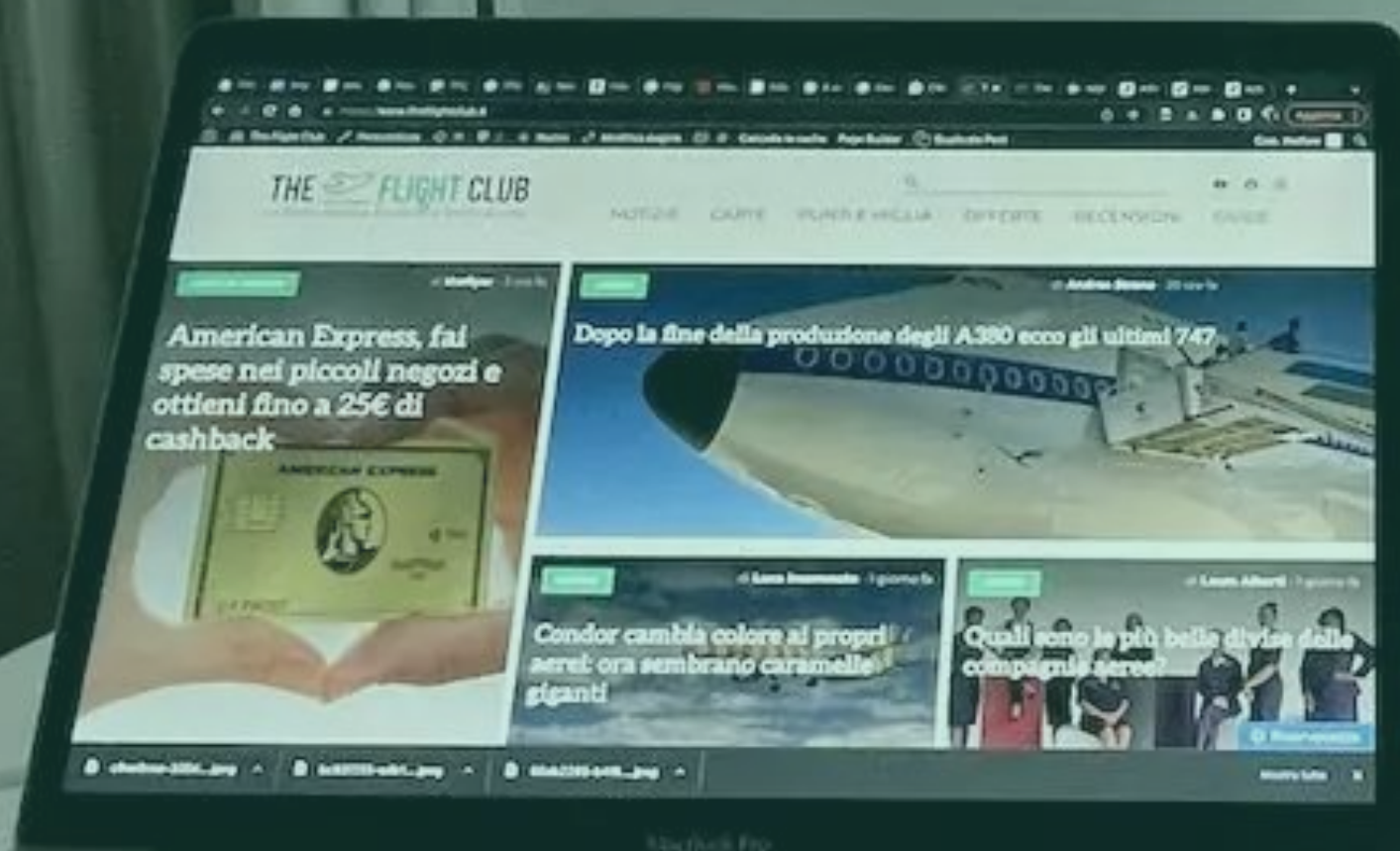




THE FLIGHT CLUB

UPDATED TO APRIL 2025





THE  FLIGHT CLUB
LA PRIMA REGOLA È AVERE LA CARTA GIUSTA

The 1° Italian site dedicated
to the world of frequent
flyers, air transport and
loyalty programs

*The first rule of The Flight Club is:
you need the right card

GENRE NEWS AND ARTICLES

[The Flight Club](#) is not a travel agency, much less an influencer: the site tells how you can accumulate points, miles or other "currencies" to travel or stay in hotels around the world.



News

Reviews

Offers

Guides

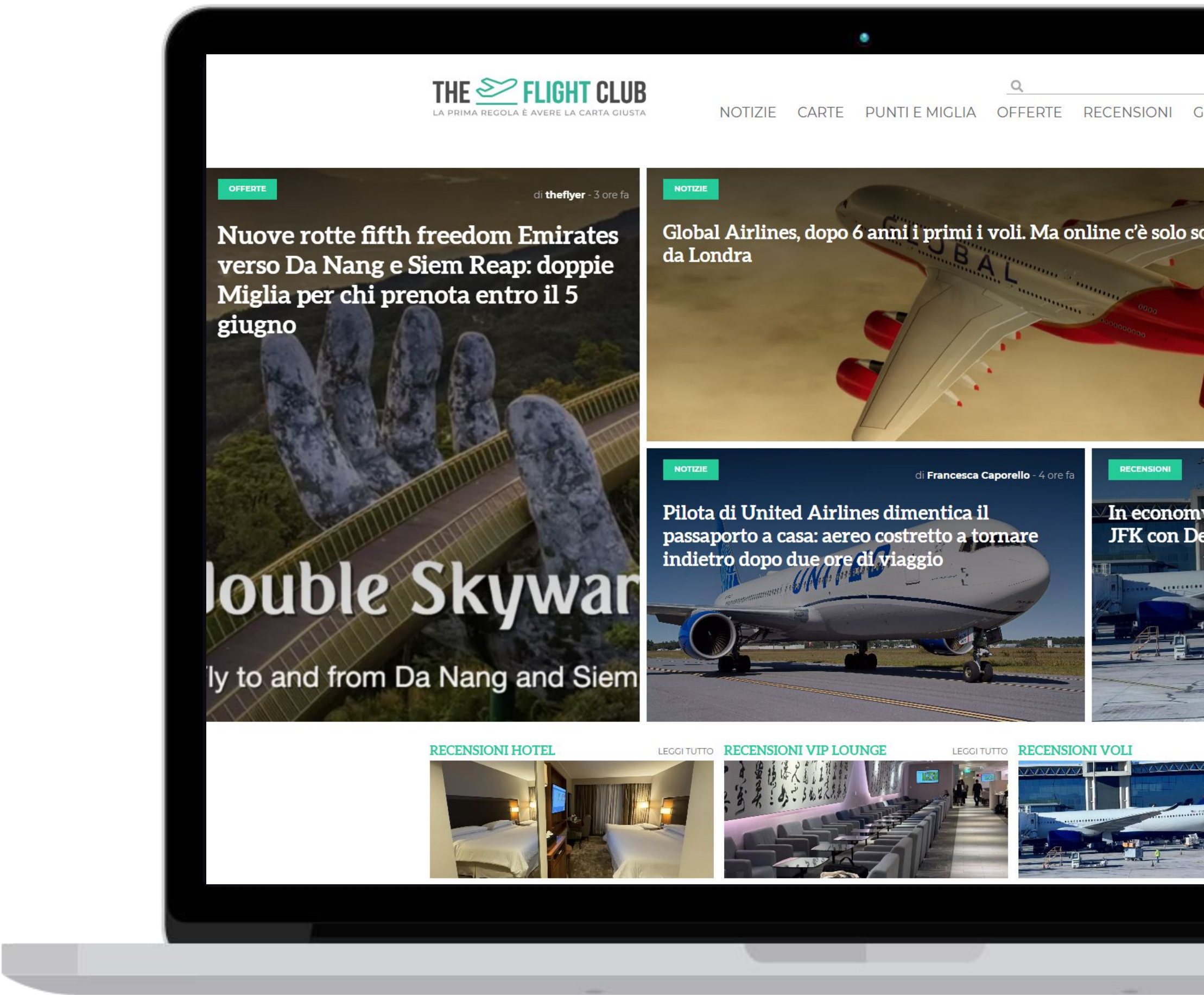
- News about the world of travel
- Flight, Lounge and Hotel reviews
- Information on airline offers
- Guides for novice travellers



Facebook

Instagram and Youtube

- Sharing on social media channels
- Stories and videos
- ADV campaigns





Airalo, arriva la “ricarica automatica” per non restare mai senza dati. Tre codici sconto per i lettori di TFC

🕒 2 min di theflyer - 1 giorno fa

RECENSIONI VIP LOUNGE

LEGGI TUTTO



Recensione lounge China Airlines all'aeroporto di Taipei

🕒 2 di theflyer - 6 giorni fa



ITA Airways “trasloca” a Monaco e Francoforte. Lufthansa apre le porte delle lounge ai clienti Volare

FREQUENT FLYER

1 settimana fa



Vuoi il mio posto? vieni a prenderlo: ecco ora, luogo e numero del mio prossimo volo

