuroVelo.com has become a 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 38 European countries.

In 2022, the EuroVelo.com web platform registered over **1.8 million visitors**, with a **22,5% increase** in website clicks through Google Search. Furthermore, the increasing interest in cycling tourism and EuroVelo is an opportunity for EuroVelo.com to provide a platform for destinations and businesses across Europe to increase their visibility among potential visitors and customers.

Cycling tourism proved to be resilient during the recent COVID pandemic, with the numbers of trips increasing in many parts of Europe. Looking forward, wider tourism trends are expected to lead to further growth in the booming cycling tourism sector.

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.



1

EuroVelo 8 - Mediterranean Route

Photo © Regional Development Center of Koper

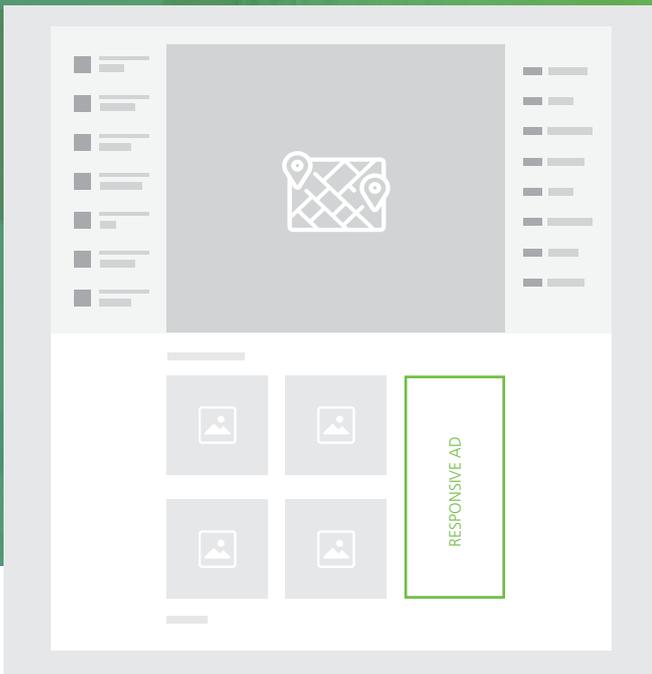
Advertisements

on EuroVelo.com

The EuroVelo website offers the possibility to tailor an 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:

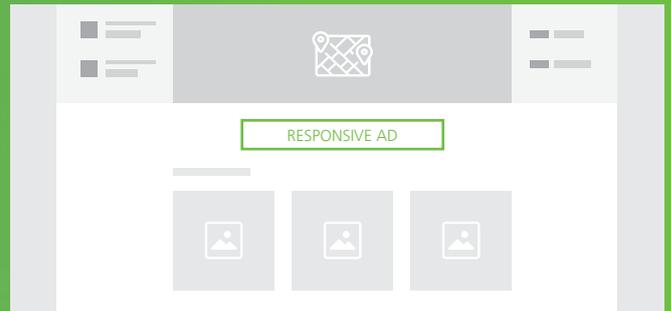
- **Half page ad** on the homepage
- **Leaderboard ad** on a specific route, country or stage page



Half page ad on the 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, or a custom video
- The dimensions of the visuals should be 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 a 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 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 and providing inspiration for people deciding where to explore next. It is printed in 40,000 copies and distributed across Europe at conferences and other events (e.g. ITB Berlin, Velo-city). Users can receive a map in exchange for a donation to EuroVelo.

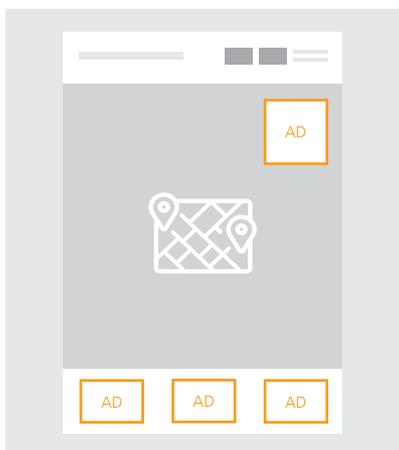
The current edition of the map was made available in 2023 and it is distributed across Europe via 23 different National EuroVelo Coordination Centres, as well as through conferences and fairs (ITB, Eurobike, Velo-city, EuroVelo & Cycling Tourism Conference, etc.).

The next edition of the EuroVelo Overview Map (2025-2026) will be printed in 40,000 copies and comes with exciting new advertising opportunities. It will be possible to include advertisements on both sides of the document.

