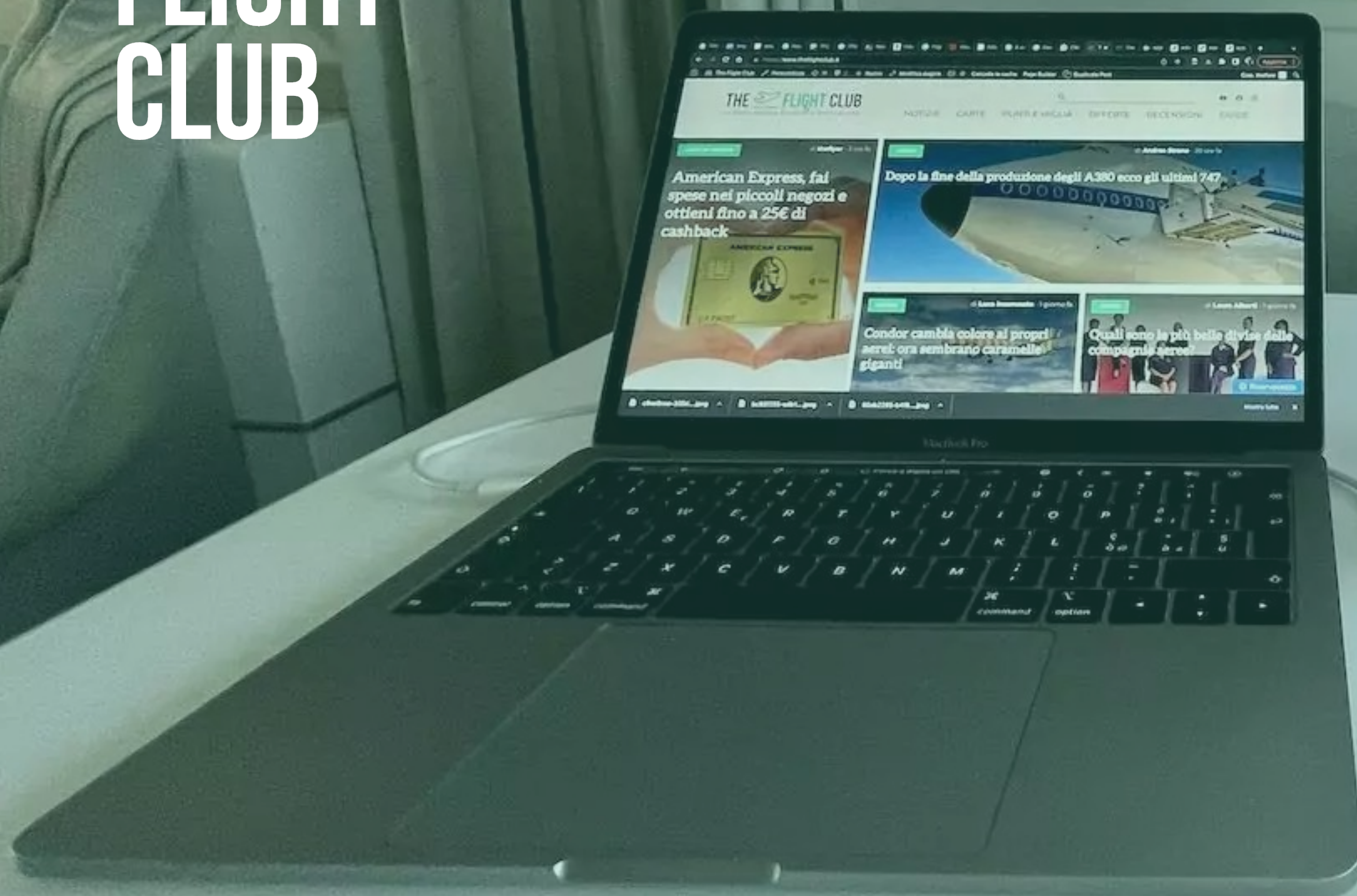
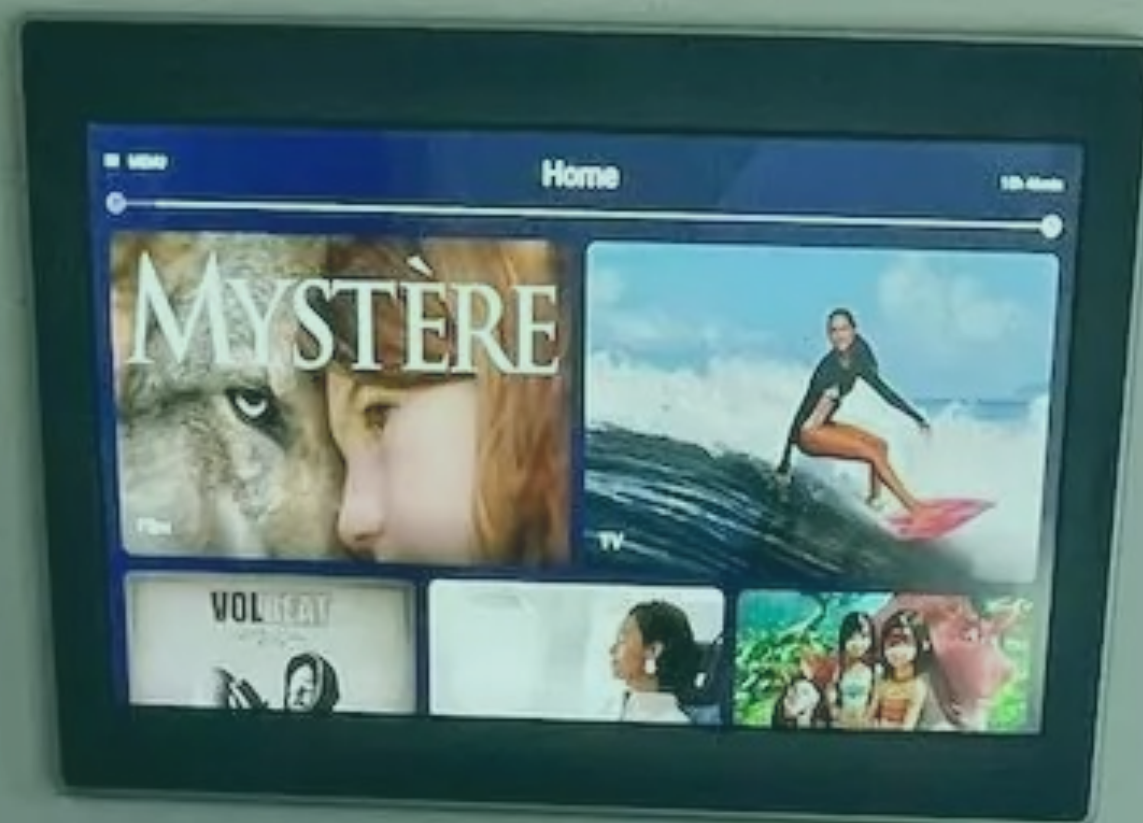