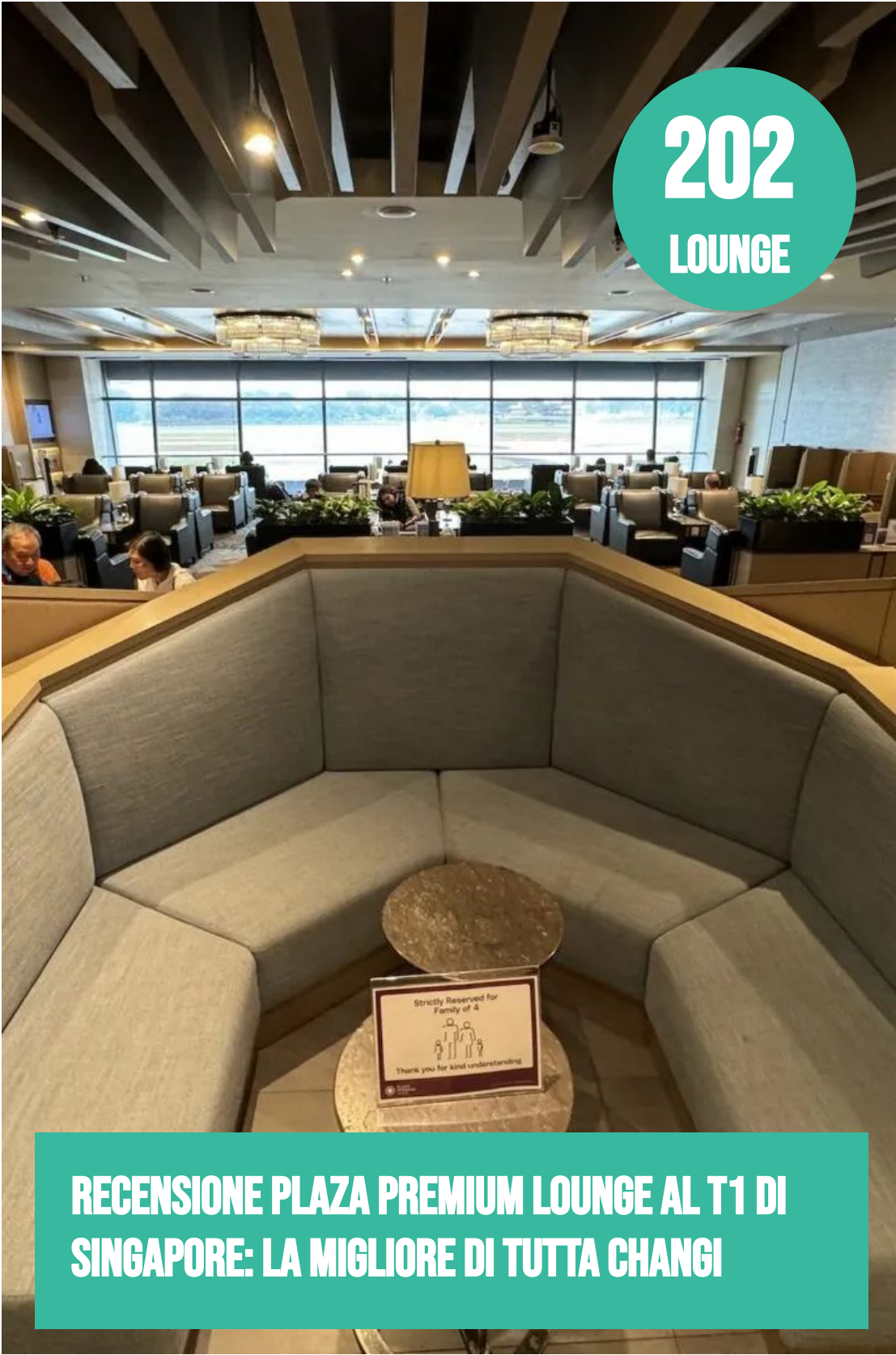
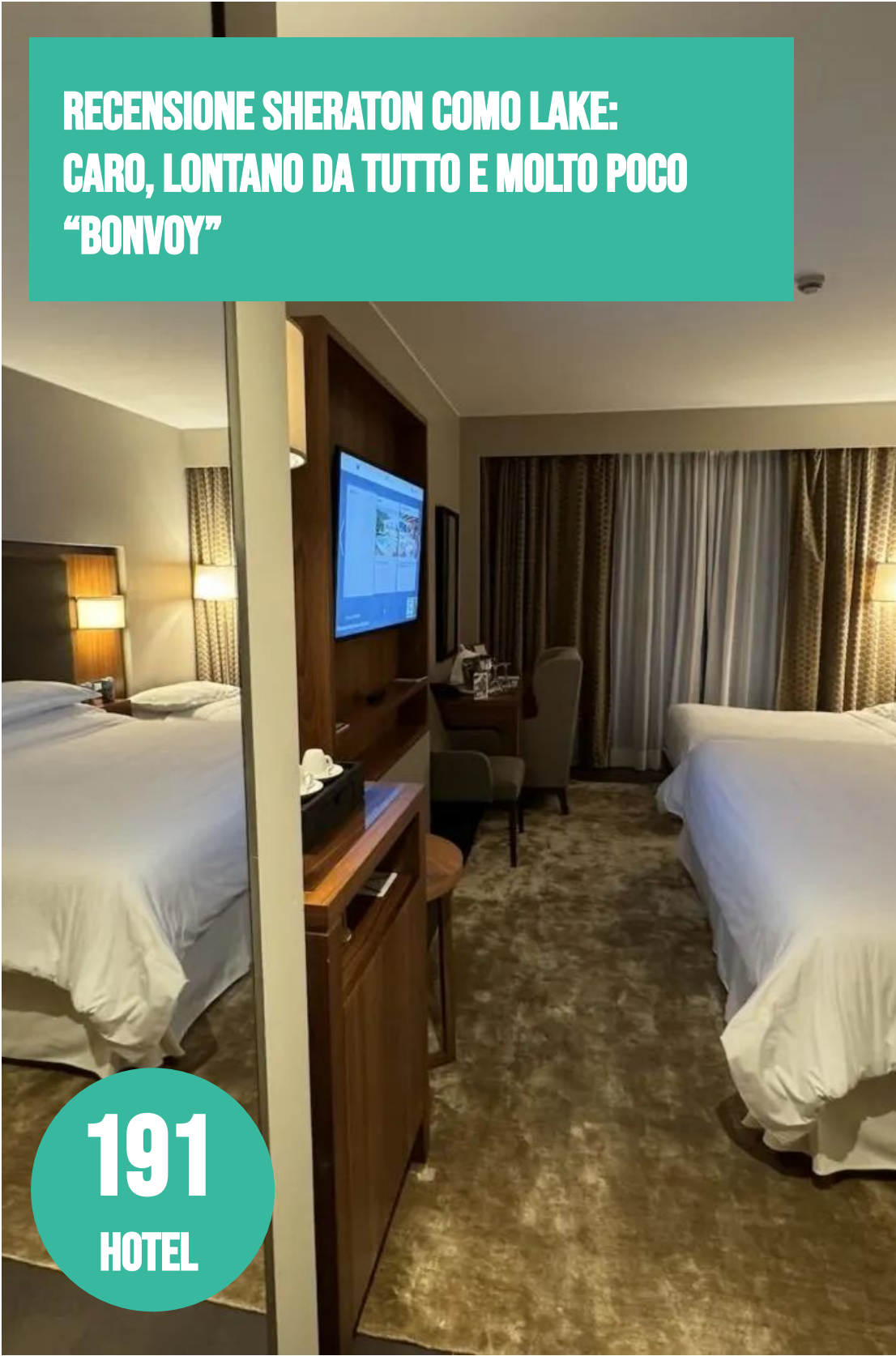


Hai appena scoperto il mondo dei punti e delle miglia? Ecco le 10 regole base per vincere a questo gioco

THE LATEST REVIEWS

Hotel, lounge and flight reviews

Since April 2021, 560 reviews have been published (approximately 1 review every 3 days)