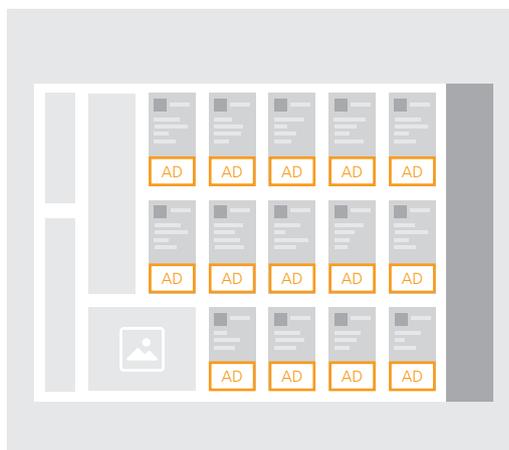
There are four different advertising options:

- 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.

The last edition was printed in the first quarter of 2023. Contact us to inquire about early bird offers, which include attractive discounted prices, and other advertising information for the future map.



Map side (690 x 990 mm)



Text side (landscape)



Front and back covers (folded, 115 x 230 mm)

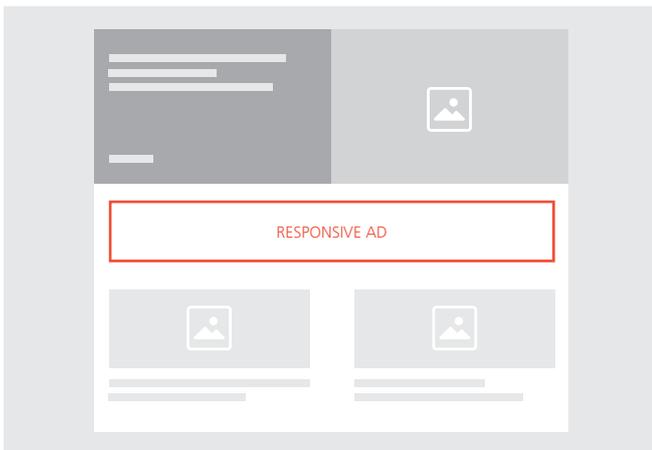
3

Advertisements in the EuroVelo Newsletter

The EuroVelo newsletter is sent to over 7,500 subscribers each month. It features the latest news on the development of the network, cycling tourism, events, user stories, tips and other cycling related topics.

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

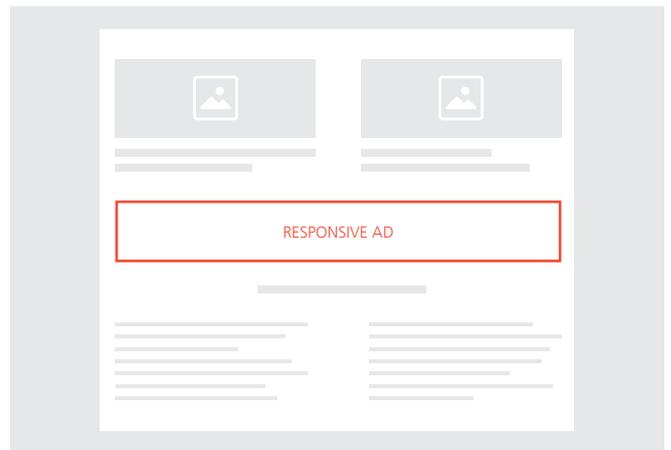
- Average open rate between 30-35% (this is only counting unique opens)
- Average click-through rate also around 30%
- On average, the total opens hover around 75% of the total number of subscribers - these are the monthly impressions (or views)



Above-the-fold (ATF) placement

The native ad is composed of an image accompanied by 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
- Image specifications: 660 x 100 pixels, PNG or JPEG
- Ad text: 40-50 words with link to landing page
- The cost is **€ 750 per month** (excluding VAT)



Below-the-fold (BTF) placement

The native ad is composed of an image accompanied by 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
- Image specifications: 660 x 100 pixels, PNG or JPEG
- Ad text: 40-50 words with link to landing page
- The cost is **€ 500 per month** (excluding VAT)