THE FLIGHT CLUB





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

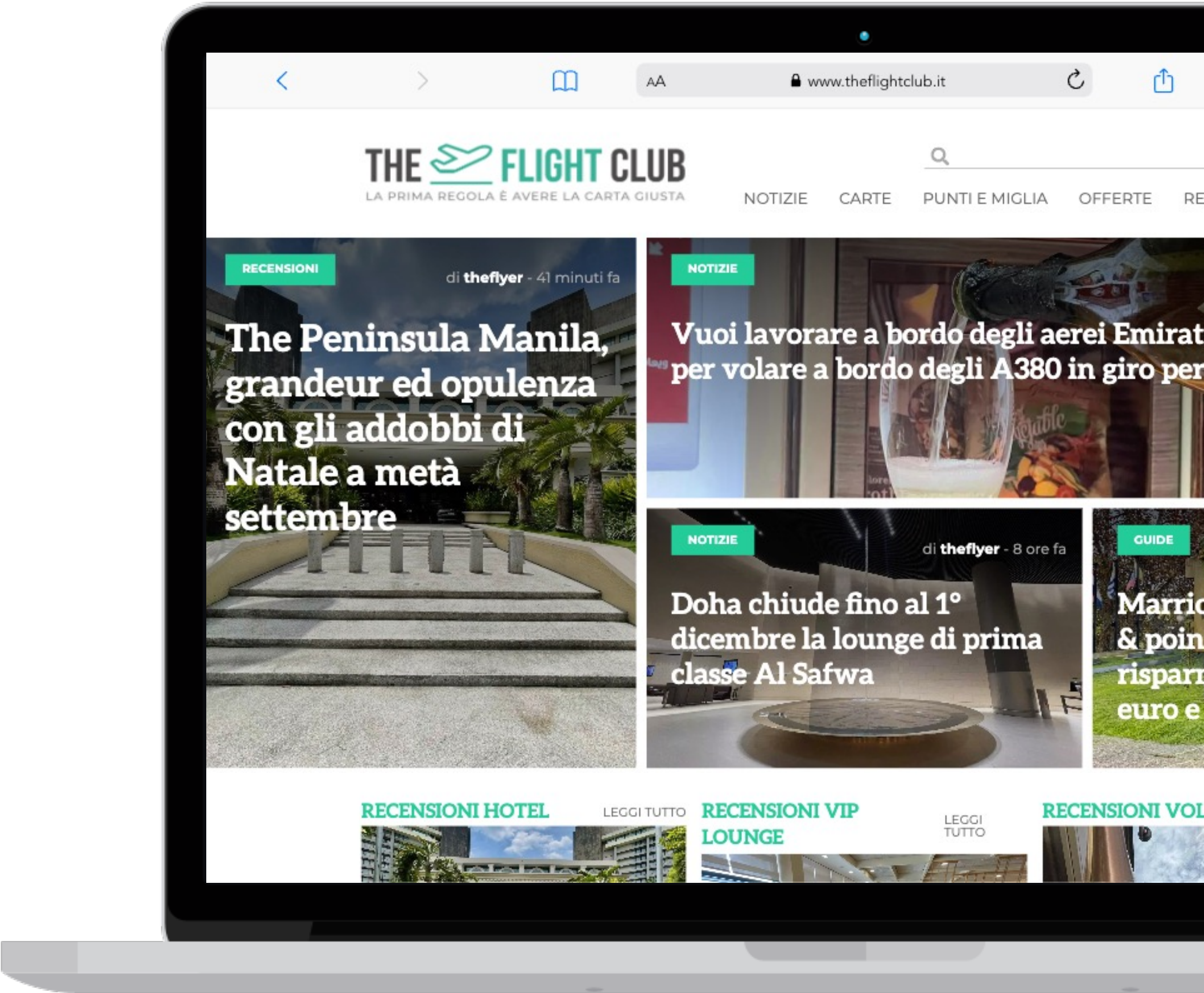
- News about the world of travel
- Flight, Lounge and Hotel reviews
- Information on airline offers
- Guides for novice travellers



Facebook

Instagram and Youtube

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





NOTIZIE

TFCrisponde: con quali compagnie posso prenotare un biglietto premio usando i punti Membership Rewards

🕒 2 min di theflyer - 7 mesi fa

RECENSIONI VOLO

LEGGI TUTTO



Destinazione Kuala Lumpur, recensione business class 787/10 Saudia Airlines

🕒 8 min di theflyer - 7 giorni fa

THE FLIGHT CLUB
LA PRIMA REGOLA È AVERE LA CARTA GIUSTA

HEY BARBONE, VOGLIO IL TUO STATUS

Il barbone regala lo status Premium di ITA Airways, se vuoi avere SkyPriority ecco cosa devi fare

