

# WOULD YOU LIKE TO OBTAIN A SHARE OF A TRAVEL BUDGET OF 3.4 BILLION KR.?

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

- 243.000 consider holiday in Denmark
- 87.000 consider holiday in The Nordic countries
- 244.000 consider holiday in Europe
- 25.000 consider holiday in other foreign countries

Within the next 12 months  
45.000 readers are considering camping holidays in Denmark - 27.000 readers are considering camping holidays abroad

The 15 newspapers have altogether **481.000** readers



#### Date of publication/Publishing area

Friday the 14th of February  
supplement in Fyens Stiftstidende, Århus Stiftstidende, Randers Amtstavis, JyskeVestkysten, Nordjyske Stiftstidende, Herning Folkeblad and Midtjyllands Avis.

Saturday the 15th of February 2020  
supplement in Horsens Folkeblad, Vejle Amts Folkeblad and Fredericia Dagblad.

Sunday the 16th of February 2020  
supplement in Viborg Stifts Folkeblad, Dagbladet Holstebro, Dagbladet Struer, Dagbladet Ringkøbing-Skjern and Lenvig Folkeblad.

#### Deadline

For ordering production of ads: The 24th January  
For ads already produced: The 3th February

#### Ad sizes/-prices

Pr. mm .....	kr. 22
6 columns x 365 mm (full page) .....	kr. 50.000
6 columns x 180 mm (half page) .....	kr. 27.500
3 columns x 365 mm (half page) .....	kr. 27.500
2 columns x 365 mm .....	kr. 19.750
3 columns x 180 mm .....	kr. 15.150

#### 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 **78.289** 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 continue our collaboration in 2020".*



Nikolai Iversen - Phone +45 2069 2530 - Mail nisi@jfmedier.dk  
Torben Andersen - Phone +45 2072 8583 - Mail torba@jfmedier.dk



Sources:  
Index Danmark/Gallup, 1. halfyear 2019/Age: 12 år+/Samples: 12.327.  
Index Danmark/Gallup, 1. halfyear 2019/Age: 12 år+/Samples: 4.682.  
Google Analytics 01.01.2019-31.10.2019.