

# Europe for Visitors

[europeforvisitors.com](http://europeforvisitors.com)

*An editorial travel-planning site for readers who are deciding where to go and how to spend their money.*

The screenshot shows the homepage of Europe for Visitors. At the top, there is a navigation bar with the site's name and a search bar. Below the navigation bar, there is a large banner for Delta Vacations with the text "SAVOR THE MAGIC OF HAWAII. SAVE UP TO \$300". To the right of the banner, there is a small photo of the authors, Durant & Cheryl Imboden, and their name and website. Below the banner, there is a Google search bar and a "Web" icon. The main content area is divided into several sections. On the left, there is a "Europe - Home" section with links for "Countries", "City Guides", "All Topics", "Europe Links", and "Currency Converter". Below this, there is a "Blog" section with a link to "EEVblog" and a "Booking Tools" section with a link to "Hotels in Europe". The main content area features a "Europe for Visitors" section with a photo of a harbor and a caption: "Photo: The Old Harbor in Dubrovnik, Croatia." Below this, there are several article teasers: "German Christmas Markets", "Articles Index", "EEVblog new", and "Money-Saving Travel Tips". On the right side, there is a "Got out and shot some more." section with two photos of buildings. Below this, there are three promotional boxes for "Europe Train Tickets", "Europe Travel Packages", and "Europe Travel". At the bottom right, there is a "Top European Travel Topics:" section with a link to "Our most popular subtopics".

## **Europe for Visitors** [europeforvisitors.com](http://europeforvisitors.com)

- **6,000+ pages of professionally-written editorial content**
- **Nearly 3.5 million visitors each year \***
- **More than 12 million editorial page views each year \***
- **Global audience (200+ countries/territories)\***

**Source: Google Analytics**

**“Best of the Web”**  
*- Forbes*

**“Best of the Web:  
54 Online Travel Sites to Bookmark Now”**  
*- Washington Post*

**“If it’s in Europe, chances are you’ll find it here.”**  
*- Time (International Edition, Asia)*

# **Europe for Visitors**

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## **Represented by Travel Ad Network**

- TAN also reps Lonely Planet, Rand McNally, Rough Guides, Dorling-Kindersley, the European Travel Commission, and other major corporate-owned travel sites.

## **Our site attracts advertisers such as:**

- Major airlines
- International hotel groups
- Cruise lines
- NTOs and other DMOs

## **Steady growth in ad revenue, even in the current economic environment**

- Display-ad CPMs range up to \$25 for some targeted campaigns—a figure that demonstrates the buying power of our active travel audience.

# Europe for Visitors

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## Coverage opportunities for DMOs and travel vendors:

- Press releases for our EFVblog:



- In-depth “evergreen” editorial coverage based on our destination travel and cruising:



Madrid



Holland America Line

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## Press trips

We participate in two types of press trips:

- Group trips
- Individually tailored trips

## Previous trip sponsors (partial list)

- Bavarian State Opera
- Eurail
- Fundación Destino Madrid
- German Tourist Board (3 trips)
- Go Barging/European Waterways Ltd.
- Historic Highlights of Germany (3 trips)
- Historic Royal Palaces (London)
- Holland America Line
- Hurtigruten/Innovation Norway
- Mondo Maratea (Italy)
- MSC Cruises
- Munich International Airport/Bavarian State Tourism
- Oceania Cruises
- Peter Deilmann Cruises
- Silversea Cruises (2 cruises)
- Switzerland Tourism (2 trips)
- Turespaña (Tourist Office of Spain)
- Viking River Cruises
- Visit Portugal
- Windstar Cruises

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*For more information, or to e-mail press releases with JPEG photos for our EFVblog, please contact:*

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