FREQUENT FLYER

1 settimana fa

CONTEST

FREQUENT FLYER

di theflyer - 22 ore fa

Flying Blue, accesso nelle lounge gratuito anche per i figli dei frequent flyer

FREQUENT FLYER

di theflyer - 2 settimane fa

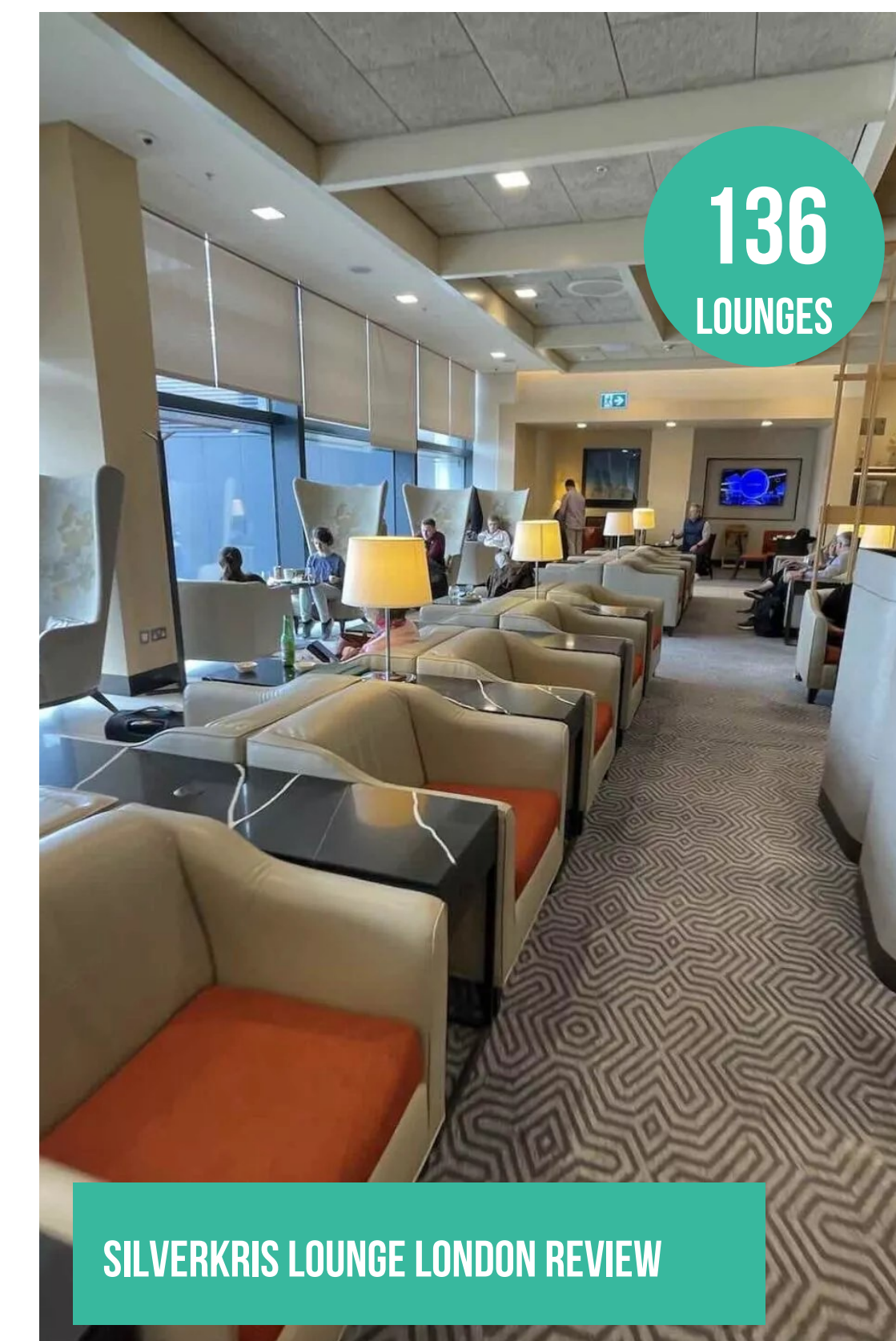
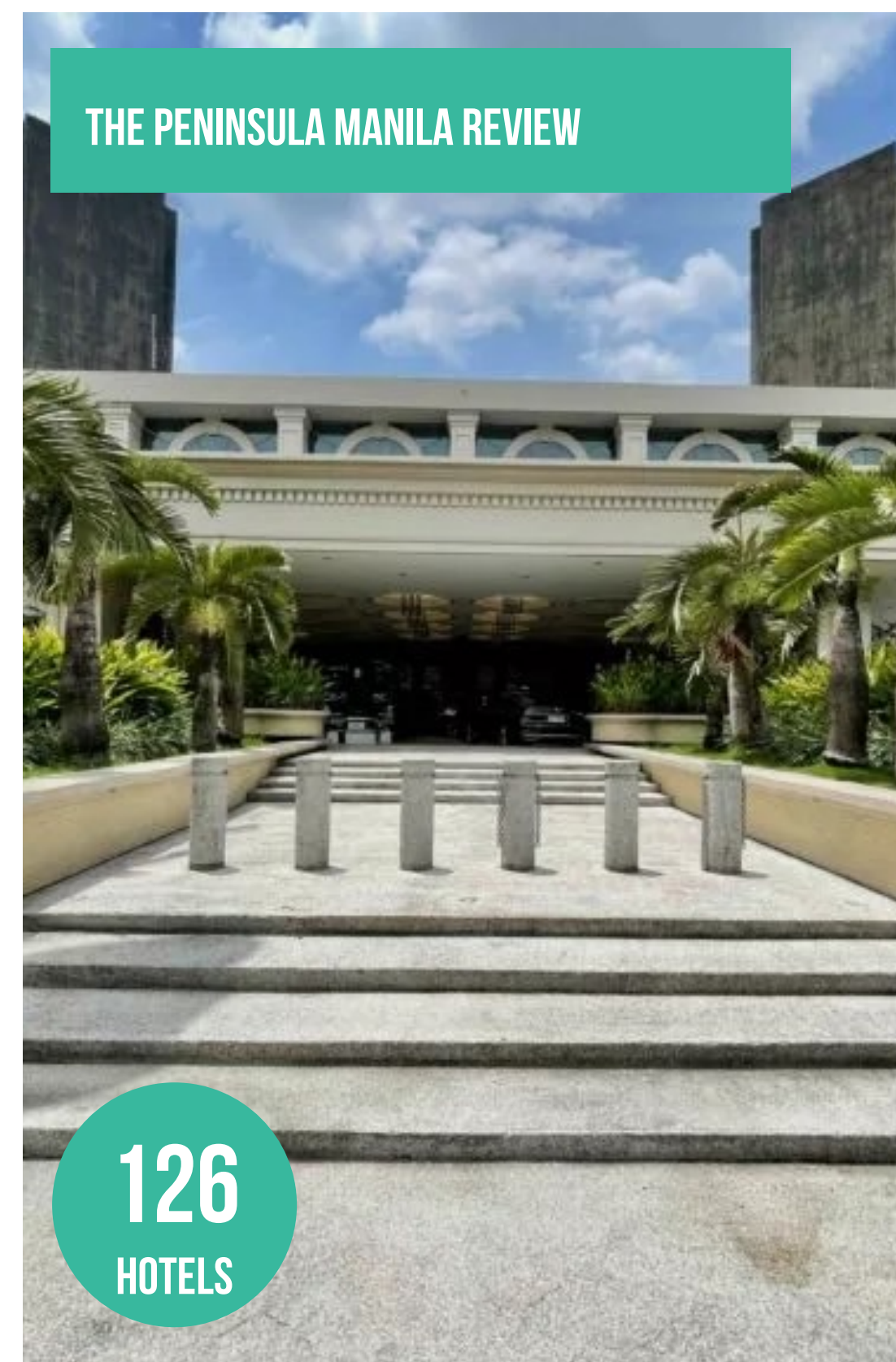
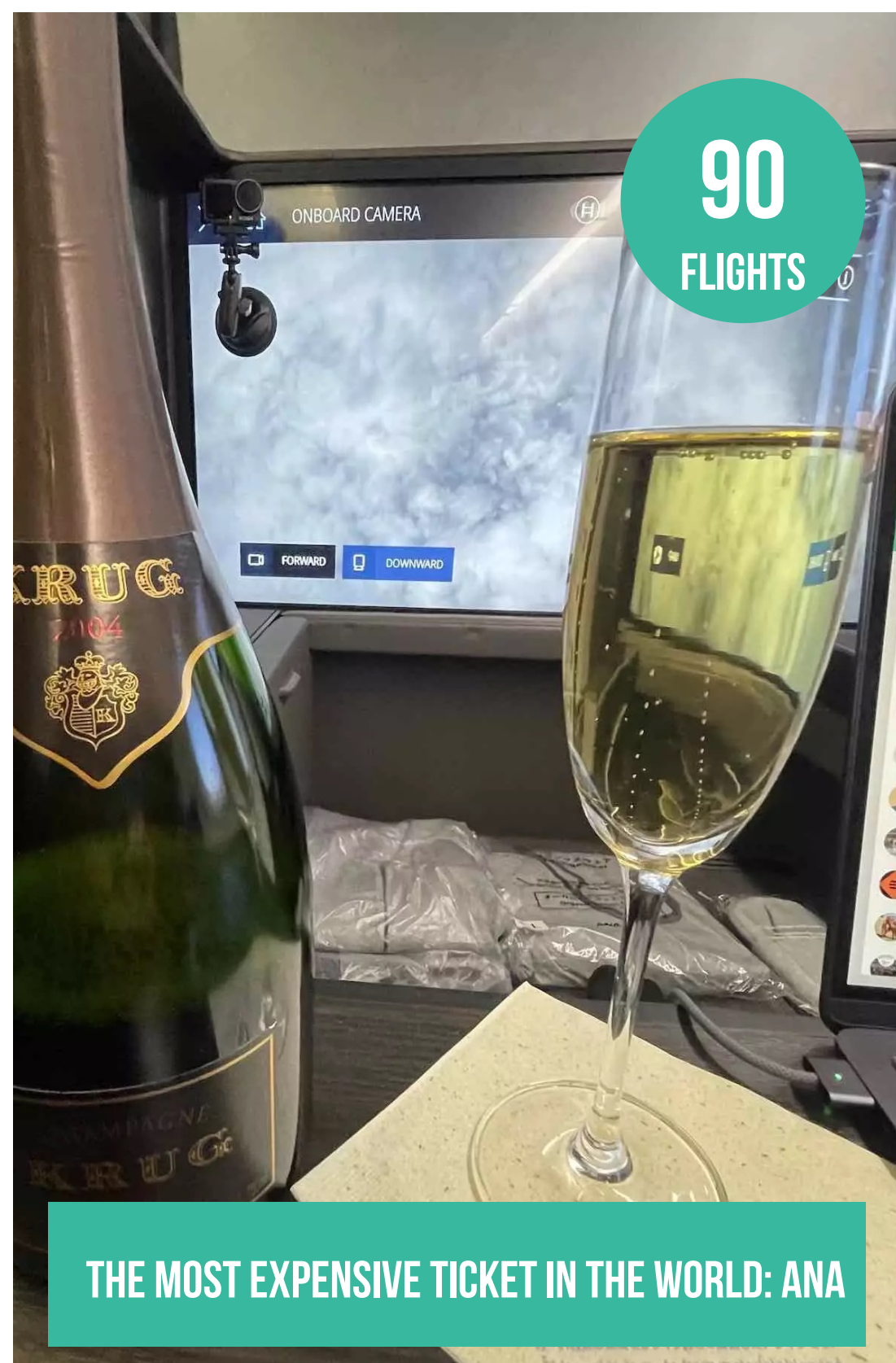
BOOOM!!! Virgin Atlantic entra in Skyteam, questa è una GRANDISSIMA novità

9 poltrone di prima classe che puoi prenotare con i punti senza spendere un capitale

THE LATEST REVIEWS

Hotel, lounge and flight reviews

Since April 2021, 352 reviews have been published (approximately 1 review every 3 days)