4

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

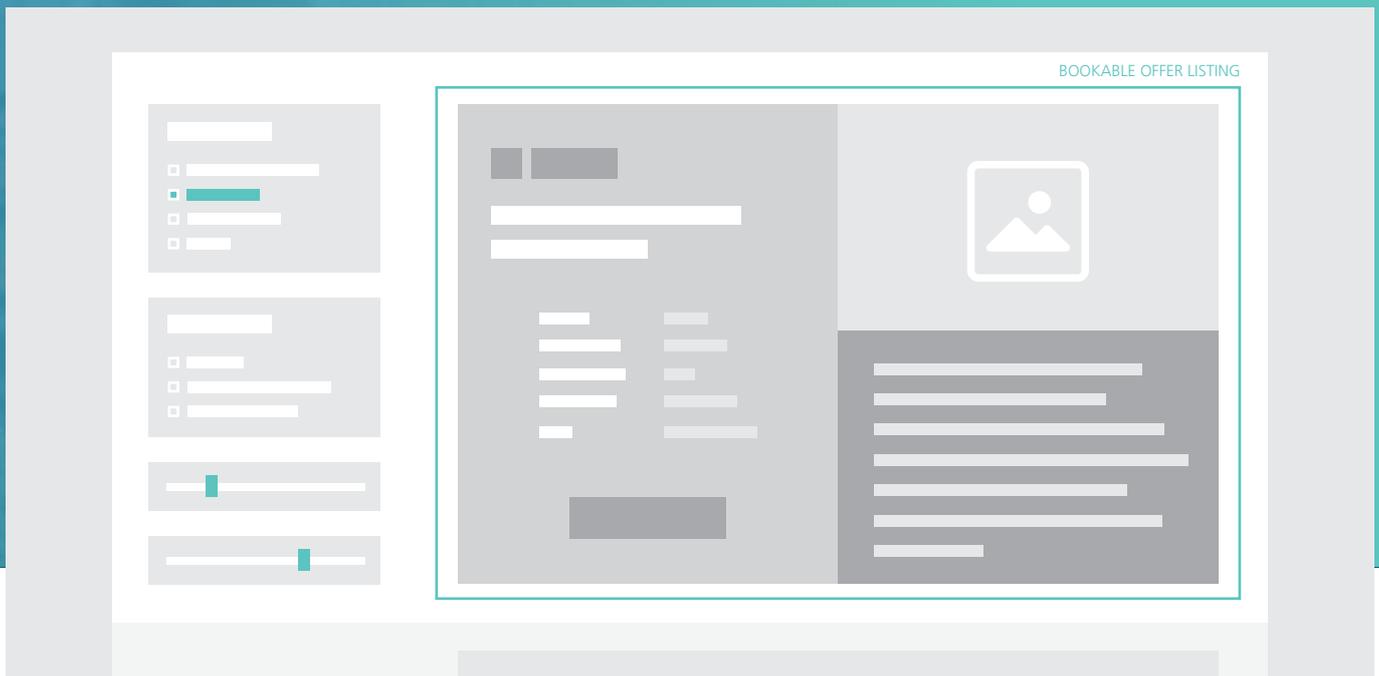
Bookable offers

on EuroVelo.com

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

A high-quality search engine for bookable offers is now available on EuroVelo.com, 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 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 on inserting your bookable offer in the EuroVelo search engine in the table below.

Concept	EuroVelo 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)
1 bookable offer (each offer must be sent in English, German and French)	€ 450	€ 850	€ 850
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:

- **EuroVelo transnational and transnationally relevant:** bookable offers that involve more than one country and one (or more) EuroVelo route.
- **EuroVelo national, regional and local:** national, regional or local bookable offers on EuroVelo routes 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, organisations, 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 a **call to action**.
- We cover a range of topics and themes connected to 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 and Instagram. EuroVelo has more than 76,000 followers overall across these platforms.

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



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Cycling Tour Operators

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

Every year, ECF attends ITB Berlin – the World Leading Tourism Fair – with a EuroVelo booth. Additionally, every year ECF co-organises the EuroVelo & Cycling Tourism Conference – the premier event of its class in Europe – gathering professionals and experts from the cycling tourism sector in Europe and beyond.

Would you like to join the EuroVelo Tour Operators mailing list? We will keep you updated on bookable offers, new developments across the network and other relevant information. Contact us directly at eurovelo@ecf.com

Business inquiries contact

Ivan Ratkovic

EuroVelo and Projects Officer

i.ratkovic@ecf.com

+32 2 329 03 84

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www.eurovelo.com

eurovelo@ecf.com

+32 2 329 03 84

Authors:

Ivan Ratkovic, Omer Malak, Ed Lancaster

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Omer Malak, Jessica Casagrande

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