



**NEWS 2021**  
**EXTENDED**  
**DISTRIBUTION**  
**DAGENS INDUSTRI**  
**+ NOW MTRX**  
**ON BOARD!**

# BON VOYAGE

**SWEDEN'S LARGEST TRAVEL MAGAZINE!**  
**WITH INSPIRATION FROM SWEDEN AND THE REST OF THE WORLD.**  
[bonvoyagedi.se](http://bonvoyagedi.se)



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

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.

**IN BON VOYAGE**, as an advertiser you are offered a fantastic opportunity to expose your brand, destination, hotel, travel, product, etc. to Dagens Industri's readers and MTRX's train passengers in an exclusive and unique way.

**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 experience rather than the price tag. Bon Voyage will be published in 2021 with 4 editions in April, May, September and November. ♦



## 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 demographics of their top destinations include\*:

CITY	73,8%
SUN & SEA	71%
FOOD & WINE TOURS	57,7%
ADVENTURE	55,1%
THEME	54,1%
TRAINING	45,2%
CULTURE	52,6%
ALL INCLUSIVE	52,3%
SPA	45,3%
CRUISES	46,2%
SKI TRIPS	46,5%

### HOLIDAYS ABROAD\*

- **77,5%** of our readers state that they are quite or very interested in vacationing abroad.
- **66,8%** state that they are medium or high spender on holiday trips abroad.

### 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%** of our readers spend 3 or more nights privately in hotels in Sweden per year.

### OUR READERS\*

- **88,8%** state that the household economy is quite / 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

### MTRX'S GOALS:

*"To become the most popular travel company through a superior service experience."*

**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.



The majority of MTRX's travelers are between 25-64 years old, the distribution between women and men is 60% women and 40% men. On average, travelers make 6 round trips a year.

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



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



**AS AN ADVERTISER IN BON VOYAGE** you have a fantastic opportunity to reach your message / campaign through 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. ♦



## Information & booking

### PUBLICATIONS 2021:

- |                             |                                |
|-----------------------------|--------------------------------|
| <b>No 1: April 12th</b>     | <b>Deadline: March 12th</b>    |
| <b>No 2: May 27th</b>       | <b>Deadline: May 3rd</b>       |
| <b>No 3: September 23th</b> | <b>Deadline: September 6th</b> |
| <b>No 4: November 18th</b>  | <b>Deadline: October 18th</b>  |

### GRAPHIC ADS

Spread	130.800 SEK	540 x 375 mm + 5 mm bleed
Full page	82.800 SEK	270 x 375 mm
Half page	46.800 SEK	240 x 170 mm / 117 x 346 mm
Quarter page	28.880 SEK	240 x 82 mm / 117 x 170 mm
4th cover page	93.600 SEK	270 x 375 mm

### PARTNER PROMOTION

Spread	149.800 SEK
Fullpage	92.800 SEK

### INFORMATION & BOOKING:

ELISABETH BÜLOW  
CELL PHONE +46 (0)735-289 144  
E-MAIL [elisabeth.bulow@newsfactory.se](mailto:elisabeth.bulow@newsfactory.se)