ANALYTICS

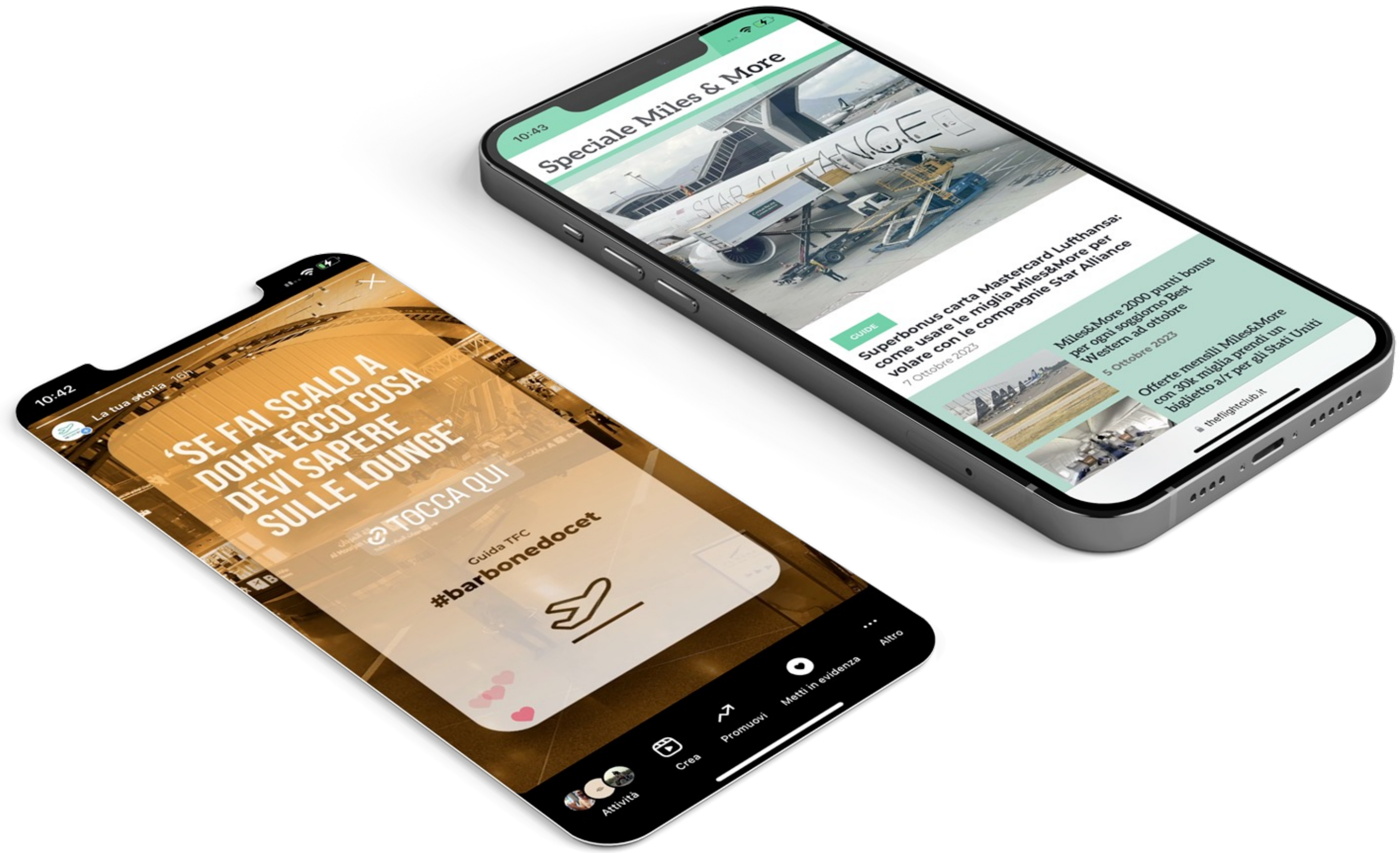
User acquisition and engagement

+215%

New users compared to 2022

+290%

Page views compared to 2022



NEWSLETTER

**The latest news from
The Flight Club every week**

+5000

Newsletter
subscribers

60%

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.

2,4 MLN
Post Reach

+250
Published
Content

31.257
Interactions

*data referring to the last 90 days



	Tra qualche ora mi imbarco su u... The Flight Club	Visualizza insight	...	Post	Venerdì 11 Agosto ...	1,3 mln Account del Centro g...
	In partenza con il mio primo vol... The Flight Club	Visualizza insight	...	Post	Giovedì 3 Agosto 0...	581.577 Account del Centro g...
	Tutti vogliono Napoli The Flight Club	Visualizza insight	...	Post	Venerdì 22 settem...	538.872 Account del Centro g...

The Flight Club si trova presso **Sofia International Airport, Terminal 2**.
Pubblicato da Instagram · 11 Agosto alle ore 17:54 · Sofia, Sofia-grad, Bulgaria ·

Tra qualche ora mi imbarco su un volo @ryanair che mi è costato meno del Wi-Fi a bordo di #lufthansa. consigli per il viaggio ?

Metti in evidenza questo post per raggiungere fino a 2032 persone in più se spendi 14 €.

Metti in evidenza il post

516 1145 17

The Flight Club si trova presso **Aeroporto di Bergamo-Orio al Serio**.
Pubblicato da Instagram · 3 Agosto · Bergamo ·

In partenza con il mio primo volo @wizzair, quale è la migliore #lowcost in Europa ?

Metti in evidenza questo post per raggiungere fino a 1551 persone in più se spendi 14 €.

Metti in evidenza il post

246 313 5

The Flight Club
Pubblicato da Matteo Rainisio · 22 settembre alle ore 14:25 ·

Tutti vogliono Napoli

THEFLIGHTCLUB.IT
È Napoli-mania: anche Delta Air Lines volerà da Capodichino per New York JFK - The Flight Club

Metti in evidenza questo post per raggiungere fino a 1551 persone in più se spendi 14 €.

Metti in evidenza il post

4304 310 409

10:38

Insights

Pazzia overbooking: offrono \$3500 per scendere dal volo
Volo in Business 787-9 di Air France
La mia con

Overbooking, pioggia di soldi sul Boston-Roma: offer...
theflightclubsocial · Audio originale
settembre 30 · Durata 0:40

194970 3086 64 -- 328

Panoramica ⓘ
Account raggiunti 194.135
Interazioni con i reel --

Copertura ⓘ
194.135
Account raggiunti

Home Search Add Post Reels Profile

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.

+14K

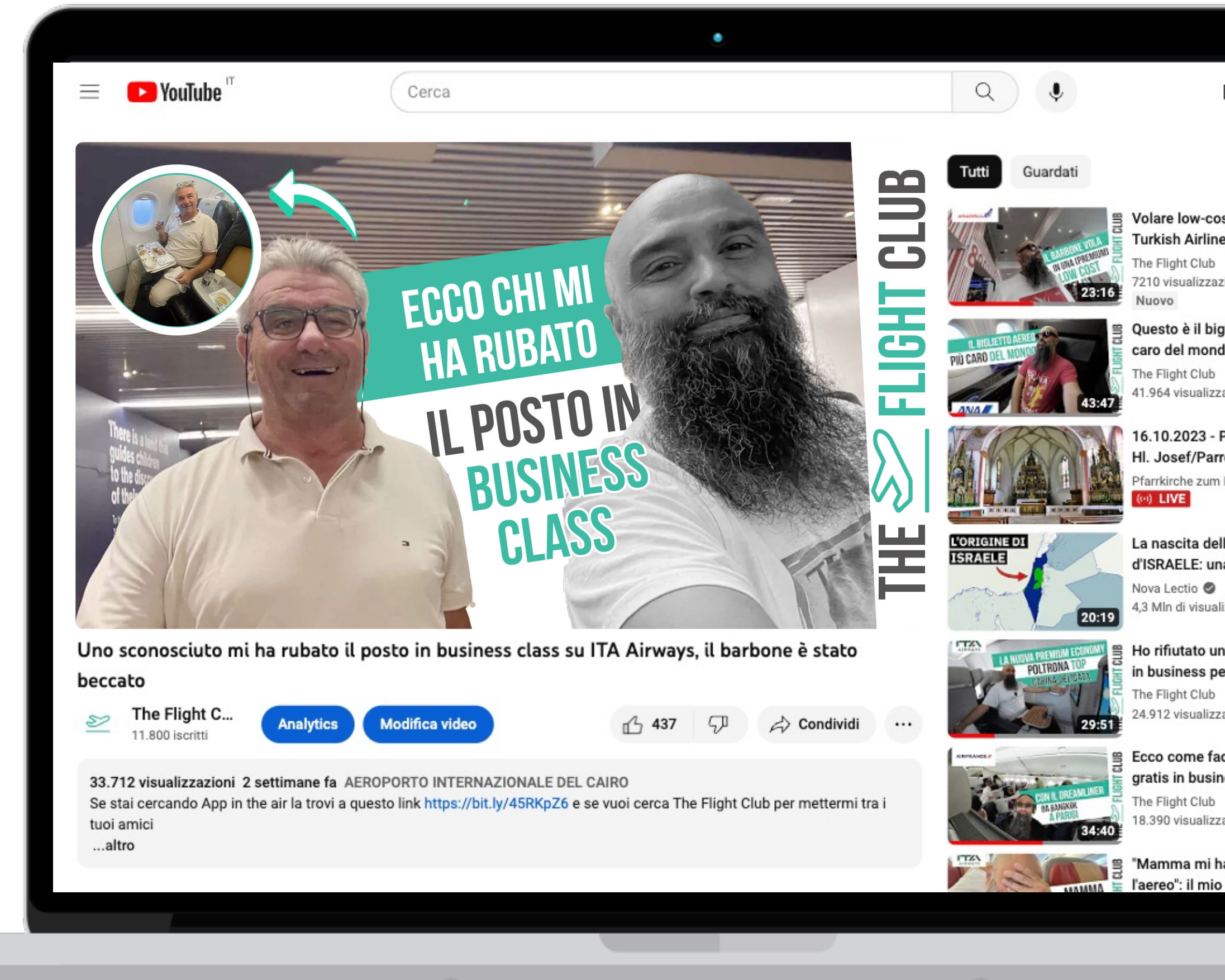
Channel
subscribers

1,5 MLN

Views
(January-
December 2023)