ANALYTICS

User acquisition and engagement

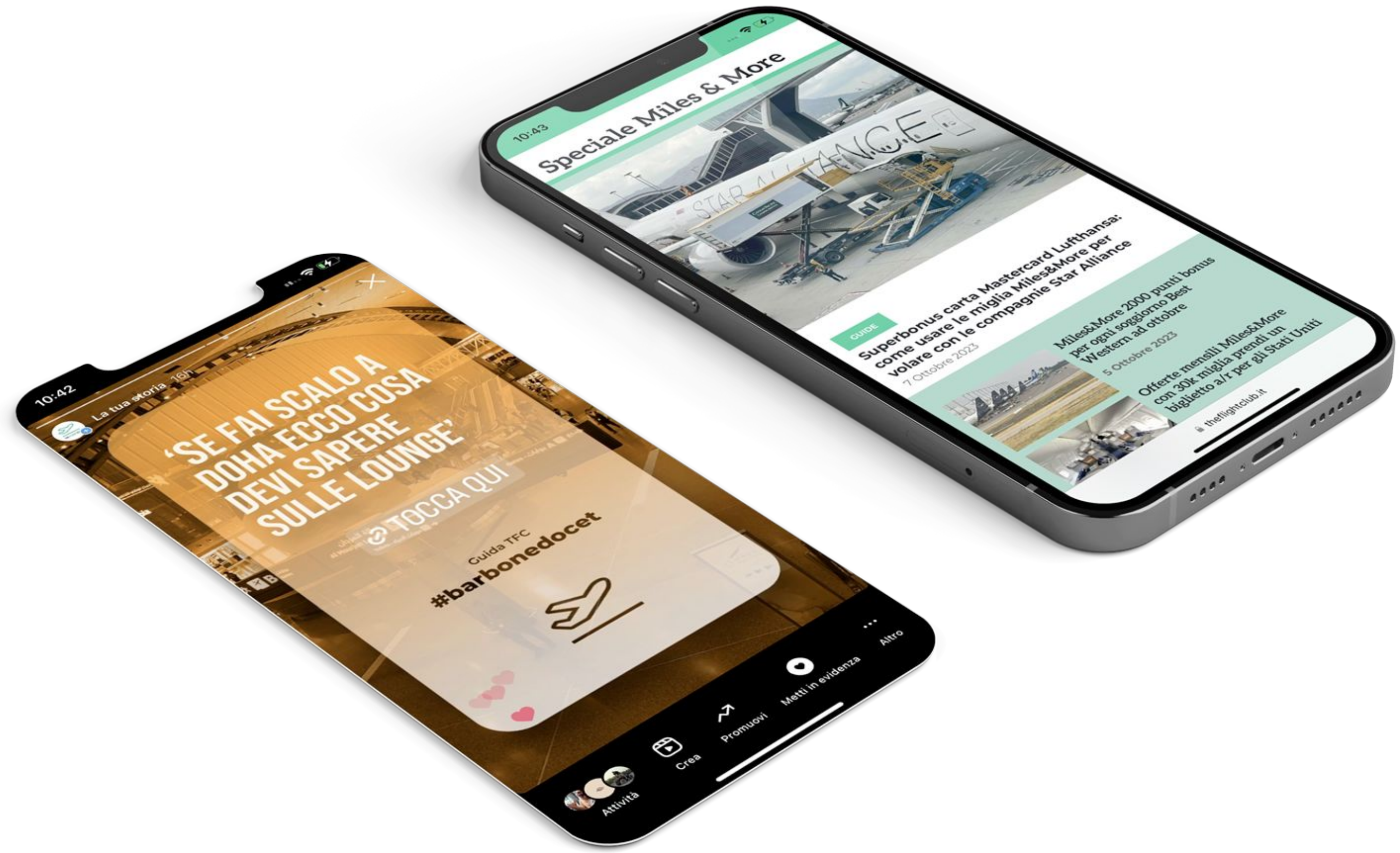
+270K

Monthly users

+640K

Monthly Page views

*data referring to the last 30 days



NEWSLETTER

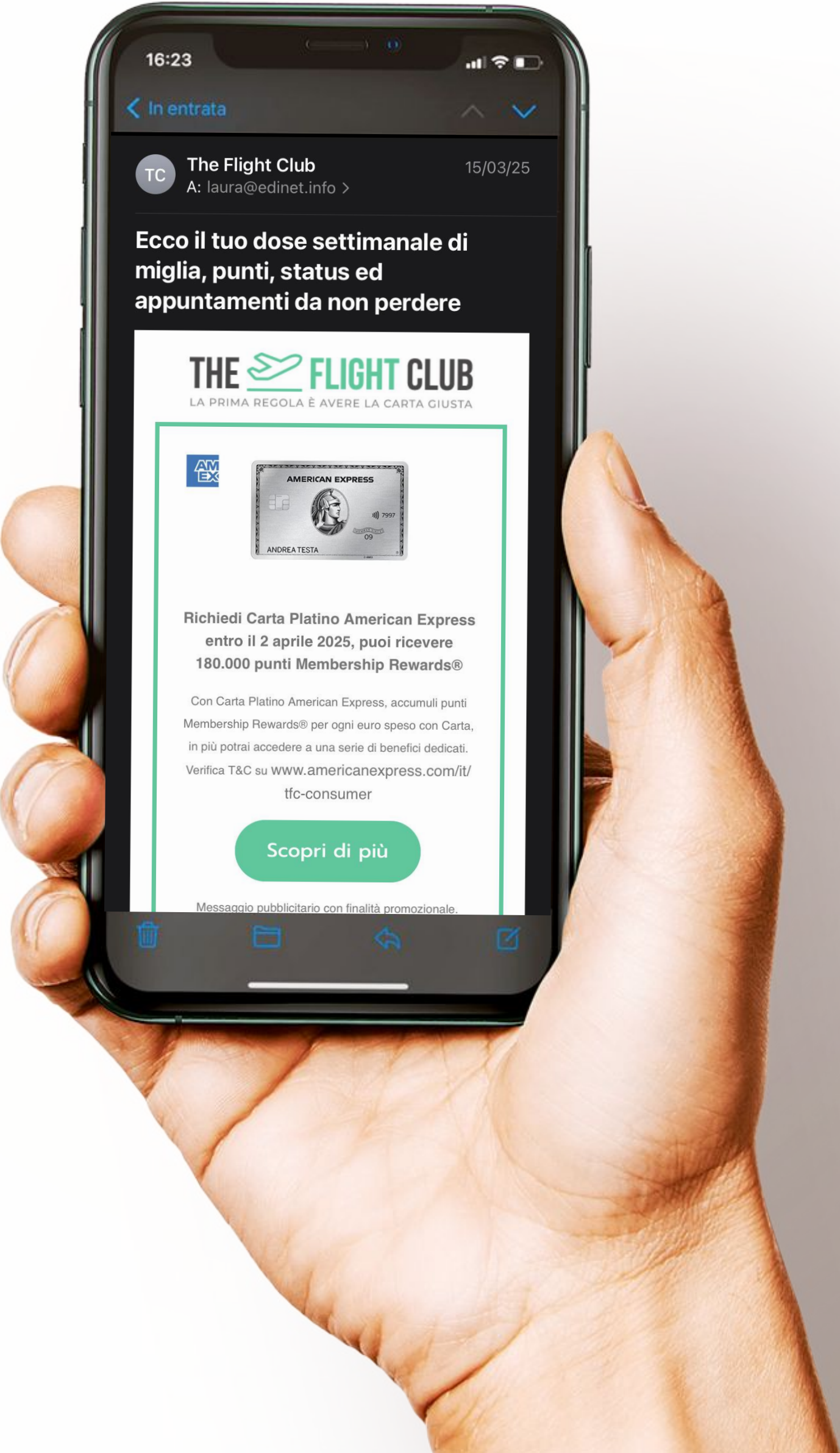
The latest news from
The Flight Club every week

+7500

Newsletter
subscribers

59%

Open
Rate



SOCIAL

Facebook and Instagram Content

We regularly share content on **Facebook and Instagram** to increase traffic to the website and provide users with a complete experience.



1,3 MLN

Facebook Reach

+86K

Facebook Visits

54.978

Followers

1,1 MLN



Instagram Reach


5,4 Views MLN

35.833


Followers

*data referring to the last 90 days

	Sorpresa in volo a due miei follower ... Reel · theflightclubsocial	Promuovi	...	Domenica 16 febbr...	394.007	7630	7
	Piccolo spoiler di quello che sarà il v... Reel · theflightclubsocial	Promuovi	...	Mercoledì 12 febbr...	310.505	15.042	124
	MPC (Mobile Passport Control) è un'... Reel · theflightclubsocial	Promuovi	...	Venerdì 28 febbrai...	204.093	4508	68



The Flight Club
 Pubblicato da Instagram
 7 febbraio

Indescrivibile, imparagonabile, inclassificabile, non c'è nulla oggi nel mondo dell'aviazione commerciale che si avvicina minimamente a The Residence @etihad



Promuovi


Francesco Baraldo Sano e altri 576
 45



The Flight Club
 23 marzo alle ore 15:40
 Non ce la faccio, troppi ricordi



Vedi insight
 Metti in evidenza

Simone Corti, Alessandro Ippolito e altri 234
 Commenti: 34


theflightclubsocial
 Ritz Paris









Visualizza insight
 Promuovi post




1.080
 22
 3

Piace a nickrstic e altri

theflightclubsocial Perché sono i dettagli a fare la differenza, in questo caso più che mai "l'eleganza non è acqua" #lapremiere @airfrance

YOUTUBE

Video Content Youtube Channel

Inaugurated on 12/20/22 **The Flight Club** is the first YouTube channel in Italian that shows and reviews different travel methods.

