



BON VOYAGE

DISTRIBUTION
IN DAGENS
INDUSTRI AND
MTRX
ON BOARD!

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

bonvoyagedi.se



2022

BON VOYAGE

– the Travel Magazine in Dagens industri & exclusive Travel Magazine on board the MTRX

BON VOYAGE TRAVEL MAGAZINE WHICH REACHES ALL DAGENS INDUSTRI'S 288,000 READERS ON 4 OCCASIONS DURING THE YEAR. WE ALSO HAVE THE PLEASURE TO ANNOUNCE THAT BON VOYAGE WILL CONTINUE TO BE AN EXCLUSIVE TRAVEL MAGAZINE FOR MTRX TRAINS 780,000* TRAVELERS.

2022 BON VOYAGE IS DISTRIBUTED in Dagens industri - the Nordic countries's largest business newspaper and as an exclusive on-board magazine on all MTRX trips.

The response has been very good and we are very pleased to be able to offer this exclusive extra distribution onboard MTRX also in 2022, which means that with 4 editions of Bon Voyage we have a total reach of over 2 million readers * during the year.



SHORT AND LONG TRAVEL, activities / destinations, the city / country / sea, at home in Sweden, the neighbouring country, Europe and the world a little further away - all to fill you and your family's leisure time with experiences. Here you will find inspiration for travel and products in different price ranges. In our editions during the year, famous interesting profiles will also be included and tell us about their best travel experiences and suggest personal favorite destinations.

IN BON VOYAGE, you as an advertiser 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 exclusively unique way. Bon Voyage should be read by many and for the best reading experience, the magazine is printed on large surfaces and fine quality paper.



TARGET GROUP AND RANGE IN DAGENS INDUSTRI
Dagens Industri's 288,000 ** readers spend about 10 billion a year on their private travel. Our readers have high ambitions in their lives, which means that they work a lot and have less free time than most others, so when the holiday with the family is planned, it is the experience you focus on and not always the price tag.

Bon Voyage will be published in 2022 with 4 editions in February, April, September and October. Welcome to join our journey!

Bon Voyage
Ingela Engblom, Editor

BON VOYAGE
bonvoyagedi.se

Dagens industri **MTRX**

*780 000 yearly travellers. Source MTRX.

**288 000 readers per edition of Dagens industri. Source: ORVESTO 2021:2
Kantar Sifo's large media and target group survey. ORVESTO Consumer describes the Swede's media consumption, sociodemography and consumption patterns between the ages of 16-80.



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	64%
SUN & SEA	62%
FOOD & WINE TOURS	42%
ADVENTURE	39%
THEME	35%
TRAINING	32%
CULTURE	32%
ALL INCLUSIVE	37%
SPA	30%
CRUISES	27%
SKI TRIPS	42%

HOLIDAYS ABROAD*

- **76,2%** 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.