6,5 MINUTES

Average viewing
time



WHATSAPP

Certified channel Whatsapp

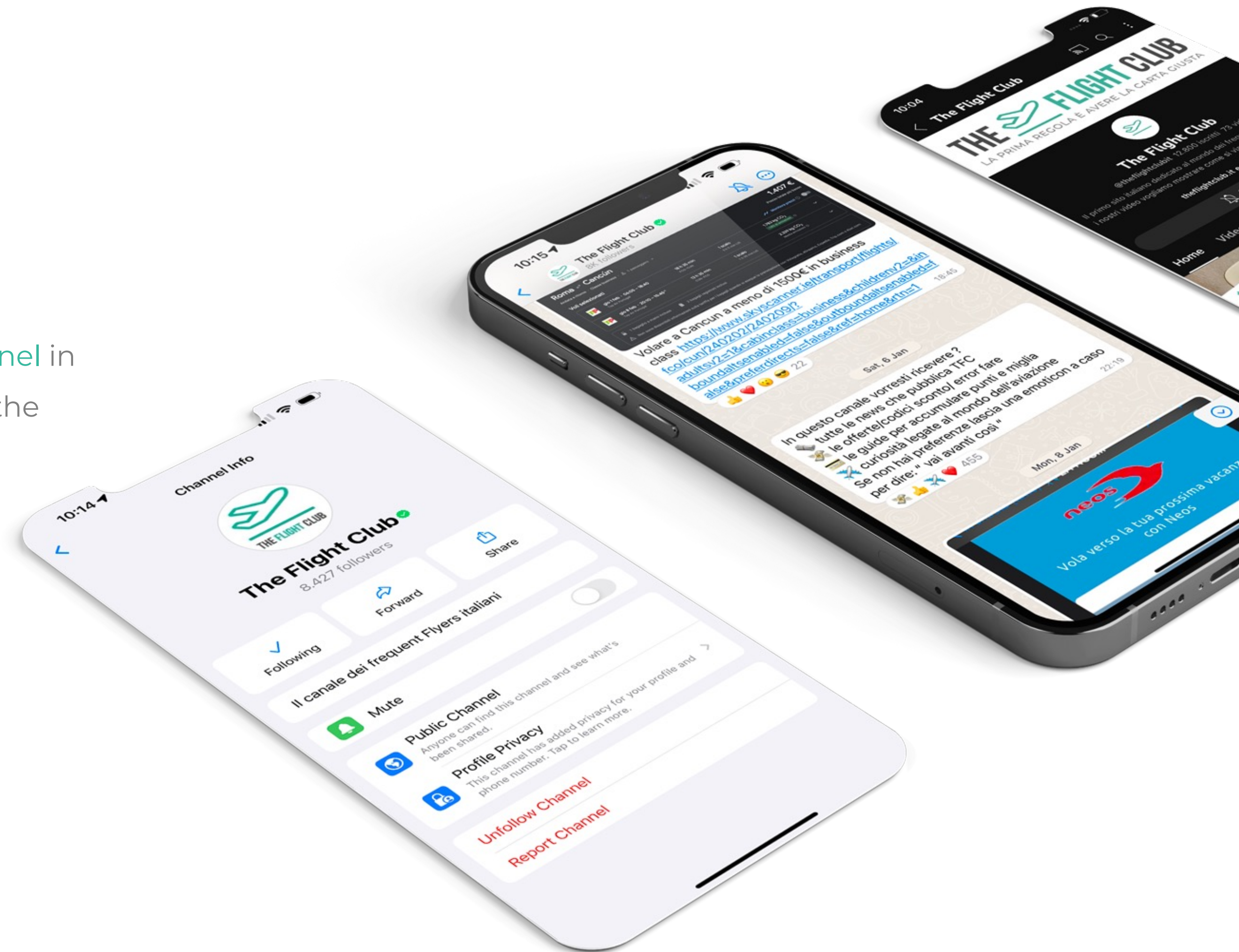
Inaugurated on 18/10/2023 The Flight Club is the first certified Whatsapp channel in Italian that shares offers and news related to the world of Reward Travel with the community.

+8,5K

Subscribed to
the channel

+60

Published
content



MEDIA KIT

Advertising formats desktop and mobile

PUBLISHER

Edinet Srl

Corso Italia, 66 - 17027 Pietra Ligure (SV)