+31K

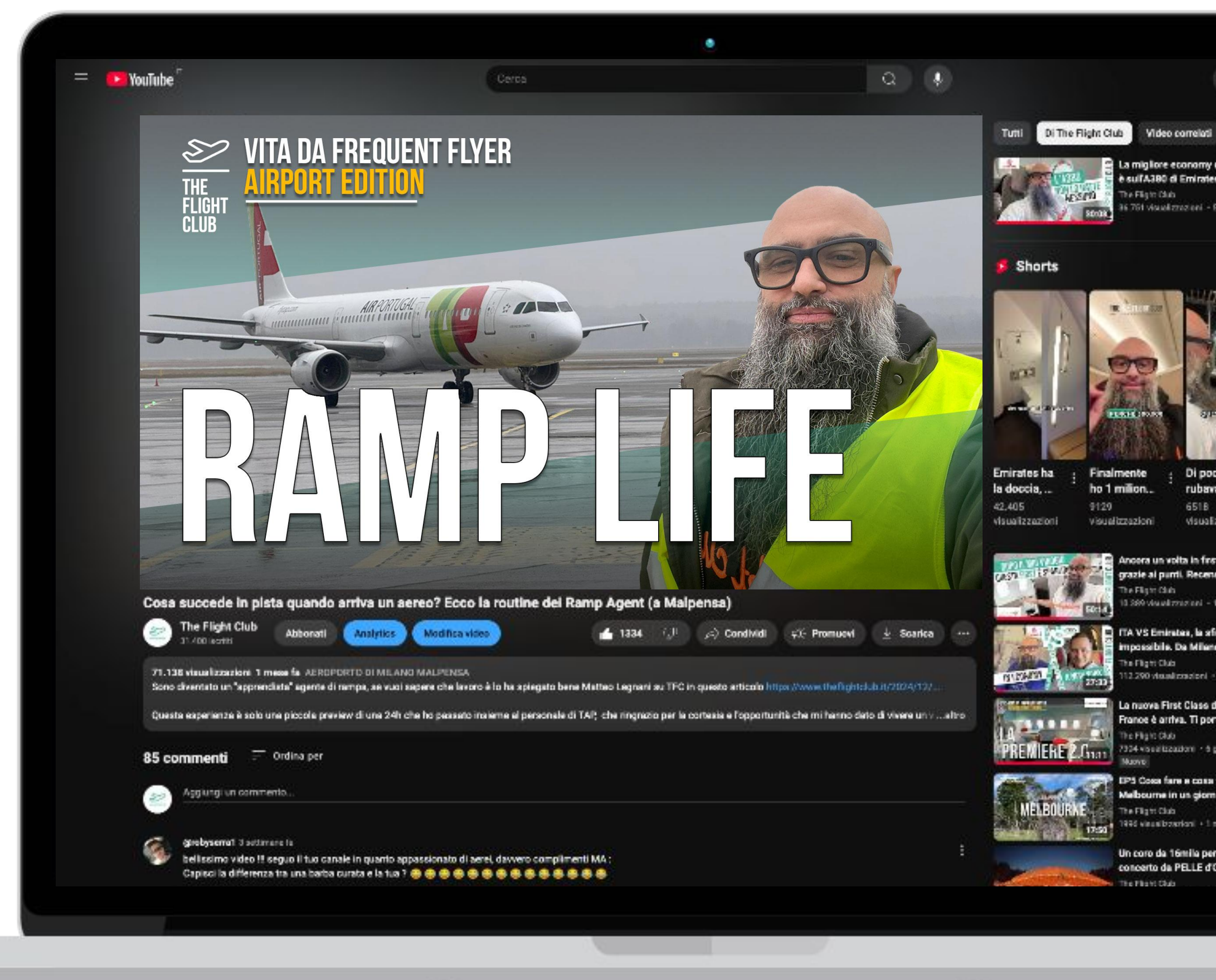
Channel
subscribers

5,7 MIO

Views

+604K

Viewing time
(hours)



WHATSAPP

Certified channel Whatsapp

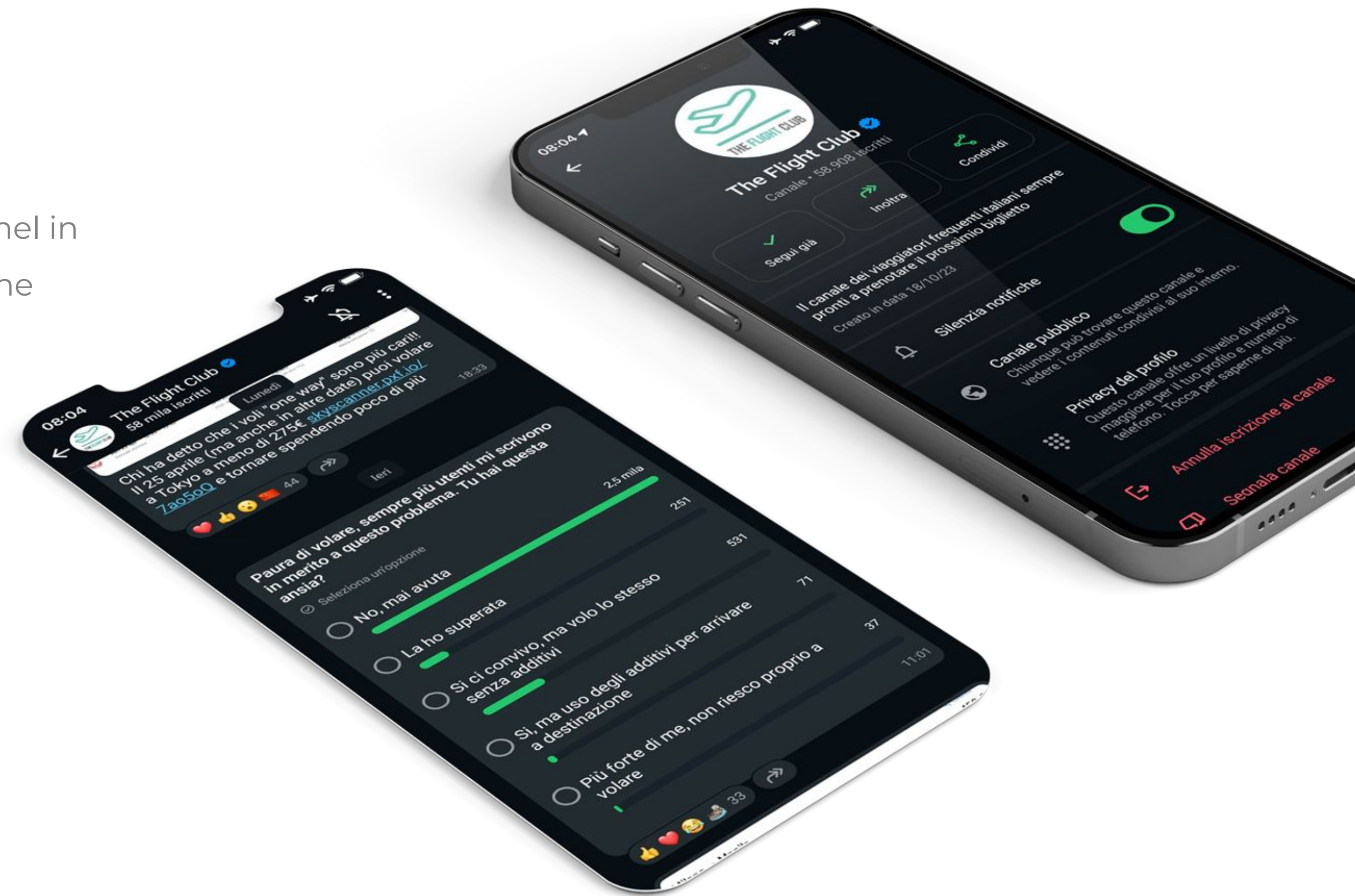
Inaugurated on 18/10/2023 The Flight Club is the first certified Whatsapp channel in Italian that shares offers and news related to the world of Reward Travel with the community.

+59K

Subscribed to
the channel

+450

Published
content



SOCIAL

TikTok Content

We recently launched our **TikTok** channel to strengthen our social media presence and connect with an ever-growing community.

We regularly share original and engaging content, including travel tips, exclusive deals, fun facts, and updates on the latest industry news.

2,8 MLN

Post Views

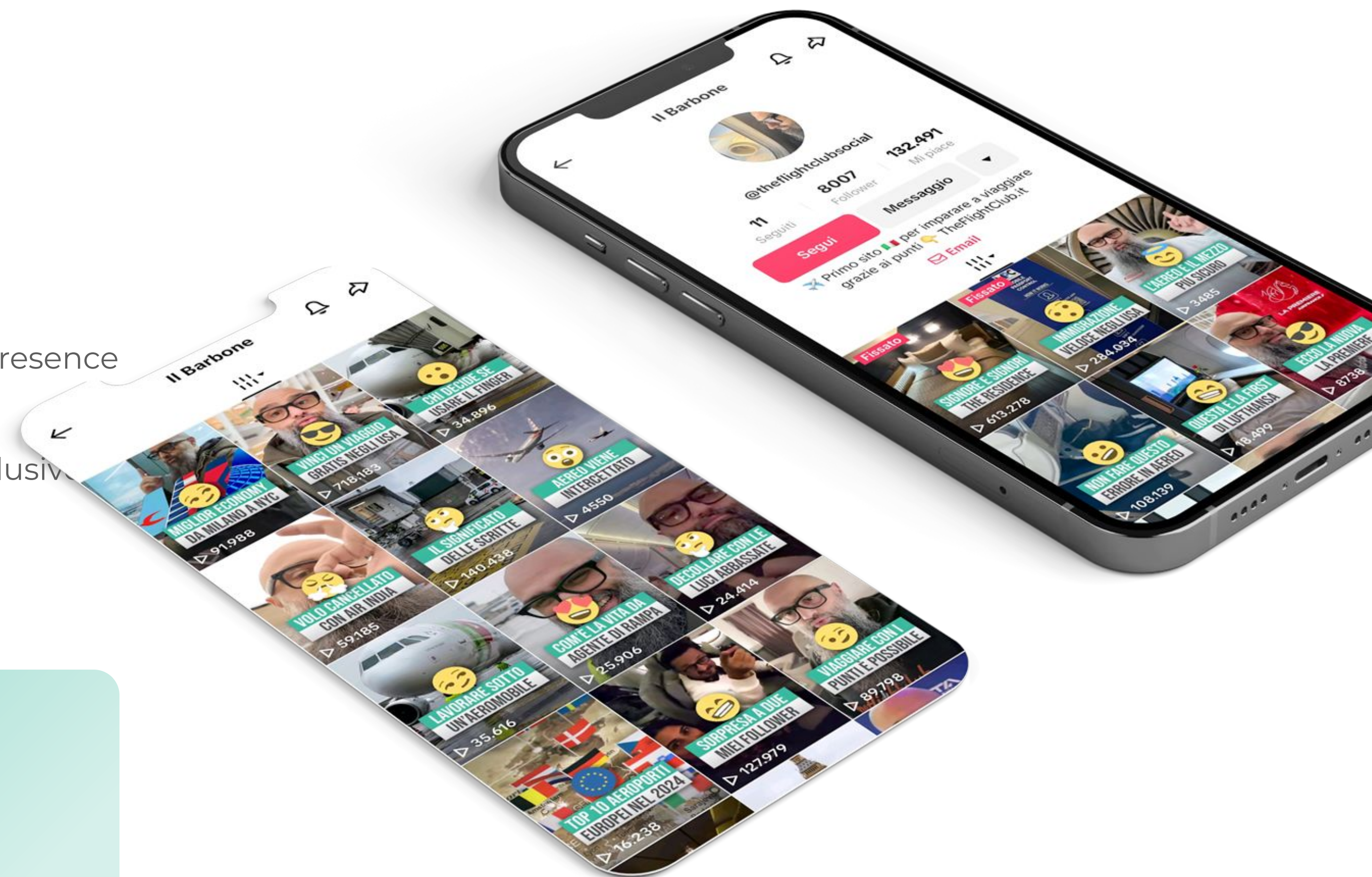
+39K

Profile Views

54.978

Likes

*data referring to the last 60 days



MEDIA MIX

Advertising formats desktop and mobile

PUBLISHER

Edinet Srl

Corso Italia, 66 – 17027 Pietra Ligure (SV)

