



**EuroVelo**  
*the European cycle route network*



**Media Pack**

# EuroVelo Media Pack

## Introduction

EuroVelo is the European cycle route network – a network of 15 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.

# EuroVelo 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.
- Each edition is valid for at least three years.
- Over 80,000 copies of the first 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 published at the beginning of 2017 in an initial run of 30,000. It will be distributed across Europe via 18 different National EuroVelo Coordination Centres and Coordinators.



# EuroVelo 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.
- The top 5 biggest countries of origin are: France, UK, Germany, Spain and the US.
- Over 3.5 million page views on the EuroVelo Overview websites over the past year (September 2015 – September 2016).
- 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

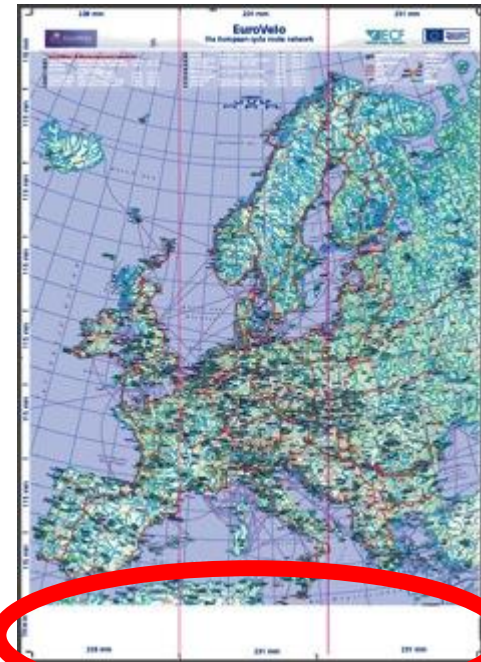
For the latest edition of the EuroVelo map there are opportunities to include advertisements on both sides of the document.

## Adverts on the map side

- Three adverts can be included on the map side.
- 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/Channel
- Colour profile: ISO Coated v2 300% (ECI), [www.eci.org](http://www.eci.org)
- For more information see Technical Information.



Advertisement on mapside  
220 mm x 62 mm

Advertisement on mapside  
220 mm x 62 mm

Advertisement on mapside  
220 mm x 62 mm

# 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 displays a grid of advertising opportunities on the text side of the EuroVelo Overview map. The grid is organized into columns labeled A through J and rows labeled 1 through 5. Two red ovals highlight specific advertising types: 'Type A' is shown in a large oval covering the left side of the grid (columns A and B), and 'Type B' is shown in a smaller oval covering the right side (columns C, D, and E). The grid contains various text boxes with dimensions and descriptions of the advertising types. For example, in column A, row 1, there is a box for '10-Advertisement' with dimensions '105 x 105 mm'. In column B, row 1, there is a box for '15-Advertisement' with dimensions '105 x 216 mm'. In column C, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column D, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column E, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column F, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column G, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column H, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column I, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. In column J, row 1, there is a box for '10-Advertisement Type A' with dimensions '105 x 105 mm'. The grid also includes a small map of Europe in the bottom left corner and a vertical strip on the right side labeled 'EuroVelo Map'.

