

WOULD YOU LIKE TO OBTAIN A SHARE OF A TRAVEL BUDGET OF 1,3 BILLION KR.?

The readers are considering holiday in the following places within the next 12 months:

- 221.000 consider holiday in Denmark
- 68.000 consider holiday in The Nordic countries
- 152.000 consider holiday in Europe
- 17.000 consider holiday in other foreign countries

Within the next 12 months

32.000 readers are considering camping holidays in Denmark - 16.000 readers are considering camping holidays abroad

The 12 newspapers have **309.000** readers altogether



Date of publication/Publishing area

Friday the 17th of February 2023

Supplement in Fredericia Dagblad, Fyens Stiftstidende, Horsens Folkeblad, JydskeVestkysten, Randers Amtstavis, Vejle Amts Folkeblad and Århus Stiftstidende.

Sunday the 19th of February 2023

Supplement in Dagbladet Holstebro, Dagbladet Ringkøbing-Skjern, Dagbladet Struer, Folkebladet Lemvig and Viborg Stifts Folkeblad

Deadline

For ordering production of ads: The 31th of January 2023
For ads already produced: The 6th of February 2023

Ad sizes/-prices

Pr. mm	kr.	28
6 columns x 365 mm (full page)	kr.	45.000
6 columns x 180 mm (half page)	kr.	24.800
3 columns x 365 mm (half page)	kr.	24.800
2 columns x 365 mm	kr.	17.800
3 columns x 180 mm	kr.	13.665

Online Exposure...

The supplement is also published as an e-paper on all the JFMnewspapers digital news sites - open to subscribers as well as non-subscribers. Currently we have **95.508** unique e-newspaper readers on our JFM-newspapers every month.

The above mentioned prices are in netto incl. 4 colors, but fees for production, environment, VAT and the e-profile are not included in the prizes above.

Project manager for Danish Travel Show Anders Ladefoged states:

"As official mediapartner it is extremely important to be able to live up to the high quality that characterizes Danish Travel Show. Jysk Fynske Medier meets our expectations to the fullest.

They are not only a serious mediapartner. They are also able to attract customers with spending powers. That's why we are happy to continue our collaboration in 2023".



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Sources:
Index Danmark/Gallup, Year 2021/Age: 12 Year+/Samples: 21.960, weekday,
Google Analytics September 2021-September 2022.