Tel. 019.610781 – info@edinet.info

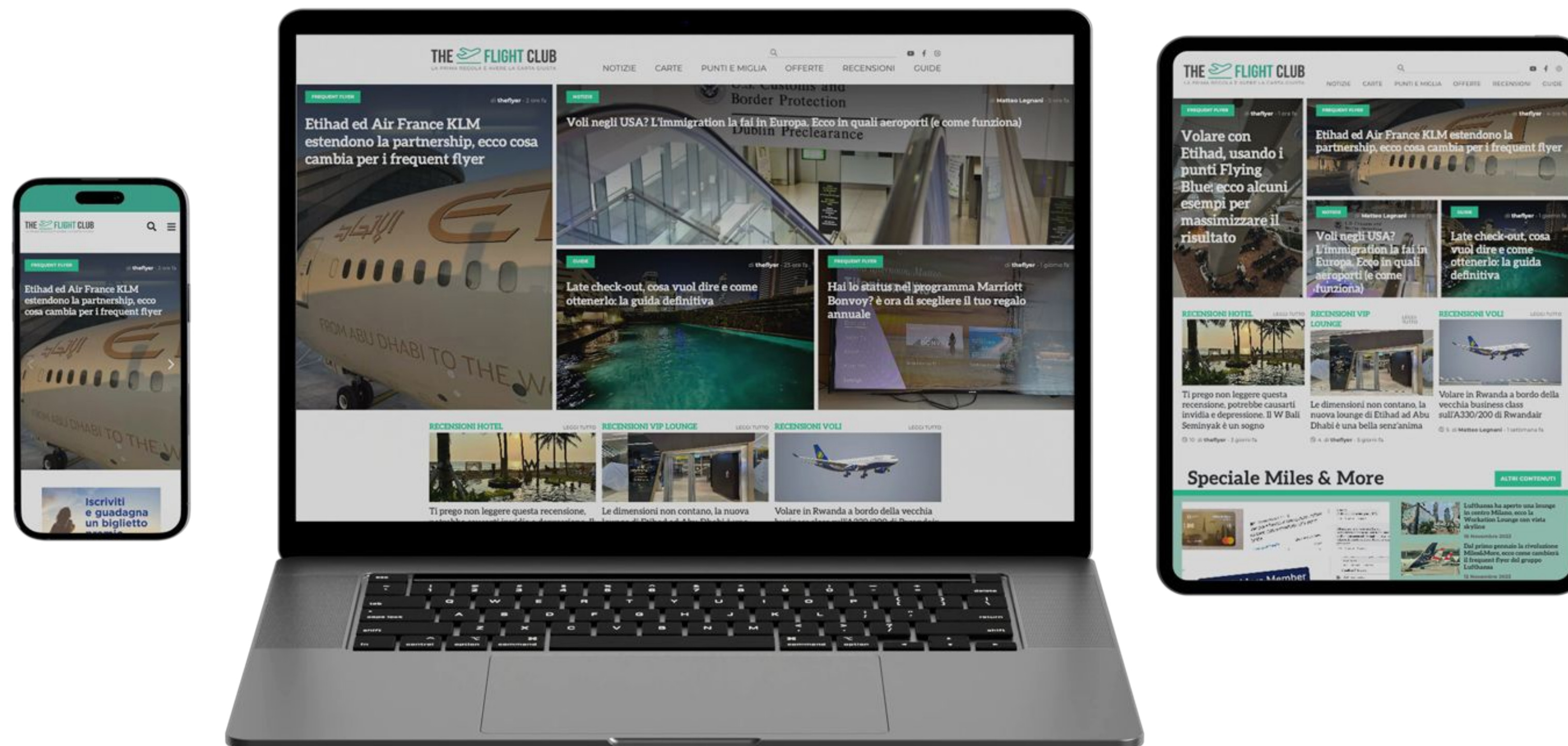
www.edinet.info

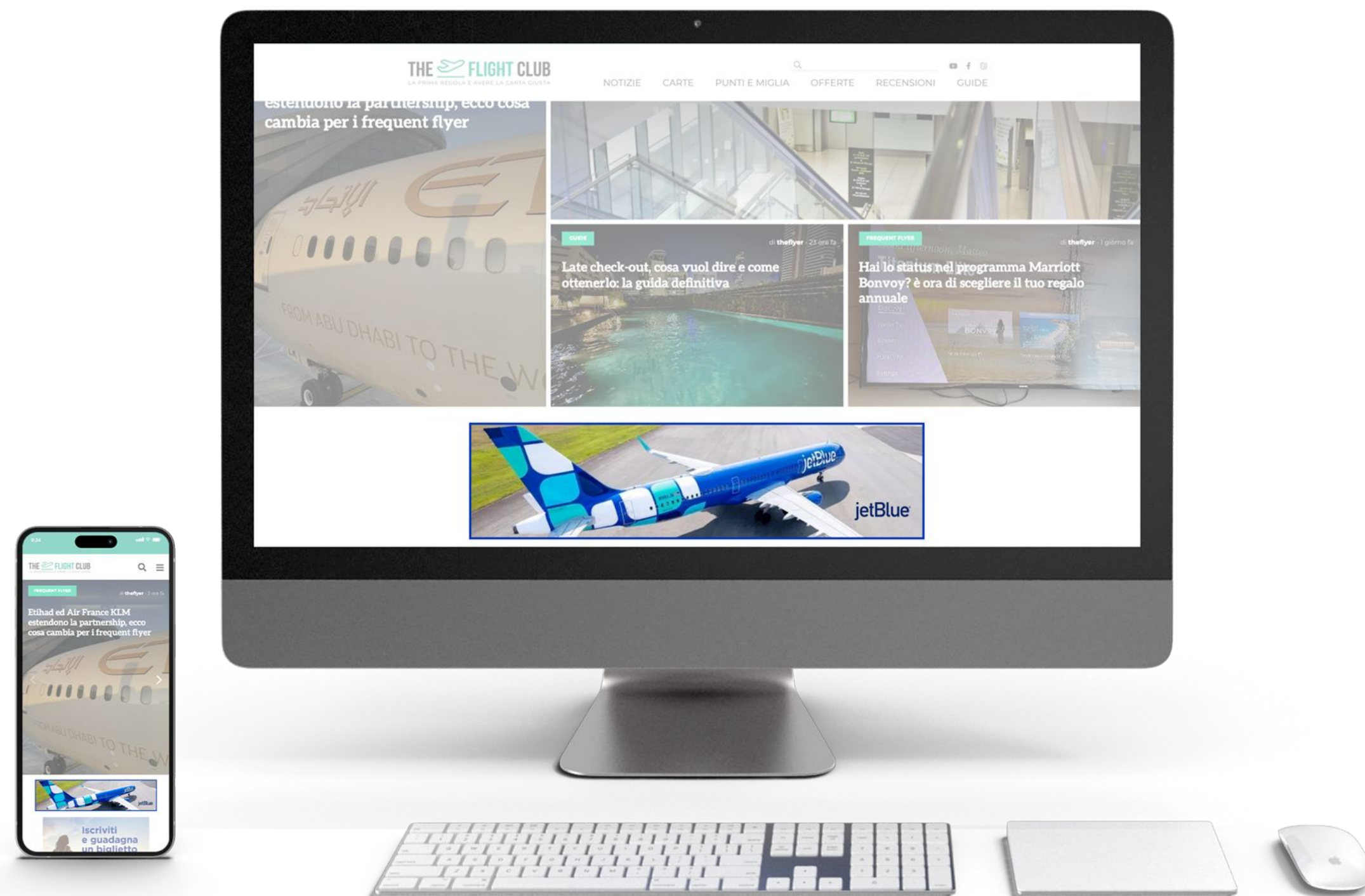
Registro Tribunale di Savona No. 571/06

EDITOR IN CHIEF

Matteo Rainisio

info@theflightclub.it





Images are for informational purposes only,
dimensions may not exactly match the actual