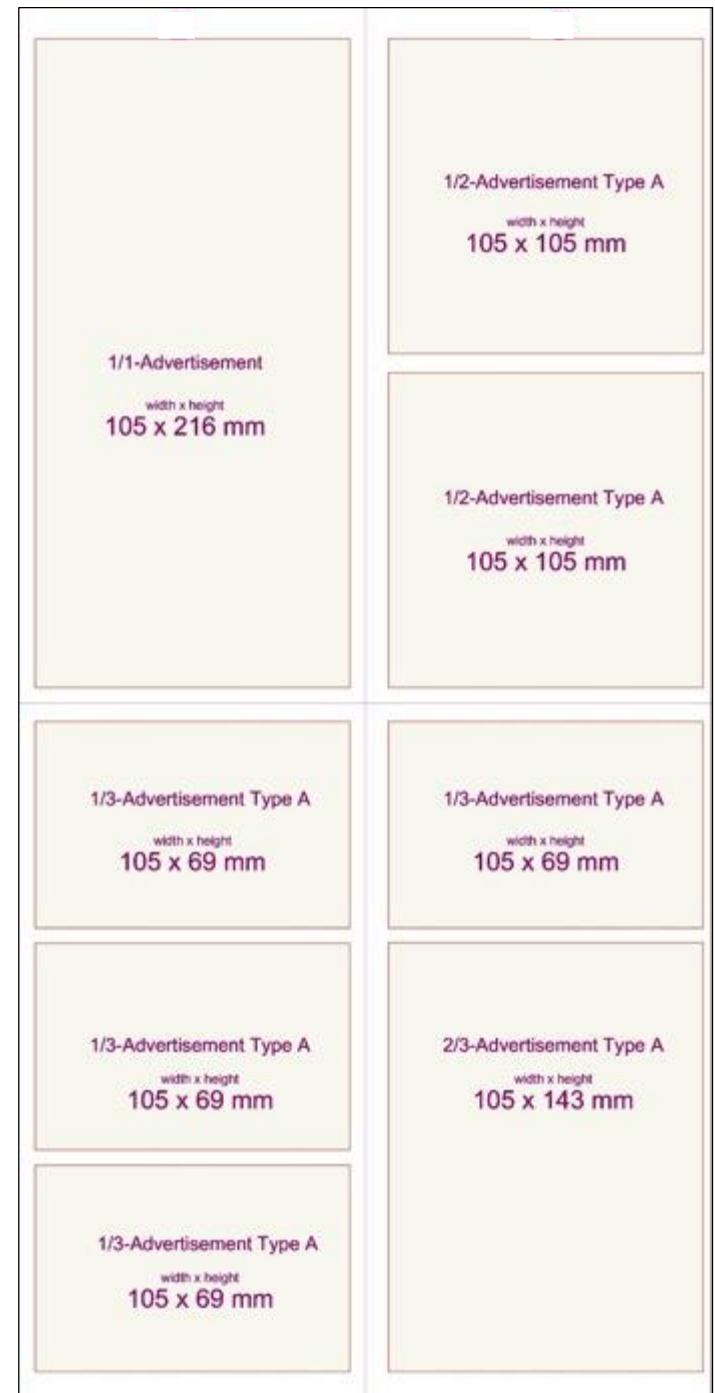
# Advertising opportunities on the EuroVelo Overview map

## General adverts (Type A)

- There are five panels that are available for general adverts, which can be further divided.
- The options are as follows:
  - 1/1 105 x 216 mm €8,000 (excluding VAT)
  - 1/2 105 x 105 mm €5,000 (excluding VAT)
  - 1/3 105 x 69 mm €3,000 (excluding VAT)
  - 2/3 105 x 143 mm €6,000 (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/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)

