

TRAINOSE's leaflets on the trains and the routes

TRAINOSE promotes the travel experience the train entails, its low fares, the safety and stability of the most environmentally friendly means. With steady services serving most of Greece, providing safety and low fares for everyday transportation and with tourist routes that take the passenger to locations no other transportation means has access to, it reminds us that the train is not a single transportation means.

Within the framework of the development of tourist routes and thematic trains, TRAINOSE attempts to inform passengers and travelers on the possibilities they have to venture in Greece's most beautiful scenery and to take advantage of the offers and discounts.

TRAINOSE, through communicative means, addresses Internet users and traditional readers-travelers that prefer stable use and planning ahead, through leaflets on routes, with discounts and possibilities for every trip.

Within the framework of coordinating all the editions on the trips and offers, TRAINOSE offers space for advertisement on the informative leaflets it distributes free of charge.

The commercial- reading advantages of these leaflets are based on the given

- ✓ National distribution due to the secured transportation by the train
- ✓ Stable distribution in the stations and in many cases on board
- ✓ Broad audience that uses the train

It shall be noted that the train is becoming even more popular, as it offers safety, frequency, stability in the services in the most economical way.

Following the same concept, TRAINOSE suggests cheap communication from the companies to the train's passengers and potential clients through the leaflets that travel throughout Greece and constitute the travel counsel of the train's friends.

B) Four- pages brochure on the Pelion Train

The bilingual (Greek/ English) four- pages brochure on the Pelion Train is being printed and distributed at the beginning of each tourist season, when the famous train begins its operation. At the same time, this brochure appears at international fairs promoting a very important sightseeing of Greece.

From Ano- Lehonia to Milies, the train runs on a beautiful route on the green slopes of the mountain with view over the Pagasitikos Gulf. It operates from spring to autumn, following a special operation timetable, with 1 daily service on the mountainous route.

The train, which is famous to both domestic and international visitors, attracts every year thousands of passengers and the need for commissioning it by groups and associations rises. The rising demand for the train renders the brochure particularly popular.

Characteristics:

14 cm X 27.7 cm folded (56 cm X 27,5 cm unfolded), Four colors

Paper: 150 gr. Velvet

Tirage: 20.000 copies

Provided advertisement spaces:

full page- back page:

1.440 euros

Full page- internal

back page: 960euros



C) Three- parts brochure on thematic excursions

TRAINOSE has established thematic excursions on the old Peloponnese network, by frequently organizing beautiful routes on the parts of Messinia and Arkadia, providing for stops in picturesque stations and passing by beautiful villages and locations. The thematic excursions effectuated so far were widely accepted with waiting lists for travelers interested. The brochure is distributed by the tourist agencies.

Characteristics:

42 X 28 unfolded (14 X 28 folded)- 6 pages

Colors: 4 colors

Paper: 150 gr. Illustration

Copies: 10.000

Provided advertisement spaces: Full page- back page: 960 euros

Horizontal lane on the internal back page: 480

D) One page brochure Diakopto - Kalavryta

A one-page brochure on the magnificent route Diakopto-Kalavryta cannot fit all the beauty of the nature, but gives an idea on what the visitor choosing to travel on this route will encounter. It is a route that passes by Vouraikos' canyon and the village of Zahlorou, to arrive at beautiful Kalavryta after 22 kms and a 60 minutes' ride.

The brochure prepares the visitor on the beautiful scenery with waterfalls he/ she will encounter.

Characteristics:

