



Danish Travel Show

FERIE FOR ALLE

23.-25. februar 2024

Would you like to obtain a share of a travel budget of 1.9 billion kr.?



Project manager for Danish Travel Show Anders Ladefoged states:

“As of cial 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”.

Advantages of advertising in the supplement “Ferie For Alle”

Exposure...

With an ad in the supplement you reach 353.000 readers in 15 newspapers. Within the next 12 months are 45.000 readers considering camping holidays in Denmark and 18.000 are considering camping holidays in other countries.

Targeted advertising...

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

- 228.000 holiday in Denmark
- 198.000 holiday in Europe
- 76.000 holiday in The Nordic countries

For further information

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Contact your JFM-advisor today





FERIE FOR ALLE – supplement in 15 newspapers

Date of publication/Publishing area

Friday the 16th February 2024
supplement in Fredericia Dagblad, Fyens
Stiftstidende, Horsens Folkeblad,
JyskeVestkysten, Vejle Amts Folkeblad,
Midtjyllands Avis, Skive Folkeblad and Herning
Folkeblad

Sunday the 18th February 2024
supplement in Dagbladet Holstebro, Dagbladet
Ringkøbing-Skjern, Dagbladet Struer, Folkebladet
Lemvig, Randers Amtsavis, Viborg Stifts Folkeblad
and Århus Stiftstidende

Deadline

For ordering productions of ads:
Monday 29th January 2024

For ads already produced:
Wednesday 31st January 2024

Ad sizes/-prices



Full page
6 col. x 365 mm
Kr. 45.000



Half page
6 col. x 180 mm
Kr. 24.800



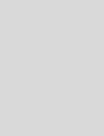
Half page
3 col. x 365 mm
Kr. 24.800



1/3 page
2 col. x 365 mm
Kr. 17.800



1/4 page
3 col. x 180 mm
Kr. 13.665



Pr. mm
Kr. 28

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/apps – 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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