

# MEDIA KIT SOCIAL

TRAVEL QUOTIDIANO

Travel Open Day S.r.l.

Rome Office: Via Aosta, 30 – 00182 Rome

Phone: +39 06 89 01 75 77

Milan Office: Via Montepulciano, 5 – 20124 Milan

Phone: +39 02 39 52 49 22



## TRAVEL COMUNICA

### • FIXED CONTENT ON THE HOMEPAGE WITH A LINK

INSERTION OF GRAPHIC OR VIDEO CONTENT + CAPTION IN THE 'TRAVEL COMUNICA' BOX, A SPACE VISIBLE ON THE HOMEPAGE AND INTERNAL PAGES. INCLUDES A CAPTION WITH A POSSIBLE LINK. VIDEO CONTENT WILL BE PLAYED IN 'AUTOPLAY' MODE.

€960

## BOX LINK

### INSERTION OF A LINK WITHIN AN ARTICLE

BOX WITH A SHORT TEXT + LANDING LINK TO BE INSERTED INTO AN ARTICLE ALREADY PUBLISHED ON TRAVEL QUOTIDIANO

€150

## ADVERTORIAL

### • PUBLICATION OF AN ADVERTORIAL/SPONSORED ARTICLE ON TRAVEL QUOTIDIANO

€330

### • INCLUSION IN THE NEWSLETTER

SPONSORED ARTICLE IS A PROMOTIONAL PIECE THAT COMBINES INFORMATIVE AND ADVERTISING CONTENT. IT INCLUDES A "DO FOLLOW" LINK, PHOTOS (AND/OR A VIDEO FOR GREATER VISUAL ENGAGEMENT), AND AN OPTIONAL FINAL SECTION WITH COMPANY DETAILS TO FACILITATE DIRECT CONTACT WITH INTERESTED READERS. THE SPONSORED ARTICLE IS FEATURED AND PROMOTED IN THE DAY'S NEWSLETTER.

## SILVER PACKAGE

- PUBLICATION OF AN ADVERTORIAL/SPONSORED ARTICLE ON TRAVEL QUOTIDIANO
- INCLUSION IN THE NEWSLETTER
- POST ON FACEBOOK AND INSTAGRAM

€500

## GOLD PACKAGE

- EVERYTHING INCLUDED IN THE SILVER PACKAGE
- ADVERTISING CAMPAIGN ACTIVATED ON FACEBOOK AND INSTAGRAM

€1200

PART OF THE BUDGET WILL BE ALLOCATED TO PROMOTING THE CONTENT THROUGH THE META ADS PLATFORM. THE CAMPAIGN WILL RUN FOR ONE WEEK AND WILL TARGET A HIGHLY PROFILED AUDIENCE USING REMARKETING (E.G., USERS, PROFESSIONALS, INDUSTRY OPERATORS, ETC., WHO HAVE ALREADY EXPRESSED INTEREST IN SIMILAR CONTENT AND BRANDS). THE OPERATION ALSO INCLUDES SETUP, DAILY PERFORMANCE MONITORING, AND A FINAL REPORT.



## EXTRA

### REPORTAGE

PUBLISHED ON  
REPORTAGE.TRAVELQUOTIDIANO.COM

> + €750

### DEM

ADVERTISING EMAIL DEDICATED  
EXCLUSIVELY TO YOUR CONTENT

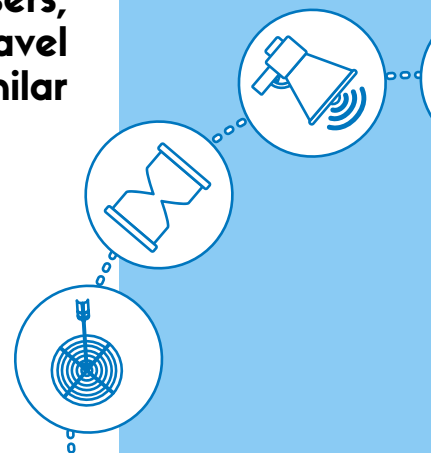
> + €500



# PACCHETTO SOCIAL GOLD



- **Sponsored article on TravelQuotidiano.com**
- **Inclusion in the newsletter**
- **Publication of a social media post**
- **A post with custom graphics or a video (recommended duration less than 90 seconds) designed to be engaging and prompt users to take action (call to action: "discover more," "book," "sign up," etc.), with a possible landing on a specific landing page or website page of the client.**
- **Advertising campaign**
- **Promotion of content through the Meta Ads platform**
- **The campaign will run for one week and target a highly profiled audience using remarketing (e.g., users, professionals, industry operators, or B2C travel enthusiasts who have already shown interest in similar content and brands)**
- **Setup and daily monitoring of results**
- **Extraction of results and delivery of the report**



# PACCHETTO GOLD

## ESEMPIO



### GOLD PACKAGE (EXAMPLE)

- Publication of an article on TravelQuotidiano.com
- Featuring the launch of a new route.
- Inclusion of the article in the newsletter
- Creation of a creative video



<https://www.facebook.com/TravelQuotidianoNews/posts/2583934154962258>

- Publication on Instagram and Facebook

- Advertising campaign (via the Meta Ads platform) - Promotion of the post on Facebook and Instagram targeting specific audiences. Duration: one week.
- Setup and daily monitoring of results
- Extraction of results and delivery of the report

Travel,

#Fortaleza is calling! 🇧🇷 Cerca l'offerta migliore per partire con Air Europa



Raggiungi alcune delle spiagge più belle e selvagge della costa orientale: dalle dune di Canoa Quebrada alle rocce rosse e alle spiagge sabbiose di Jericoacoara.

Dal 20 dicembre, #AirEuropa amplia ulteriormente il raggio d'azione sul Brasile e aggiunge due collegamenti settimanali per Fortaleza, con voli in partenza da Venezia, Milano e Roma, via Madrid.

<https://www.aireuropa.com/it-.../offerte-di-voli-per-fortaleza>



WWW.AIREUROPA.COM

Migliori offerte di voli per Fortaleza (FOR) | Air Europa

Acquista ora