

TRAVELMEDIA NORDIC



Direct access to the Nordic travel industry



Get your message across to 200,000 unique visitors monthly

Advertising on our media is a powerful way of reaching the Danish and Scandinavian travel industry as well as frequent travellers.

Our medias combined are offering:

- Daily unique visitors 12,000
- Monthly user sessions 600,000
- Monthly page views 1,000,000

BANNER ADS

Sizes are on desktop version. Responsive banners will also be on mobile version.



SIZE	Rate per week		Rate per week	
	DKK	EUR	DKK	EUR
930 x 180 px	10,000	1,330	10,000	1,330
300 x 600 px	7,000	930	7,000	930
300 x 250 px	5,000	700	5,000	700
160 x 600 px	2,500	330	2,500	330

Other formats / CPM-rates on request.

Reach the mailbox of 15,000 industry professionals and frequent travelers with our daily newsletters

The newsletters are distributed on all weekdays and is supplemented by Extra News and Breaking News when appropriate

- CHECK-IN.DK 7,400 recipients
- STANDBY.DK 7,200 recipients
- Open rate in average from 45 to 55 %

NEWSLETTER ADS

Format is 530 x 200 pixels. Distributed on all weekdays.



	Rate per week		Rate per week	
	DKK	EUR	DKK	EUR
Top (530 x 400)	7,500	1,000	7,500	1,000
Top banner	5,000	700	5,000	700
Mid banner	4,000	530	4,000	530
End banner	3,000	400	3,000	400

Other formats on request.

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Advertorials | sponsored content

Do you have an in-depth message you want to get across to travel professionals in the Danish and Scandinavian travel industry?



Lufthansa popper champagnen i Billund Lufthavn med en ny rute til München

(SPONSORERET INDHOLD) Lufthansa åbner to daglige afgange fra Billund Lufthavn til München fra maj 2022. Ruten bliver attraktiv for både ferierejsende og erhvervsrejsende.

Our advertorials provide significant benefits to your linkbuilding and SEO.

An advertorial is paid content designed as a news article with explicit declaration that content is commercial.

Weekly publishing rate DKK 7,500 | EUR 1,000

Partner Directory

Boost your company's SEO value and be found in Scandinavia's leading partner forum for the travel and tourism trade.



BASIC PARTNERSHIP

- Logo on front page slider
- Direct link from front page footer
- Logo and link from partner directory page

Rate DKK 6,000 / EUR 800 per year

Job market

Most targeted job market in the Scandinavian aviation, travel, hospitality, and tourism industry.

Our job market is the natural choice in the recruitment process.



(DK) Rejsespecialist til FDM travel – Aarhus, Lyngby, Aalborg og Vejle

Udløber: 21.02.2022



(DK) Trade Support Specialister til vores helpdesk for individuelle rejser

Udløber: 21.02.2022



(DK) Flyansvarlig til Viktors Farmor nord for Aarhus

Udløber: 15.02.2022



(DK) Travel Consultant – CWT Business Travel, Copenhagen

Udløber: 07.02.2022



(DK) Primo Tours-koncernen søger marketingansvarlig

Udløber: 06.02.2022

JOB POSTINGS

- Front page exposure with logo and job title
- Posting on our social media (Facebook and LinkedIn)
- Link to job posting in our daily newsletter
- Publishing period of 30 days

DKK 3,950 | EUR 530 for one media

DKK 5,950 | EUR 800 for both media

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Sponsorship for Danish Travel Awards

Every year since 1996, STANDBY.DK has been the organizer of Danish Travel Awards, which is the annual award ceremony in the Danish travel industry.

An event that attracts 400 decision-makers from the entire travel industry in Scandinavia.

Prizes are awarded in around 20 categories based on an analysis conducted by an external research institute.

Next Danish Travel Awards to be held on **October 4th, 2023**, in Cirkusbygningen, Copenhagen.

GOLD SPONSOR

- Speech or video presentation on stage (max. 3 min.)
- Reserved table in front position for 10 people
- Display or roll-up in foyer / hand-outs on tables
- Logo on venue screen, invitation, and website

Sponsorship fee DKK 75,000

SILVER SPONSOR

- Reserved table for 4 people
- Logo on venue screen, invitation, and website

Sponsorship fee DKK 35,000



General information

TERMS AND CONDITIONS

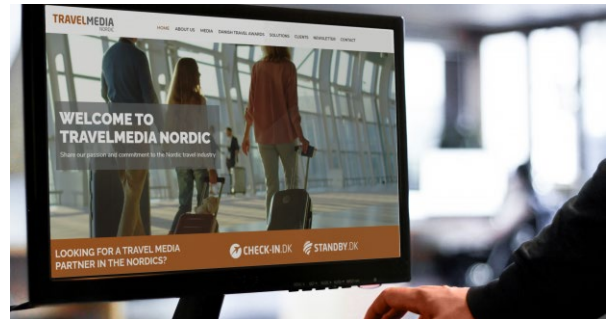
The following conditions are valid unless other is specified or agreed upon.

- Rates are valid from 1st January 2023
- Combination and volume discount available on request.
- All advertising rates are exclusive of 25 % Danish VAT where applicable. Invoiced web marketing services to legal entities inside EU are exempted from VAT according to Danish tax laws.
- Media agency compensation is 5 %.
- Terms of payment is 14 days net, unless other conditions agreed.

COMPANY WEBSITE

For more detailed information and background of our company, please visit our company website:

www.travelmedianordic.com



CONTACT

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