Tel. 019.610781 - info@edinet.info

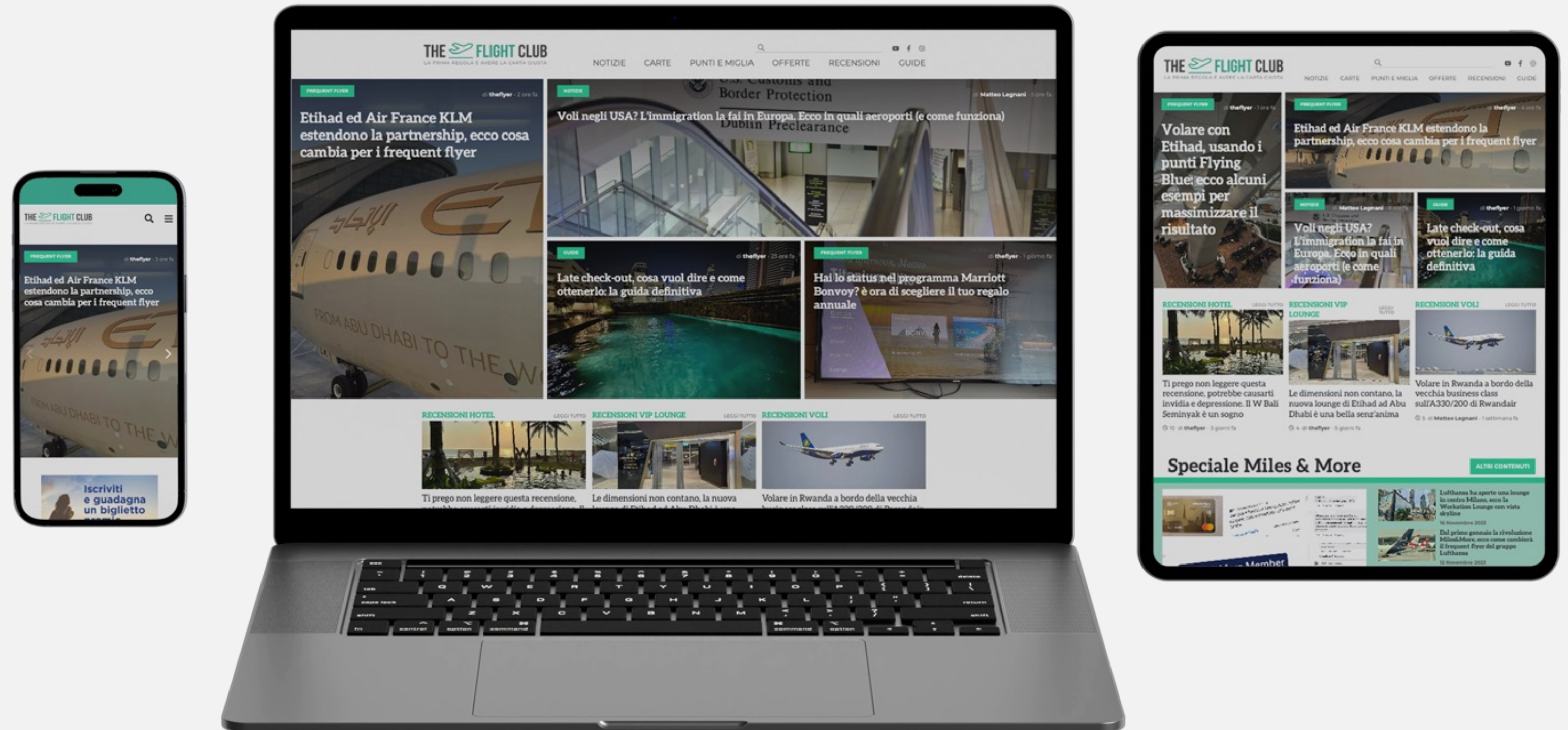
www.edinet.info

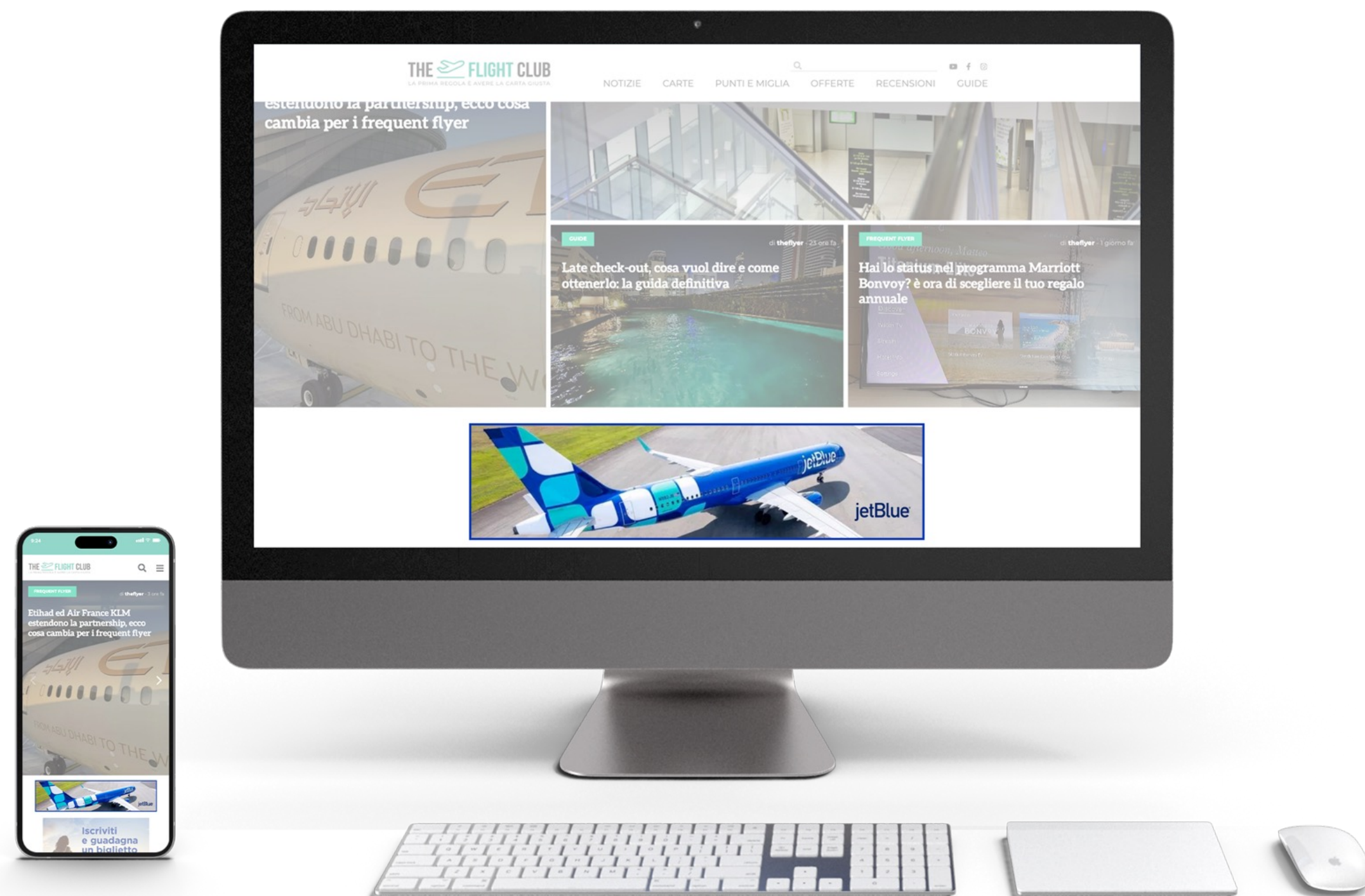
Savona Court Register No. 571/06

EDITOR IN CHIEF

Matteo Rainisio

info@theflightclub.it





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

Masthead Top

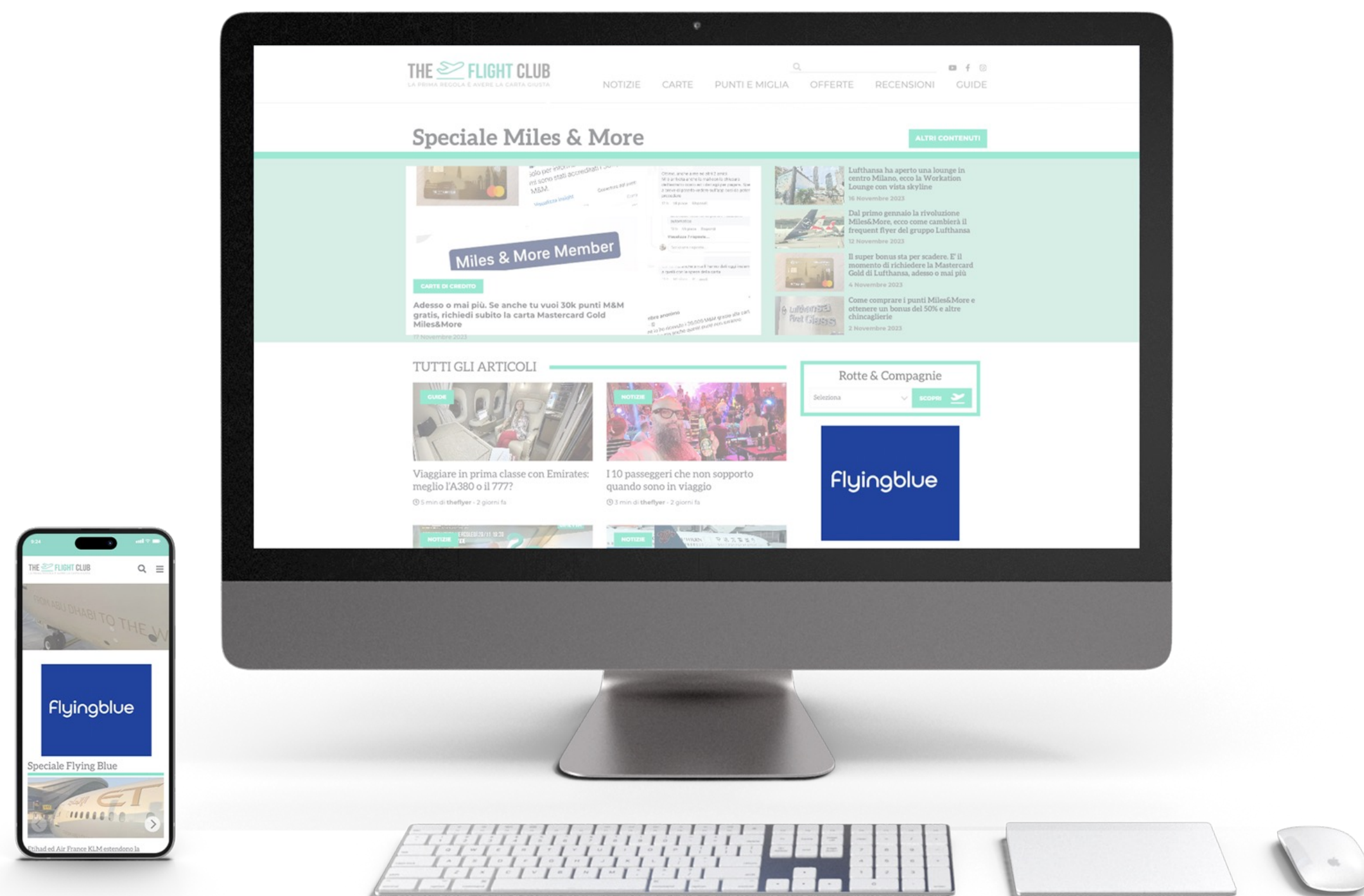
Placed centrally below the first news item on both the home page and other sections of newspapers, the Masthead is an innovative graphic format, an ideal solution for conveying high-impact creativity.

Desktop Size | 970x250 pixels

Maximum weight | 50Kb

Mobile Size | 320x100 pixels

Maximum weight | 30Kb



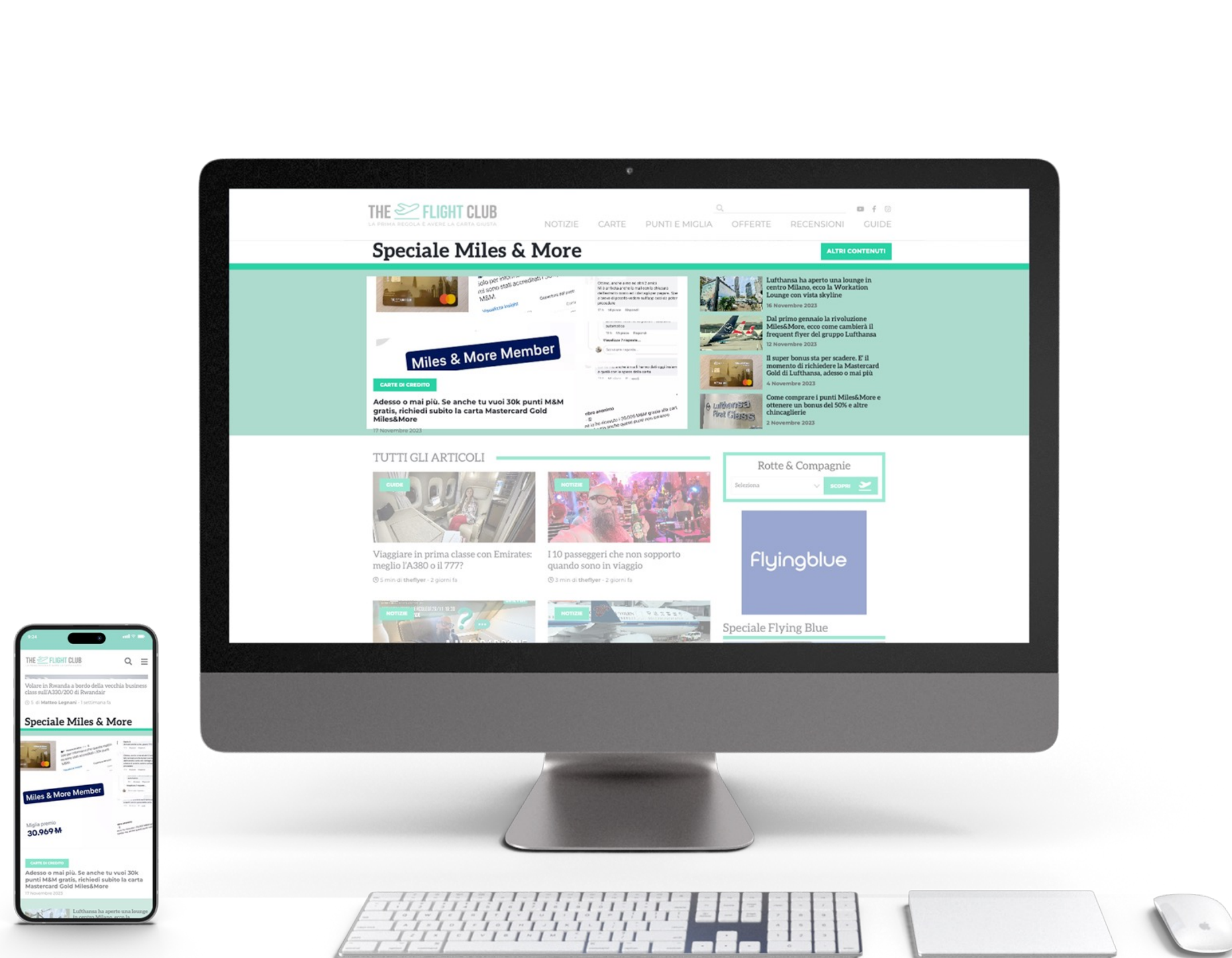
Images are for informational purposes only, dimensions may not exactly match the actual