Masthead Top

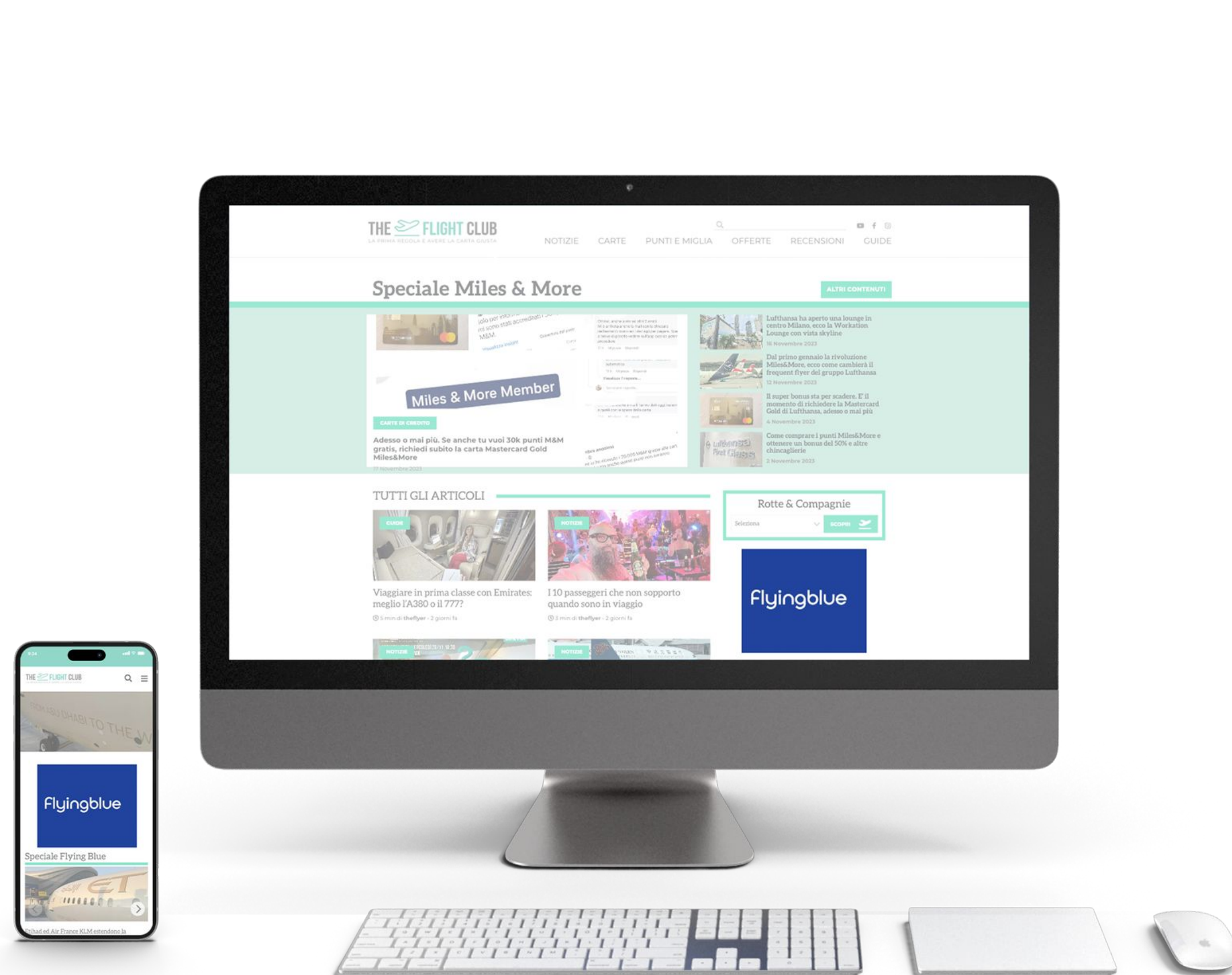
Placed centrally below the first news item on both the home page and other sections of newspapers, the Masthead is an innovative graphic format, an ideal solution for conveying high-impact creativity.

Desktop Size | 970x250 pixels

Maximum weight | 50Kb

Mobile Size | 320x100 pixels

Maximum weight | 30Kb



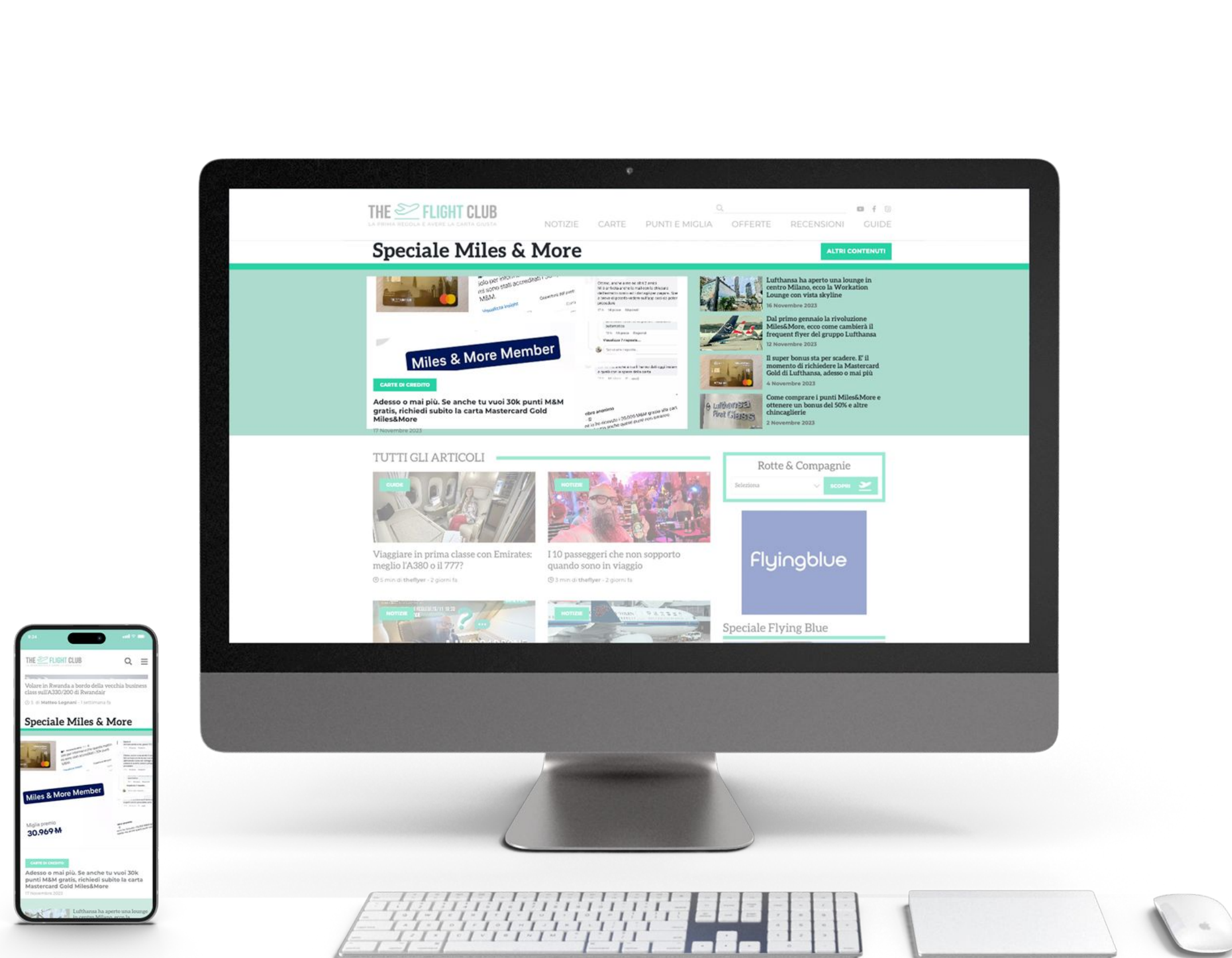
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Medium Rectangle

Placed in the body of the newspaper to the right of the news is featured on the homepage. It is an extremely effective tool suitable for the promotion of any product or service and guarantees optimal results.

Size | 300x250 pixels

Maximum weight | 40Kb

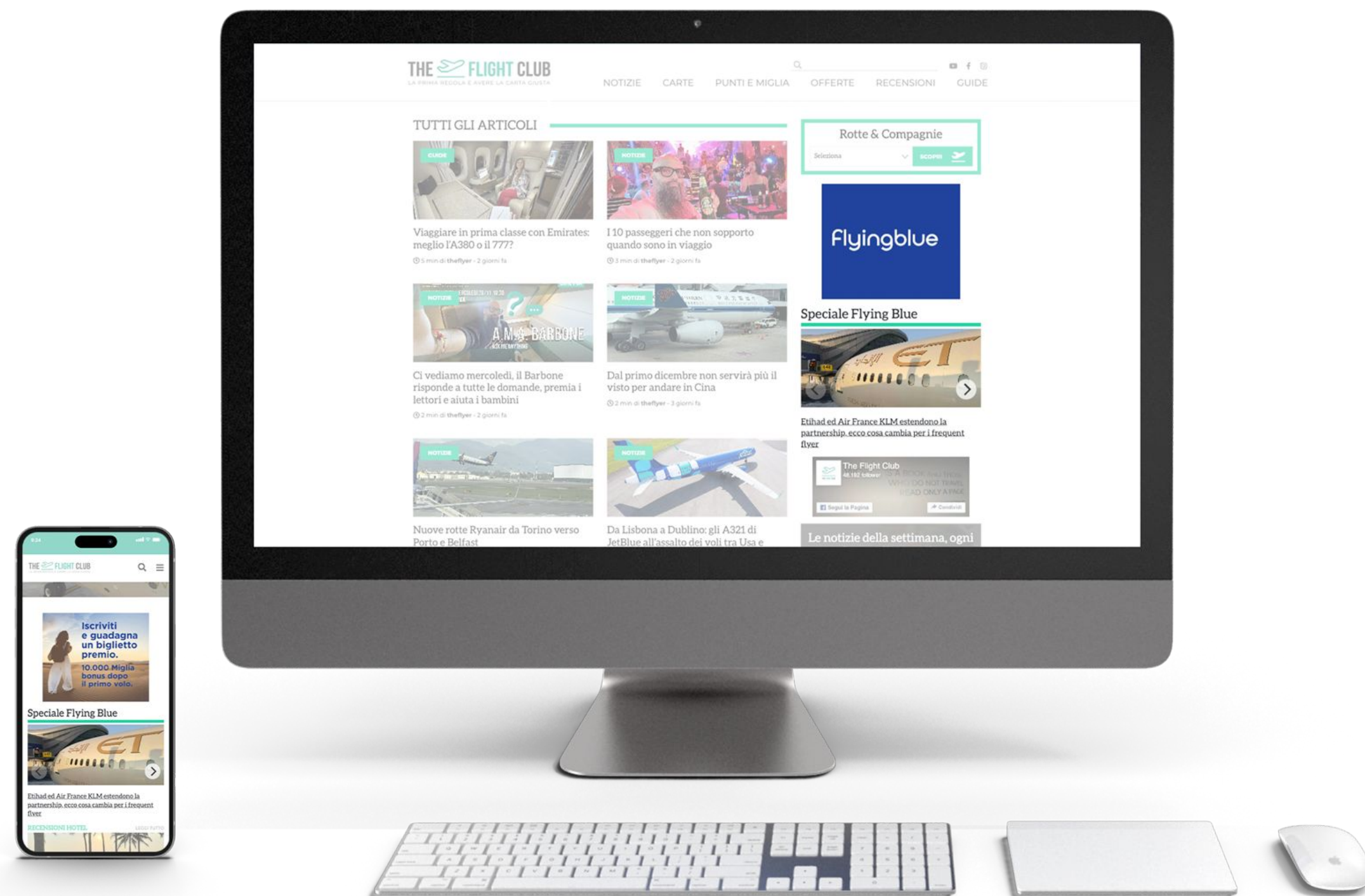


Images are for informational purposes only,
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Box Special

