



## 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. JFM 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 2024”.

Camping and outdoor leisure time is something the readers of all our 12 papers are interested in. But they do not only enjoy the pleasures of caravanning – they also enjoy reading about camping in supplements and magazines. So regardless of whether you offer or promote the latest in camping equipment, luxurious caravans or exciting new campsite facilities you will in our paper “Danish Travel Show- Camping edition” be seen by an audience that is passionate about camping.

### Advantages of advertising in the supplement “Camping Ferie For Alle”

#### Exposure...

With an ad in the supplement you reach 292.000 readers in 12 newspapers. Within the next 12 months are 34.000 readers considering camping holidays in Denmark and 17.000 are considering camping holidays in other countries.

#### Targeted advertising...

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

- 188.000 holiday in Denmark
- 160.000 holiday in Europe
- 63.000 holiday in The Nordic countries

For further information

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Contact your JFM-advisor today





# Camping FERIE FOR ALLE – supplement in 12 newspapers

## Date of publication/Publishing area

Saturday the 17th of February  
supplement in Dagbladet Holstebro, Dagbladet Ringkøbing-Skjern, Dagbladet Struer, Folkebladet Lemvig, Fredericia Dagblad, Fyens Stiftstidende, Horsens Folkeblad, JydskeVestkysten, Randers Amtsavis, Vejle Amts Folkeblad, Viborg Stifts Folkeblad and Århus Stiftstidende

## Deadline

For ordering productions of ads:  
The 29th January 2024  
For ads already produced:  
The 31th January 2024

## Ad sizes/-prices



Full page  
6 col. x 365 mm  
Kr. 33.000



Half page  
6 col. x 180 mm  
Kr. 20.350



Half page  
3 col. x 365 mm  
Kr. 20.350



1/3 page  
2 col. x 365 mm  
Kr. 13.750



1/4 page  
3 col. x 180 mm  
Kr. 11.000



Pr. mm  
Kr. 24

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

## Online Exposure...

The supplement is also published as an e-paper on all the newspapers digital news sites – open to subscribers as well as non-subscribers. Currently we have 69.730 unique e-newspaper readers on our newspapers every month.



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