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

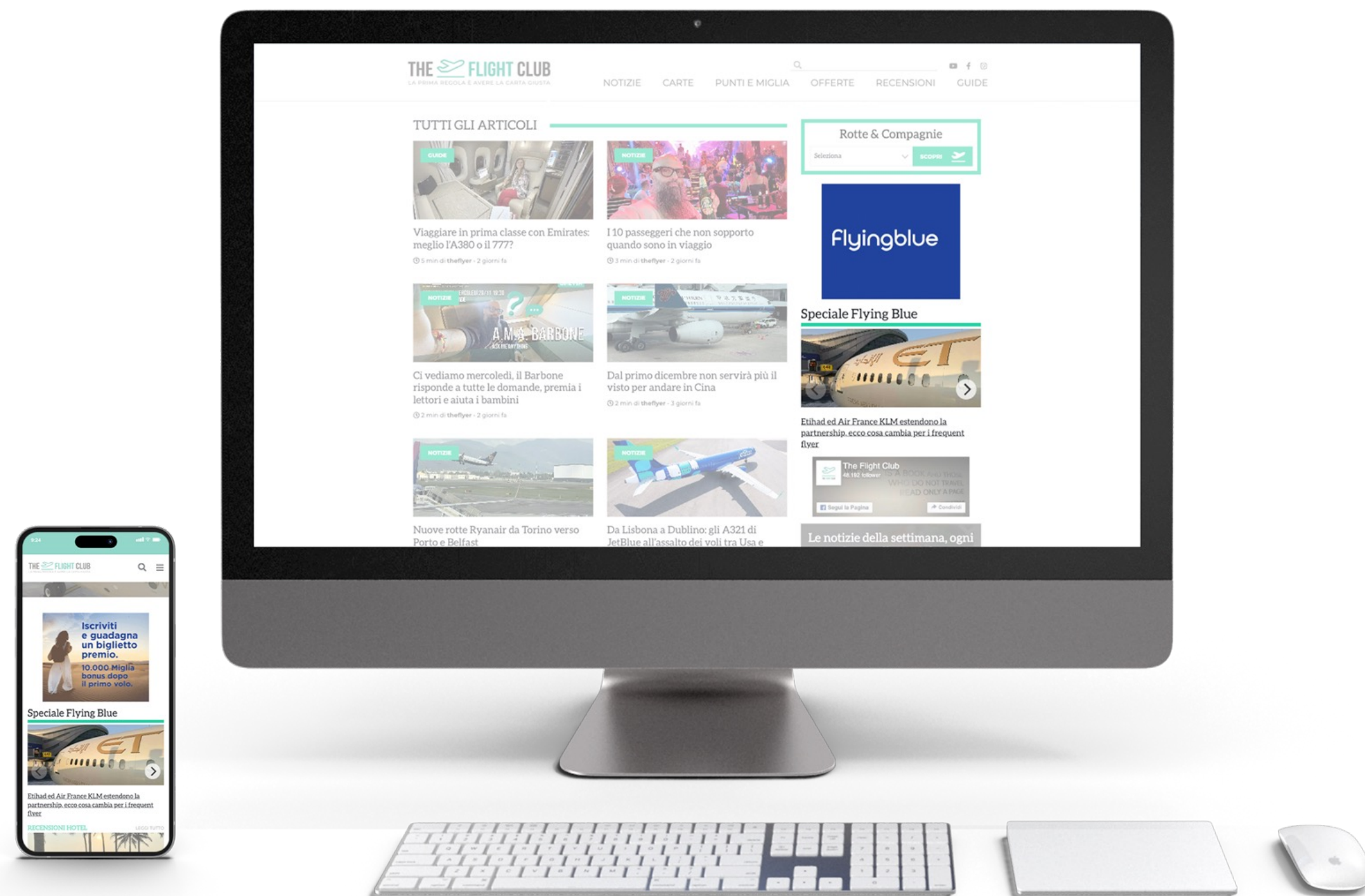


Images are for informational purposes only, dimensions may not exactly match the actual

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.