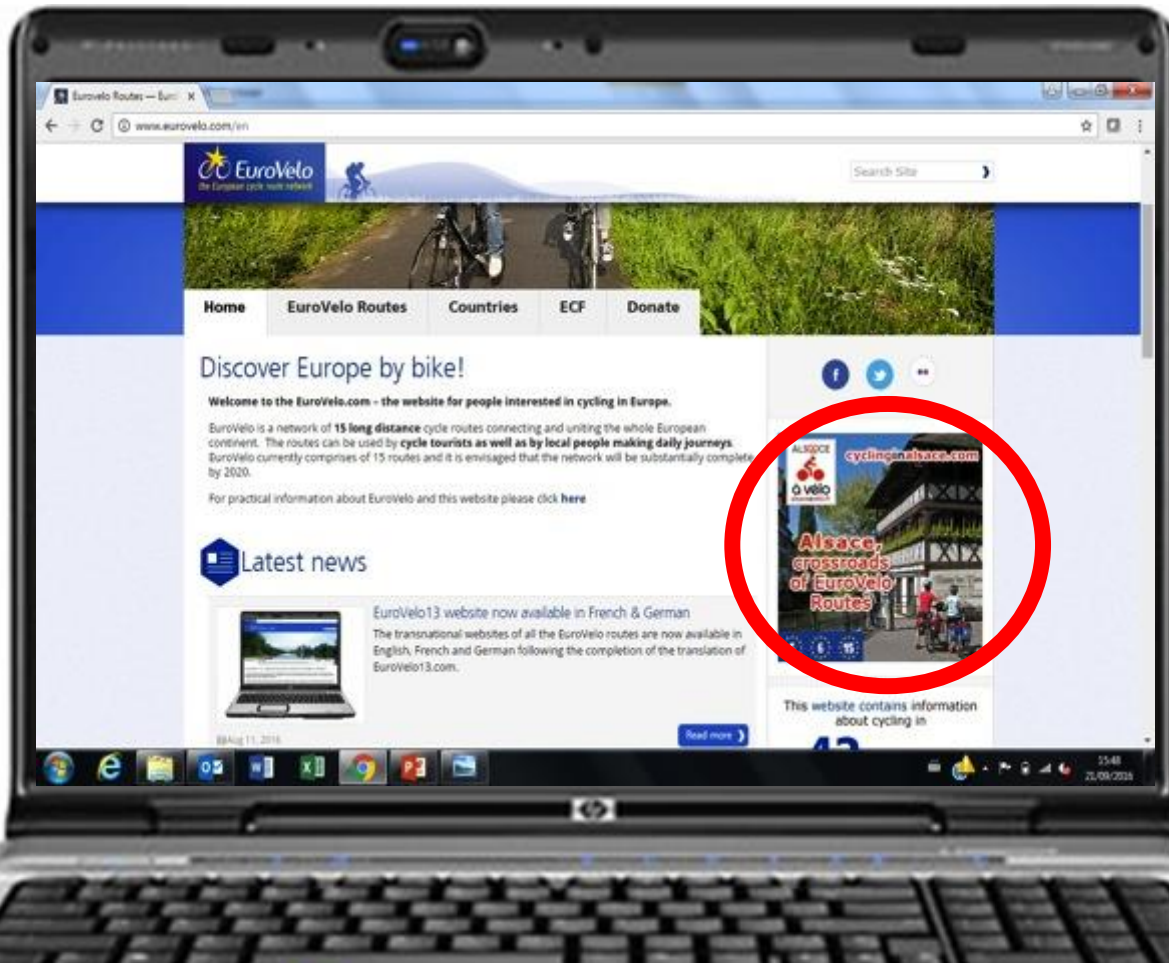
- All 15 EuroVelo routes have a dedicated panel where there is space to include adverts.
- So for example if you are a tour operator offering a package along the Danube, you can advertise directly on the panel related to EuroVelo 6 – Atlantic-Black Sea.
- The options are as follows:
  - 1/3 105 x 52 mm €2,800 (excluding VAT)
  - 2/3 105 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)
- For more information see Technical Information.

<table border="1"><thead><tr><th colspan="2">EuroVelo 1</th></tr></thead><tbody><tr><td>Route</td><td><b>1 Atlantic Coastal Route</b></td></tr><tr><td>Length</td><td>8,186 km   5,087 miles</td></tr><tr><td>Start/End point</td><td>North Cape, Norway</td></tr><tr><td>End/Start point</td><td>Sagres, Portugal</td></tr><tr><td>Countries passed through</td><td>Norway, UK, Republic of Ireland, France, Spain, Portugal</td></tr></tbody></table>	EuroVelo 1		Route	<b>1 Atlantic Coastal Route</b>	Length	8,186 km   5,087 miles	Start/End point	North Cape, Norway	End/Start point	Sagres, Portugal	Countries passed through	Norway, UK, Republic of Ireland, France, Spain, Portugal	<table border="1"><thead><tr><th colspan="2">EuroVelo 2</th></tr></thead><tbody><tr><td>Route</td><td><b>2 Capitals Route</b></td></tr><tr><td>Length</td><td>5,500 km   3,417 miles</td></tr><tr><td>Start/End point</td><td>Galway, Republic of Ireland</td></tr><tr><td>End/Start point</td><td>Moscow, Russia</td></tr><tr><td>Countries passed through</td><td>Republic of Ireland, UK, The Netherlands, Germany, Poland, Belarus, Russia</td></tr></tbody></table>	EuroVelo 2		Route	<b>2 Capitals Route</b>	Length	5,500 km   3,417 miles	Start/End point	Galway, Republic of Ireland	End/Start point	Moscow, Russia	Countries passed through	Republic of Ireland, UK, The Netherlands, Germany, Poland, Belarus, Russia
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# Advertising opportunities on EuroVelo.com

