

SWEDEN'S LARGEST TRAVEL MAGAZINE! WITH INSPIRATION FROM SWEDEN AND THE REST OF THE WORLD.

bonvoyagedi.se



Sweden's largest travel magazine in Dagens industri is now getting even bigger together with MTRX!

IN BON VOYAGE, as an advertiser you are offered

destination, hotel, travel, product, etc. to Dagens

Industri's readers and MTRX's train passengers in

TARGET GROUP AND SCOPE IN DAGENS INDUSTRI

Dagens Industri's 299,000 ** readers spend about

10 billion a year on their own leisure travel. Our

readers have high ambitions in their lives, which means that they work a lot and have less free time

than the average. So when vacations are planned with family and friends, the focus is more on the

Bon Voyage will be published in 2021 with 4 editions

experience rather than the price tag.

in April, May, September and November. •

a fantastic opportunity to expose your brand,

an exclusive and unique way.

MTRX TRAIN NOW OFFERS THEIR TRAVELERS THE OPPORTUNITY TO READ BON VOYAGE DURING THEIR JOURNEY. THE MTRX TRAIN COMPANY, WHICH HAS OVER 780,000* TRAVELERS ANNUALLY AS WELL AS SWEDEN'S MOST SATISFIED TRAIN TRAVELERS ACCORDING TO THE SWEDISH QUALITY INDEX.

BON VOYAGE HAS BEEN distributed since 2013 as an annex in Dagens industri -the Nordic region largest business newspaper. 2021 will the distribution extend and also be an exclusive on-board magazine on MTRX's trains and will be available in all their chair pockets.

We are very pleased to be able to offer this exclusive extra distribution via MTRX, which means that with 4 editions of Bon Voyage we have a total reach of over 2 million readers* during the year.

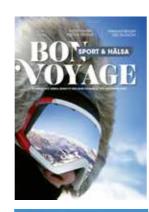


NEAR AND FAR TRAVEL DESTINATIONS, activities / places to visit, the city / country / sea, local gems in Sweden, a neighboring country, Europe as well as the world a little further away - all to inspire rich experiences during both your and your family's leisure time. Here you will find inspiration for travel and products in different price ranges.





*780 000 yearly travellers. Source MTRX **299 000 readers per edition of Dagens industri. Source: Orvesto 2019: full year









FACTS about our readers:



The readers in Dagens industri indicate that they are pretty or highly interested in travel in the target segment of Bon Voyage. Their demo graphics of their top destinations include*:

SUN & SEA FOOD & WINE TOU **ADVENTURE** THEME TRAINING CULTURE ALL INCLUSIVE SPA CRUISES SKI TRIPS

CITY

HOLIDAYS ABROAD*

• 77,5% of our readers state that they are quite or very interested in vacationing abroad.

high spender on holiday trips abroad.

MTRX'S GOALS: "To become the most popular travel company through a superior service experience."

A DESCRIPTION OF A DESCRIPTION

MTRX IS THE TRAIN COMPANY that, since March 2015, transports people between Stockholm and Gothenburg through easier and more sustainable travel.

Since the start, MTRX has been voted as Sweden's best train company five years in a row by the Swedish Quality Index and has also been the most punctual operator of all trains and airlines on the route 2017. 2018 and 2019. With their modern trains they offer easy travels for conscious travelers looking for safe, smart and personal travel for work or private.



MTRX has up to 114 departures a week and over 780,000 travelers a year. ◆

	73,8%
	71%
JRS	57,7%
	55,1%
	54,1%
	45,2%
	52,6%
	52,3%
	45,3%
	46,2%
	46,5%

• 66,8% tate that they are medium or

HOLIDAYS IN SWEDEN*

· 78,8% of our readers say that they are quite or very interested in vacationing in Sweden.

• 65,9% state that they are medium or high spender on holiday trips in Sweden.

· 64,8% of our readers state that they make 6 or more, private trips within Sweden per year.

• 74,9% aof our readers spend 3 or more nights privately in hotels in Sweden per year.

OUR READERS*

- 88,8% state that the household economy is guite / very good
- 60,1% have a household income exceeding 600,000 sek / year.
- 25% have a personal income exceeding 600,000 sek / year.
- 71,3% are married or cohabiting.
- 70,3% have children

*Source Dagens industri. ORVESTO Consumer 2019: full year



PARTNER PROMOTION

AS AN ADVERTISER YOU HAVE A FANTASTIC **EXPOSURE OPPORTUNITY!** Together with our writers you create an inspiring exclusive report on your destination, cruise, facility, event, service etc.

Inspirational texts and facts mixed with pictures make the content a very positive experience. Your promotional article would also have its own heading in the magazine's table of contents. •



Reinforce your campaign on Di.se and reach another 500,000 unique readers



Information & booking

PUBLICATIONS 2021:

No 1: April 12th No 2: May 27th No 4: November 18th

Deadline: March 12th Deadline: May 3rd No 3: September 23th Deadline: September 6th **Deadline: November 1st**

INFORMATION & BOOKING:

ELISABETH BÜLOW CELL PHONE +46 (0)735-289 144 E-MAIL elisabeth.bulow@newsfactory.se AS AN ADVERTISER IN BON VOYAGE you have a fantastic opportunity to reach your message / campaign thrugh Bon Voyage Content marketing via the start page on di.se. Here you communicate with our readers between the editions and exactly when it suits you. Of course, we help you with all production.

With marketing Dagens industri print and digital you have only 22% double coverage. ◆



GRAPHIC ADS

Spread	130.800 SEK
Full page	82.800 SEK
Half page	46.800 SEK
Quarter page	28.880 SEK
4th cover page	93.600 SEK

540 x 375 mm + 5 mm bleed 270 x 375 mm 240 x 170 mm / 117 x 346 mm 240 x 82 mm / 117 x 170 mm 270 x 375 mm

PARTNER PROMOTION

149.800 SEK

92.800 SEK

Spread Fullpage

bonvoyagedi.se