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

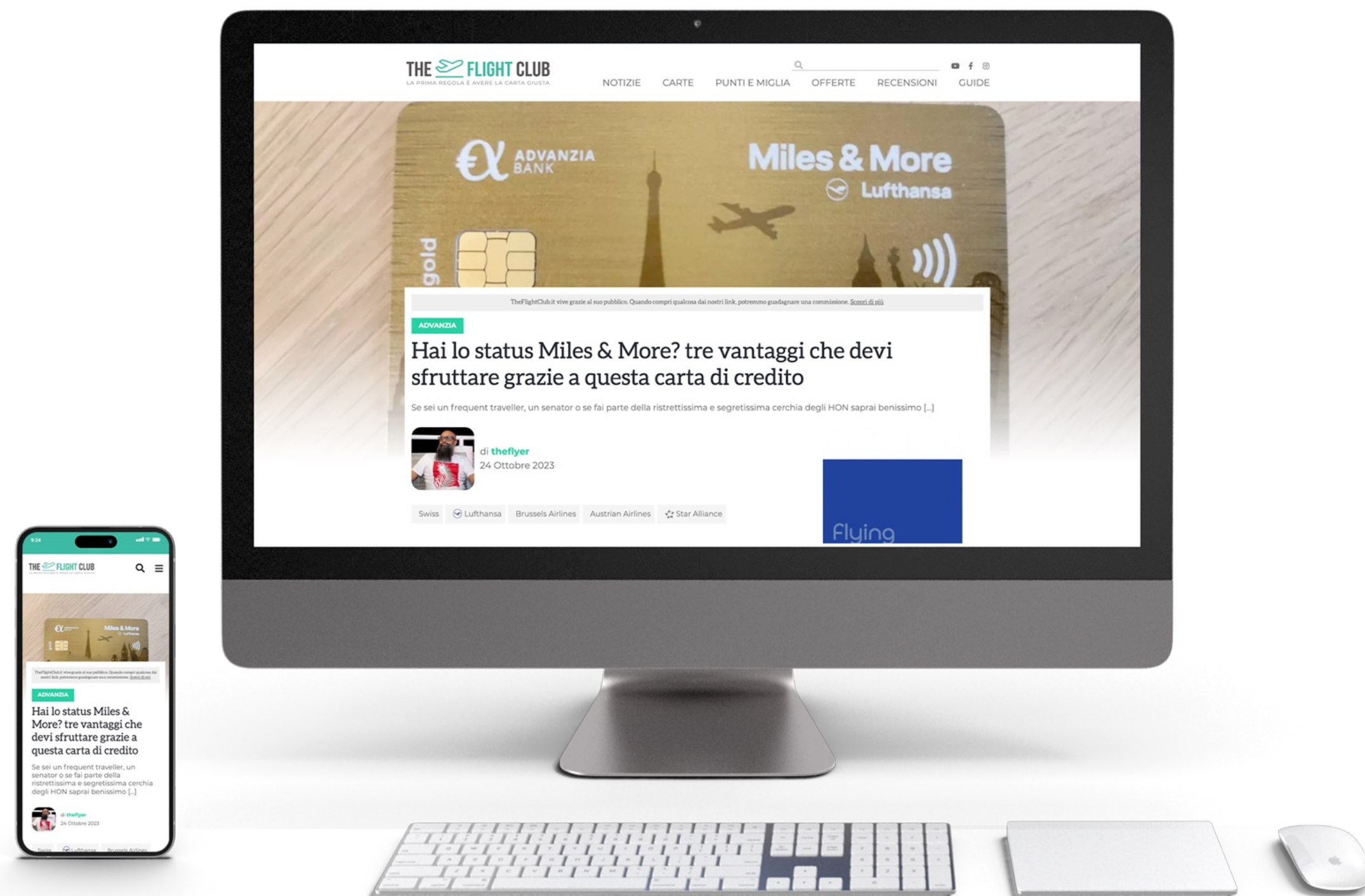
AD Box Special

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



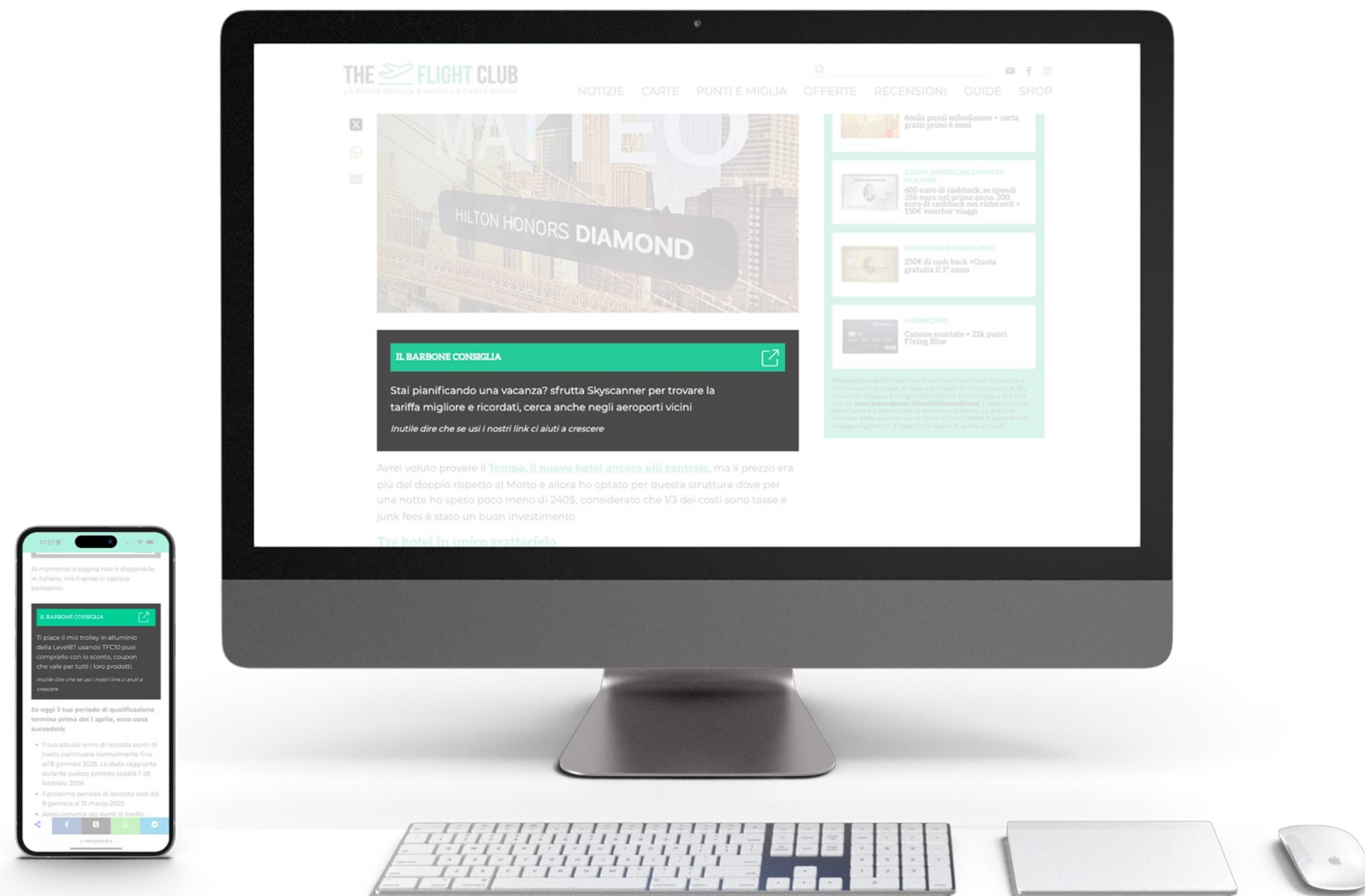
Images are for informational purposes only, dimensions may not exactly match the actual

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.



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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.

OUR NUMBERS

The Flight Club Numbers

+49K
Facebook
Followers

+5MLN
Facebook
Reach

+12K
Instagram
Followers

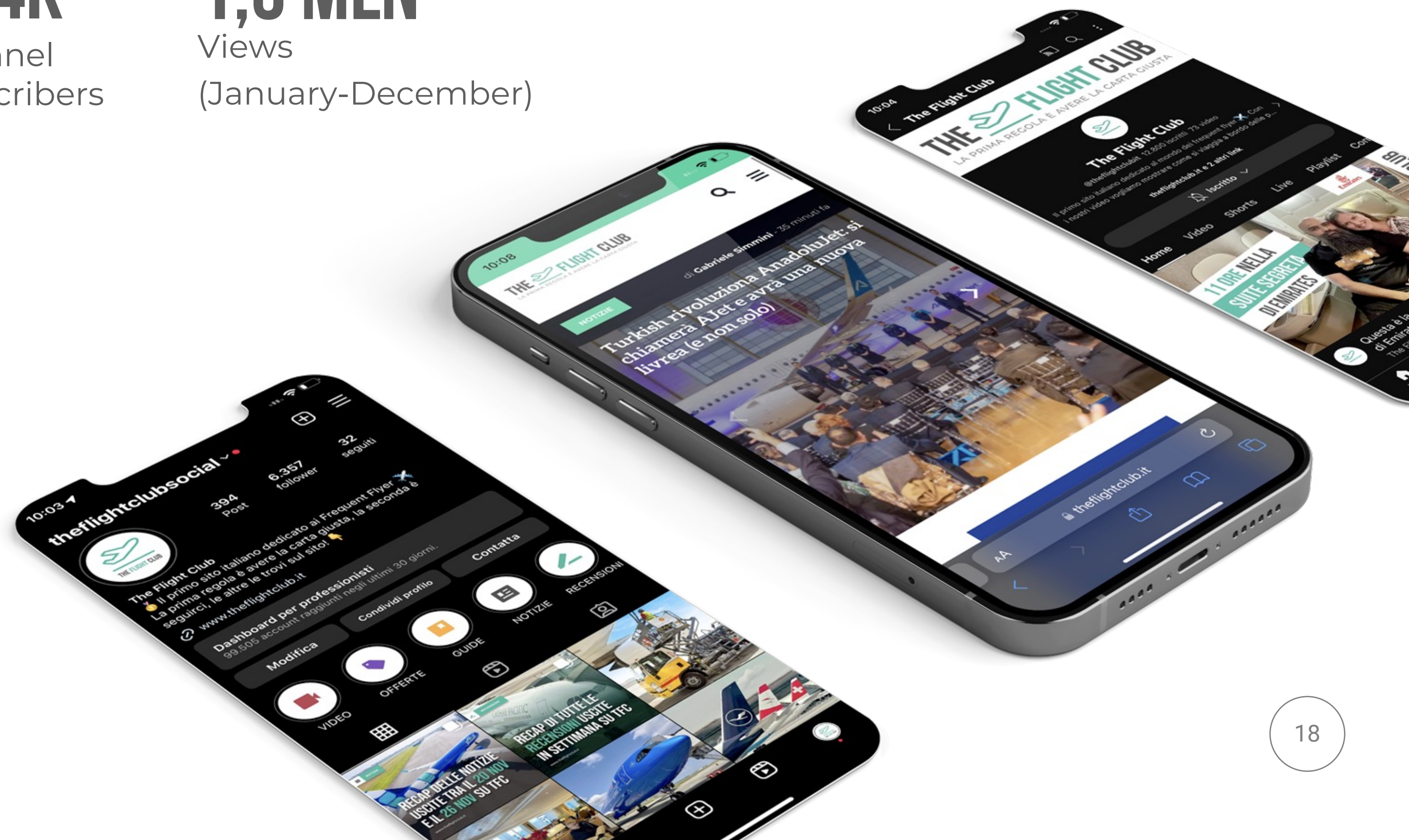
+835K
Instagram
Reach

+14K
Channel
subscribers

1,5 MLN
Views
(January-December)

+10K
Daily visitors

+400K
Monthly
Pageviews





THANK
YOU



RAINISIO MATTEO M
ECONOMY/ECONOMIQUE
ETKT 220247762286

Flight/Vol Date

AC 518 15JUL/JUL

Boarding time
Heure d'embarquement 22

GATE CLOSES 15MIN PRIOR

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

Boarding Pass | Carte d'accès

UNIONE EUROPEA
REPUBBLICA ITALIANA



PASSAPORTO

