



The funds are dedicated to encourage youth mobility.

## Advertising at Hostelling International Slovenia's Website

Would you like to introduce your product or service with Hostelling International Slovenia's help? Great decision! We have around 100,000 views and 350,000 clicks on our webpage. With this statistics we surpass most of the Slovenian printed newspapers.

**Hostelling International Slovenia** is a non-governmental youth organization promoting the mobility of young people with the objectives of promoting PEACE through TRAVEL. We are one of the oldest non-governmental organizations in Slovenia. We have been carrying out our mission since 1892; promoting youth mobility and thus tolerance and friendship and protecting the planet for a better future for all of us and for the generations to come. We are part of an international organization, Hostelling International, which has 4 million members and connects 4,000 hostels in more than 80 countries around the world.

### Advantages and content of the webpage www.youth-hostel.si:

- The largest interactive and modern site for travellers in Slovenia;
- web content is published in both **Slovene** and **English**;
- the field of mobility with a focus on travel, publishing travelogues, travel tips, content related to sustainable tourism and youth travel, interviews with interesting travellers, travel benefits...
- the edition of the online newspaper Globetrotter covers an average of 12 travel articles and is sent monthly to over 10,000 e-mail addresses worldwide. The online magazine Globetrotter has been entered into the media record at the Ministry of Culture since 2008;
- promoting the mobility of young people through local, regional, national, European and international projects and encouraging young people a different, educational way of traveling.
- regular travel related prize competitions;
- the possibility of booking more than 4,000 affordable Youth Hostels worldwide with a guaranteed quality;
- range between 20,000-30,000 unique visitors per month;
- 300,000-400,000 page views per month.

### Three different ways of advertising and pricelist:

#### 1. On the homepage:

Ad size:

**Level1 – 1/1** [1310x300 px, 350x300 px]:

**900,00 €/month**

**Level2 – 1/2** [640x300 px, 305x300 px]:

**650,00 €/month**

**Level3 – 1/4** [305x300 px]

**350,00 €/month**

#### 2. Advertising next to the content, individual article, hostel, discount... in the right column below the last section:

- Each advertiser who also advertises on the first page has the option of an additional free ad on at least three subpages.
- Ad size is the full width of the right column [305x300].

#### Ad type:

- Clicking the ad brings the user to the URL provided by the advertiser.
- Advertisers can choose to advertise with an image (.jpg, .png, .gif, .svg).
- Advertisers do not have the option to publish an accompanying text.