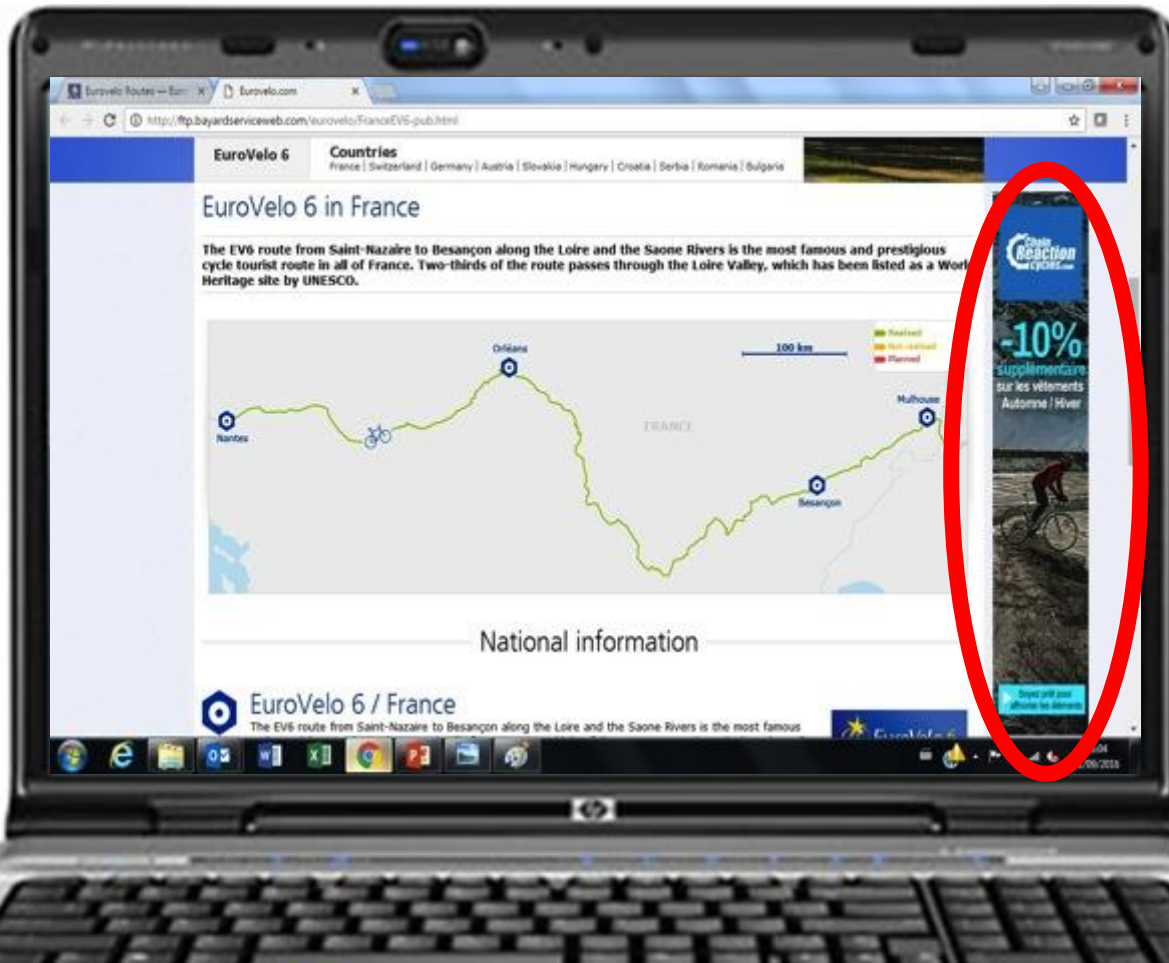


It is possible to add an advert to on EuroVelo.com. There are two different options – a rotating box on the home page or a skyscraper banner.

## Home Page Box

- The box on the home page can rotate through up to 5 different images.
- The image should be 250 x 250 pixels.
- The cost is €1,000 per month (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or Flash. Maximum size 60KB

# Advertising opportunities on EuroVelo.com



## Skyscraper Banner

- The image should be 120 x 600 pixels.
- The Skyscraper Banners can either appear on the home page or on specific route/country pages.
- For banners on the home page, the cost is €1,200 per month (excluding VAT).
- For banners on the route/country pages, the cost is €1,000 per month (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or Flash. Maximum size 60KB



# 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 2017. 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 **Friday 25<sup>th</sup> November 2016**.

We look forward to hearing from you!

## Delivery

E-mail:  
[eurovelo@ecf.com](mailto:eurovelo@ecf.com)

Data on CD / Memory stick:  
FAO EuroVelo Team  
European Cyclists' Federation (ECF)  
Rue Franklin 28  
Brussels  
Belgium