The special content box is displayed below the review section, it features the last 5 news published in the blog about the desired content. This is an exclusive position sold to just one customer for a fixed period of time.

It provides high visibility on all devices with the possibility to display both news, videos, and sponsored content.



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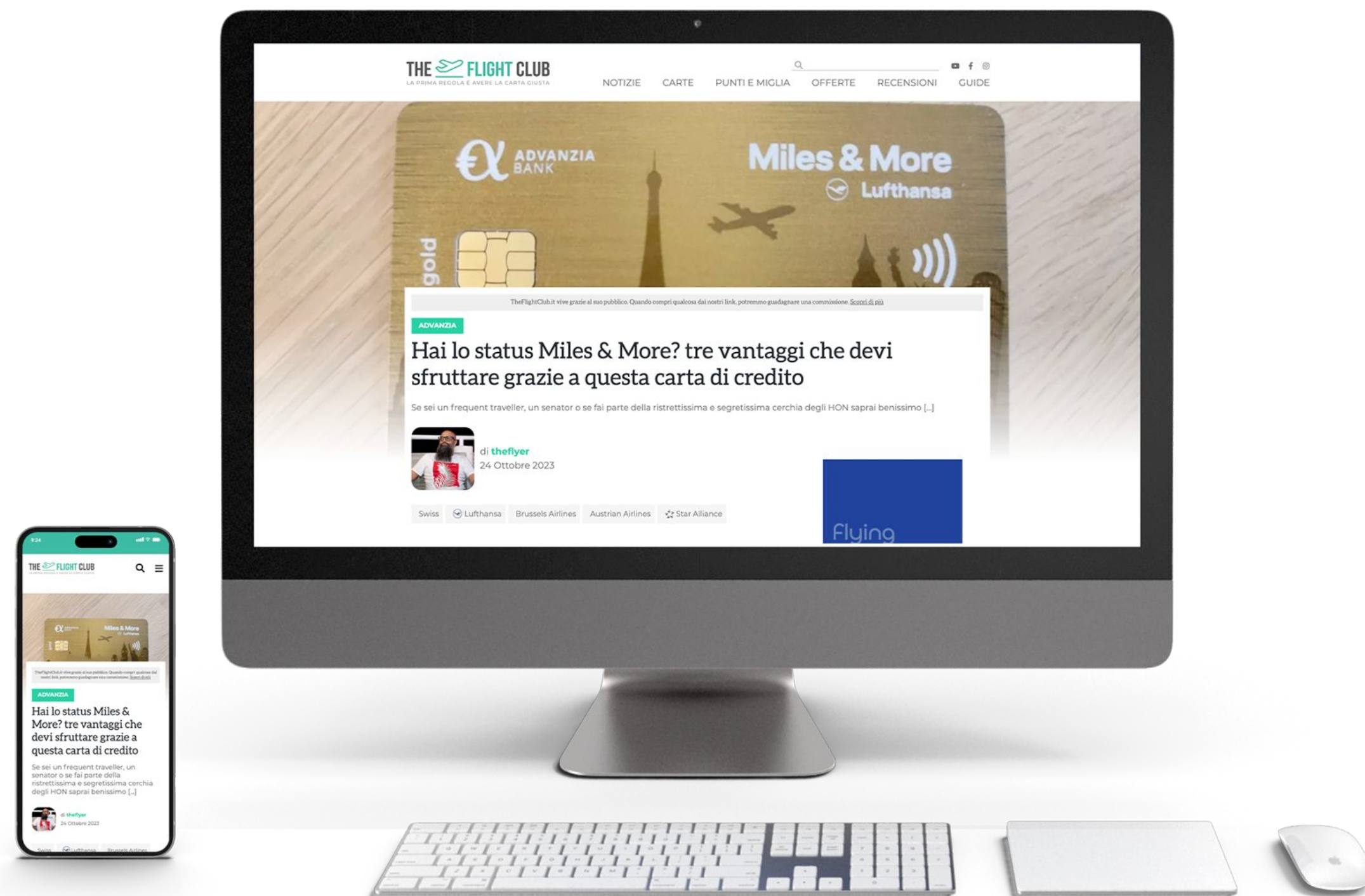
AD Box Special

The AD content box is displayed on the sidebar of the site, it has a AD on top and the box features the last 5 news published in the blog about the desired content. This is an exclusive position sold to just one customer for a fixed period of time.

It provides high visibility on all devices with the possibility to display both news, videos, and sponsored content.

Banner Size | 300x250 pixels

Maximum weight | 40Kb



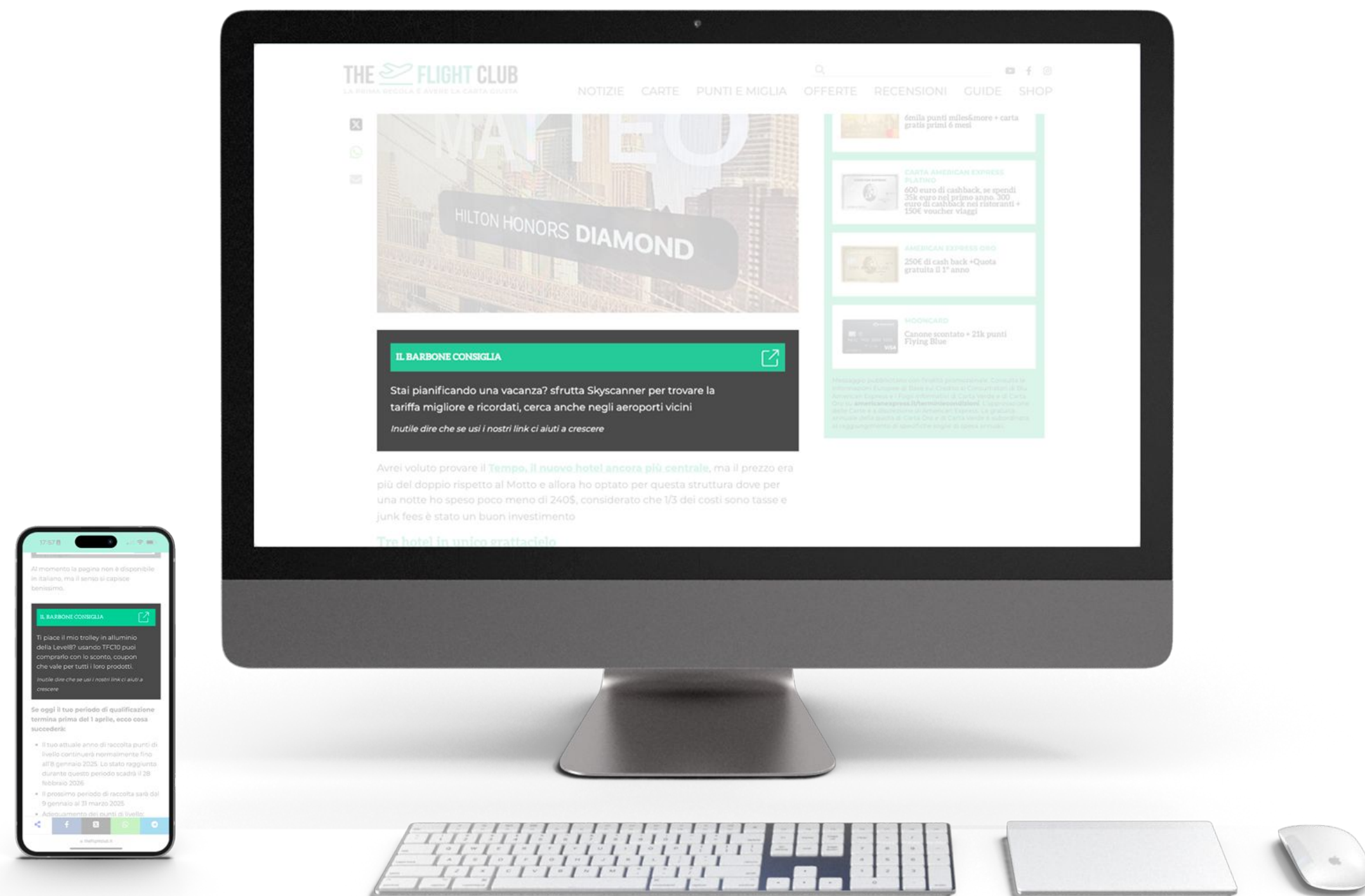
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Advertorial

We can produce a wide range of content created in collaboration with the customer. We can cover topics from cabins to routes, from special offers to everything about Frequent Flyers benefits and partnerships.