One page A5

4 colors

135 gr. Velvet

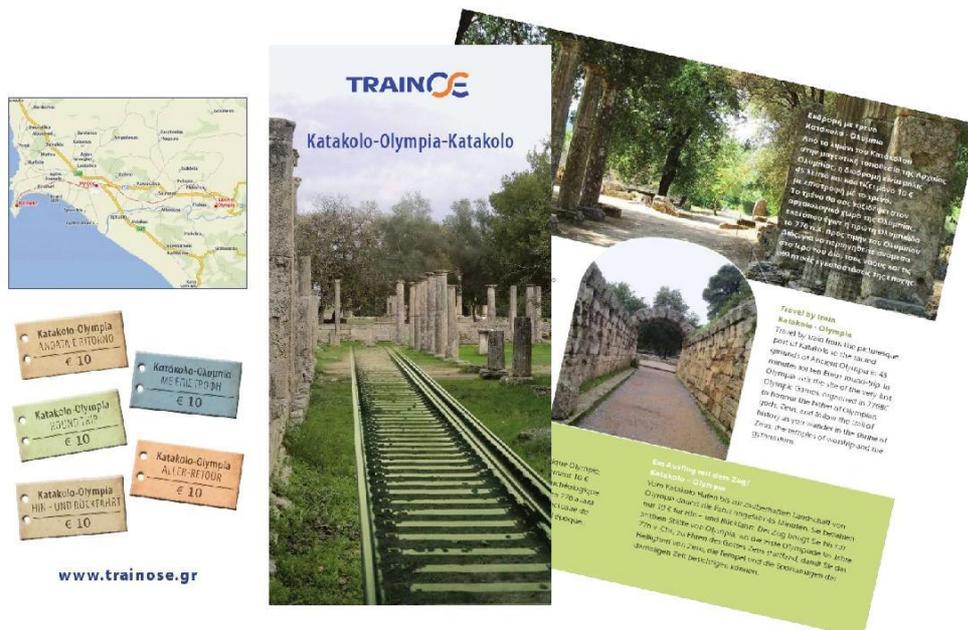
Tirage: 20.000

Provided advertisement spaces: Horizontal lane on the back (5 cm X 14 cm): 660 euros

E) Two- pages brochure Katakolo - Olympia

A brochure in 5 languages which reminds us that the train can carry us quickly and safely from the picturesque port of Katakolo to the world famous tourist destination, Ancient Olympia.

It is mainly addressed to international passengers of cruise ships stopping at Katakolo and it is being distributed in a special info stand in the port, suggesting a short but important excursion to Olympia's archaeological site, where the first Olympic Games took place in 776 B.C. to honor Zeus of Olympus, among Zeus' Temple, other temples and the athletic facilities of the time.



Characteristics:

Two- pages vertical brochure 21 cm X 21 cm unfolded (10.5 cm X 21 cm folded), four colors
135 gr. Velvet
Tirage: 20.000 copies

Provided advertisement spaces: Full page-Back page: 960 euros

F) Three- part informative brochure on the discounts and offers

TRAI NOSE having already established a discount policy for large groups of passengers (age criterion, group trips, family tickets, Youth Card etc) continues to offer travelling in an inexpensive train, rewarding web ticketing users, those that plan ahead their trips with long term reservations and return tickets.

Distribution:

This brochure providing information on the train's friends and users is easy to read and is distributed in stations and on board, in the designated displays.

Characteristics:

42 X 28 unfolded (14 X 28 folded)- 6 pages

Color: 4 colors

Paper: 150 gr. Illustration

Copies: 10.000

Provided advertisement spaces: Full page- back page: 960 euros

"cuff" in the internal back page: 480 euros

G) 8- pages Newsletter "TRAI NOSE's News"



The 8- pages newsletter began circulation in the suburban and intercity network, to inform passengers on the nature, tourism, Greek cities. Since August 2012, the train newspaper has been keeping the passengers company in the Suburban and Intercity trains, providing information on the company's services, suggesting rides, presenting cities and supporting the travel and cultural interests of the tourists, the students, the youth and all the passengers using the train.

The free of charge distribution of the newsletter on board (in the designated displays) and in stations along TRAI NOSE's network throughout Greece attempts to cover the passengers' reading needs with 50.000 copies.

Its recurrence is based on seasons (autumn, winter, spring, summer).

Characteristics:

Tirage: 50.000 copies

8- pages folded/ Dimensions 21 cm X 29,5 cm folded (42 cm X 59 cm unfolded)

Paper: 52 gr. n/p

Layout: 3-column

Provided advertisement spaces: Back page- full page: 3.000 euros

Per column cm- cm price: 20 euros

Whole column (1/3 of the page): 500 euros