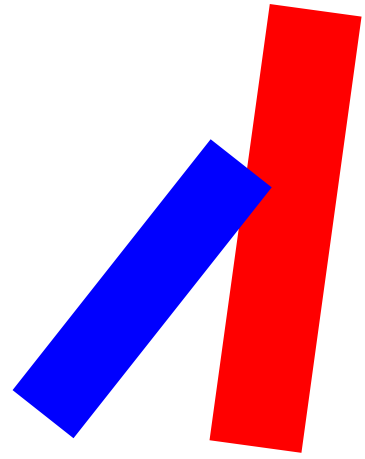


# Media Ratecard Veolia

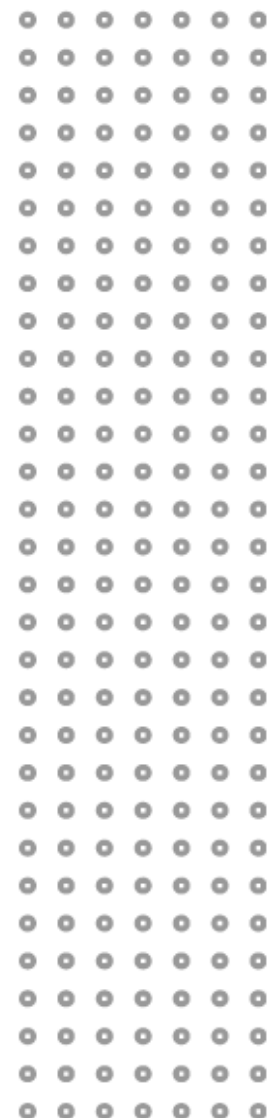




# Hard facts about Veolia

- Passengers/year:** 282,000 (50,000 Business/ 232,000 Economy)
- Connection:** Paris-Venice, 1 x per day each station, 730 tours per year
- Target group:**
  - Backpackers, holiday travelers
  - 58% women, 42% men
  - 18% 15-25 years old
  - 45% 35-54 years old
  - 35% traveling together
  - 24% traveling alone

# Advertising possibilities Online



Our Destinations




Info&services > Promotional offers > Spring deals

## Because i want to see him every week



Read more >

Easter weekend in Florence



Only from **39,-** [Book now](#)

Card<sup>®</sup> Weekend Deals



[Read more >](#)

Ticket search

From: Paris  
To: Roma  
Depart: mm/dd/yy Time: 09:00  
Adults: 1 Children: Select  
 I have a rail pass  Show nighttrains only

[Age requirements for discount fares](#) [Search Fares](#)

Service disruptions 12.05.2011 16:49h

- Paris - Geneva 12 min delay
- Lyon - Marseille 45 min delay

Travel tools

My Planner

Follow us on Twitter

Banner boxes at front page

3,000 €/month

Banner boxes at sub pages

2,500 €/month

# Advertising possibilities before journey



**Online ticket banner**  
**150,000 tickets**

**8,500 €/6 months**

# Advertising possibilities in the trains



**Seat pocket sampling (25,000 samples)**

**12,500 €/month**

# Advertising possibilities in the trains



Cabin sampling (25,000 samples)

15,500 €/month

# Advertising possibilities in the trains



**Cabin sponsoring of blankets and pillows (1,000 business, 3,000 economy/year), amenity kits (55,000 business/year), clean & quit bags (55,000 business/year), room deodorant (1,000 overall/year)**

# Advertising possibilities in the trains

**elleCARTA**

**Piatti Caldi - Hot Dishes**

Primi piatti - First dishes	€ 12,00
Secondi piatti - Main courses	€ 17,00
Contorni - Vegetables	€ 6,00

**Piatti Unici - Special Courses**

Platto unico freddo - Special cold course	€ 12,00
Selezione di formaggi - Selection of cheeses	€ 10,00
Selezione di affettati - Selection of Italian salamis	€ 10,00
Inskation fantasia - Salad	€ 8,00

**Dessert - Dessert**

Fetta di torta - Slice of cake	€ 4,00
Dolce al cucchiaio	€ 4,00

**Frutta - Fruit**

Frutta fresca - Fresh fruit	€ 3,20
Macedonia - Fruit salad	€ 3,00

**PRIMA COLAZIONE MEDITERRANEA € 9,60**

**MEDITER**

Beveranda /  
fredda, Cfr  
Hot drink,  
Bread, Bu

**PRIMA CO  
CONTINE**

Beveranda /  
fredda, Ce  
prosciutto  
Hot Drink,  
with bread

**laCAFFETERIA**

**Bevande Calde - Hot Drinks**

Caffè espresso	€ 1,50
Espresso	€ 1,50
Caffè decaffeinato Decaffeinated coffee	€ 1,50
Chai	€ 1,50
Beverage soup	€ 1,70
Capuccino Cappuccino	€ 1,50
Thé/Camomilla Tea/Camomile	€ 1,70
Ciocccolato caldo Hot chocolate	€ 1,80
Latte macchiato Latte macchiato	€ 1,50
Latte Milk	€ 1,50

**Bevande - Drinks**

Acqua minerale (50 cl)	€ 1,80
Mineral water	€ 2,80
Bibite in lattina (33 cl) Soft drinks	€ 3,00
Succo di frutta (20 cl) Fruit juice	€ 3,20
Coca-Cola (50 cl)	€ 3,20
Red Bull (20 cl)	€ 3,20
Aperitivo analcolico (20 cl) Alcohol-free aperitif	€ 4,00

**Birra - Beer**

Moretti (33 cl)	€ 3,50
Heineken (33 cl)	€ 4,00

**elleCARTAVINI**

**Carta dei Vini - Wines List**

SPUMANTE - SPARKLING WINES

Berlucchi Cuvee Imperiale 37,5cl	€ 12,00
Lombardia	

Vini Rossi - Red Wines

Morello Bosonero DOC Le Pupille 37,5cl	€ 12,00
Toscana	
Cabernet Franc S. Margherita 37,5cl	€ 9,00
Veneto	
Corvo Rosso Duca di Salaparuta 37,5cl	€ 9,00
Sicilia	

Vini Bianchi - White Wines

Graco di Tuta DOCG Fanci S. Gregorio 37,5cl	€ 12,00
Campania	
Venerecchio La Cala Bella e Mosca 37,5cl	€ 9,00
Sardegna	
Chardonnay Fumaioli Bianchi 37,5cl	€ 9,00
Toscana	

Tutti i prezzi sono comprensivi di servizio al tavolo e pane  
All prices are inclusive of service at the table and bread

Menu cards

5,000 €/year



## Contact details

We are looking forward to hearing your ideas and wishes.

Bader Media GmbH

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