We can also produce video reviews of real experience on board, on the ground and follow all the requirements of the customer to better represent their needs.

Last but not least all the content we publish is shared on all our social media channels.



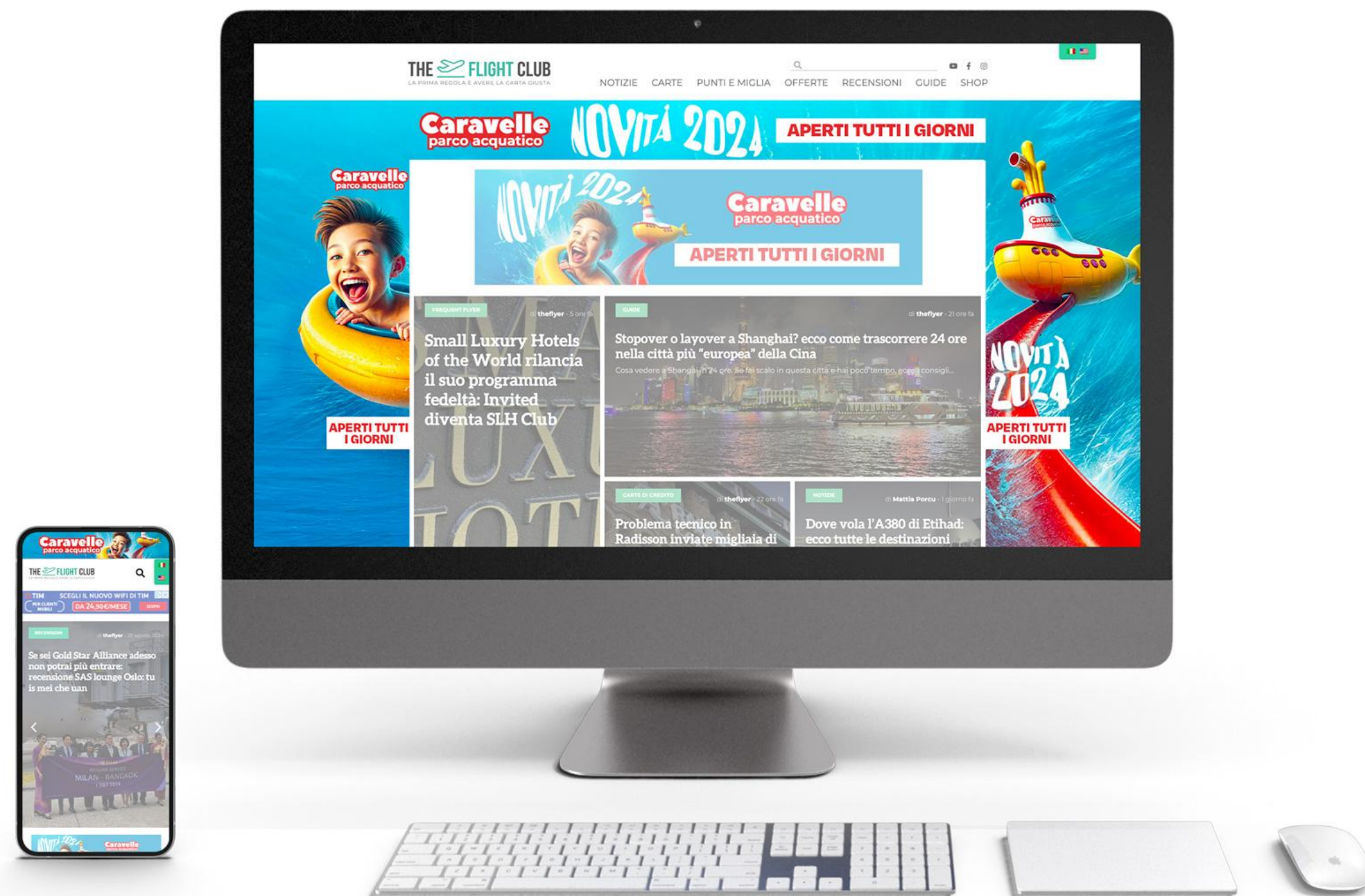
Images are for informational purposes only,
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Referral box

“Il Barbone Recommends” is a reference box located in the fifth paragraph of every article on The Flight Club.

This unique tool allows for organic communication with our audience, offering suggestions and offers in a natural way.

Its strategic position maximizes user engagement, and offers optimal visibility for collaborations, maintaining an authentic and non-invasive approach.



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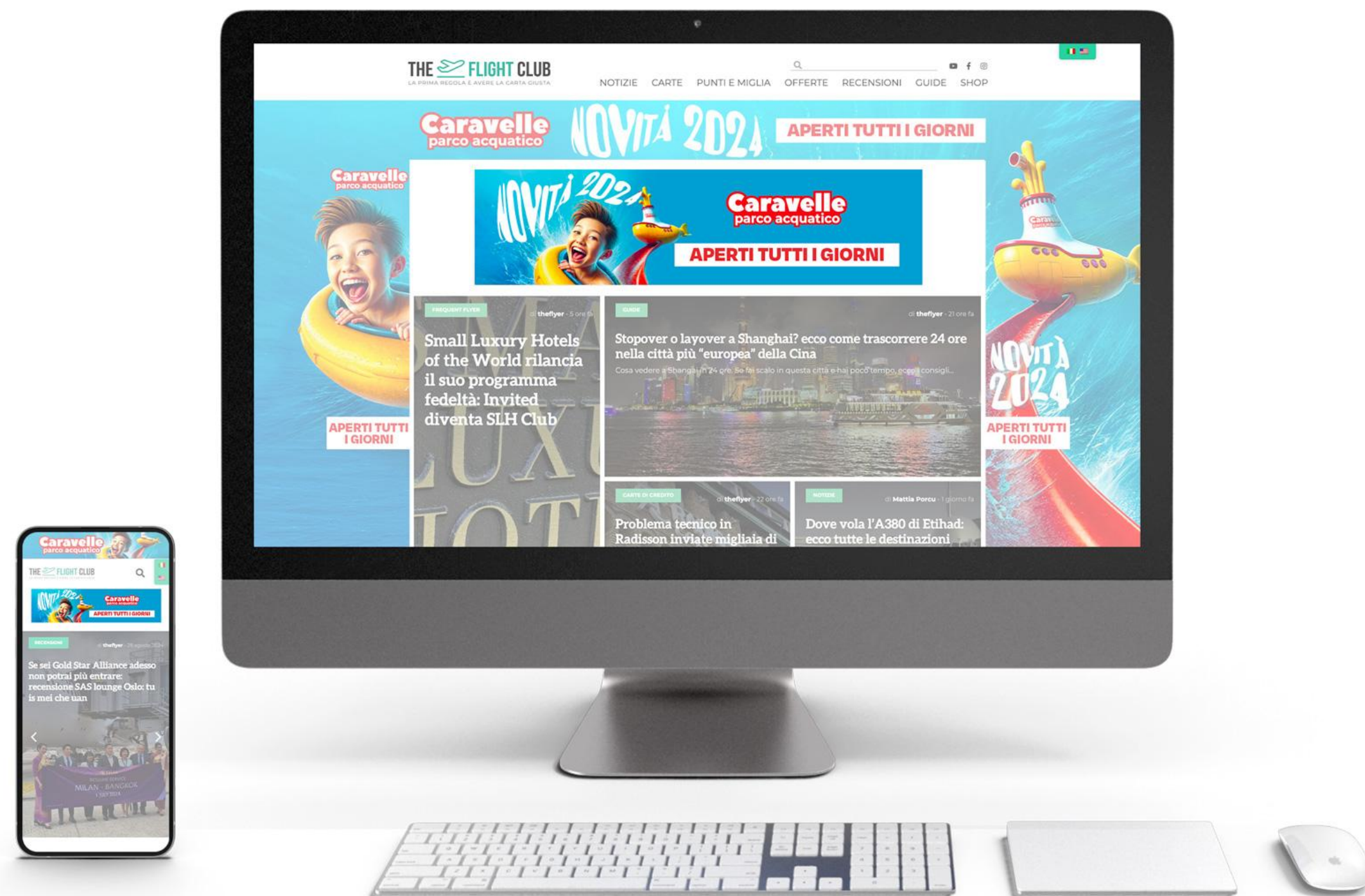
Destination Skin

The Skin format consists of a background image that surrounds the site (header, left side, and right side) for all screen resolutions greater than 1024×768. It is the most impactful promotional element on the site, ideal for short advertisements with a very high click-through rate.

The Mobile Skin is a high-visibility sticky display format positioned in the header. It appears on all pages of mobile sites and is always visible to the reader.

Dimensions | template required

Maximum weight | 80Kb



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dimensions may not exactly match the actual

Destination Masthead

Positioned centrally above the first news item on both the homepage and in other sections of the site, the Masthead is an innovative graphic format, an ideal solution for conveying high-impact creative content.

On mobile devices, the banner is present on all pages between the site header and the page content.

Dimensions | Desktop 970x250 | Mobile 320x100

Maximum weight | 40Kb



THANK
YOU



RAINISIO MATTEO M
ECONOMY/ECONOMIQUE
ETKT 220247762286

Flight/Vol Date

AC 518 15JUL/JUL

Boarding time
Heure d'embarquement 22

GATE CLOSSES 15MIN PRIOR

Departure time/Heure de depa
Airline use/A usage interne

Boarding Pass | Carte d'accès

UNIONE EUROPEA
REPUBBLICA ITALIANA



PASSAPORTO