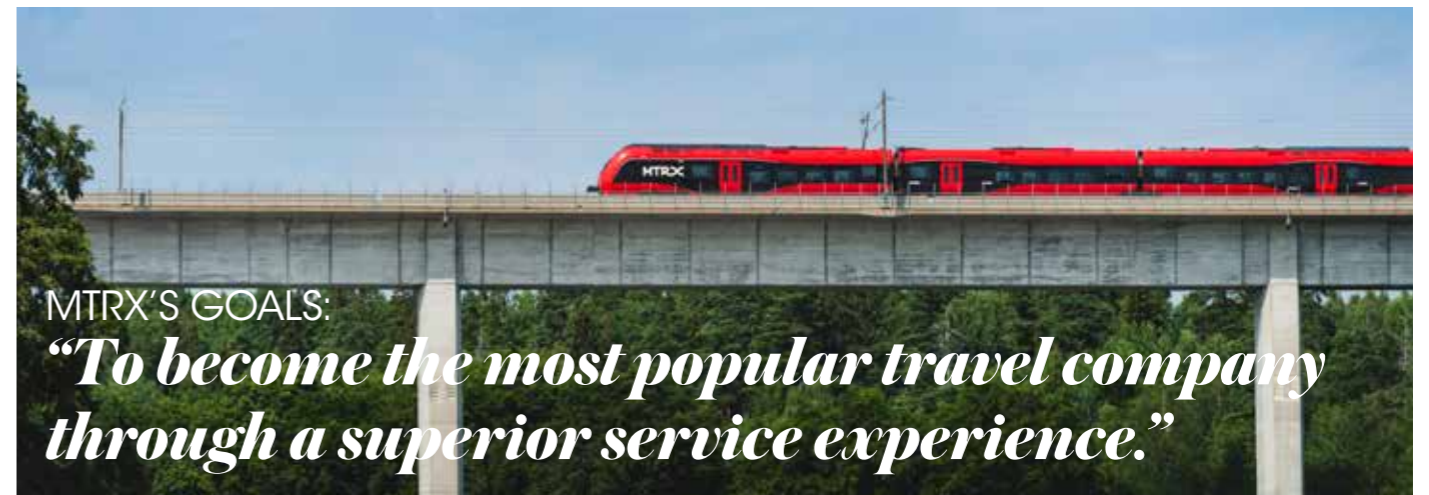
HOLIDAYS IN SWEDEN

- **79,3%** of our readers say that they are quite or very interested in vacationing in Sweden.
- **63,2%** 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*

- **91,9%** state that the household economy is quite / very good
- **64,8%** have a household income exceeding 600,000 sek / year.
- **22%** have a personal income exceeding 600,000 sek / year.
- **69,5%** are married or cohabiting.
- **69,4%** have children

Source: ORVESTO 2021:2 | *Dagens Industri ORVESTO Consumer 2019: full year



MTRX IS THE TRAIN COMPANY that since 2015 takes people between Stockholm and Gothenburg through easier and more sustainable travel. Since the start, MTRX has been named Sweden's best train company five years in a row according to the Swedish Quality Index and has also been the most punctual of both flights and trains on the route in 2017-2020.

MTRX has 6 trains running Stockholm-Gothenburg, and from 2022 has up to 126 departures a week and over 780,000 * passengers a year.

This means 7-11 departures per direction depending on the day of the week. With the MTRX trains, 50 - 70,000 passengers

now travel every month. The majority of MTRX's travelers are between 25-54 years old, the distribution between women and men is 60% women and 40% men. On average, travelers make 6 round trips a year. ♦



PARTNER PROMOTION

AS AN ADVERTISER YOU HAVE A FANTASTIC EXPOSURE OPPORTUNITY!

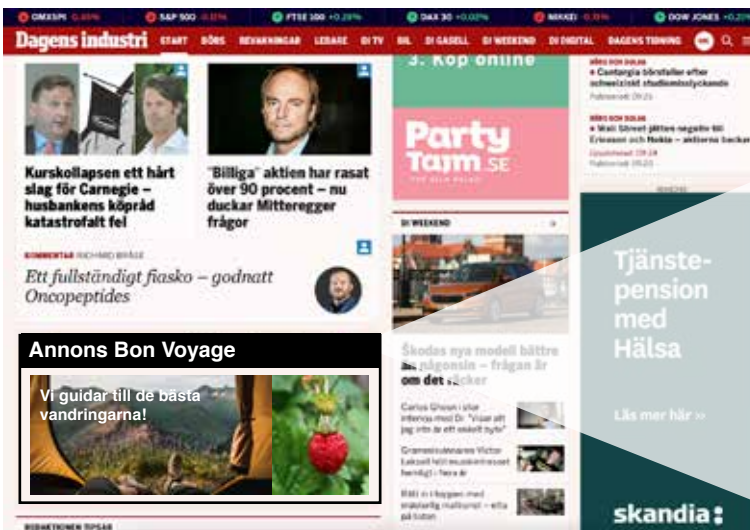
Together with our writers you create an inspiring exclusive report on your destination, cruise, facility, event, service etc.

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 2022:

- No 1: February 17th** **Deadline material: January 13th**
- No 2: April 13th** **Deadline material: March 17th**
- No 4: September 15th** **Deadline material: August 12th**
- No 5: October 27th** **Deadline material: September 23rd**

Partner Promotion deadline:
10 days before material deadline

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
Full page	92.800 SEK

INFORMATION & BOOKING:
 ELISABETH BÜLOW CELL PHONE +46 (0)735-289 144
 E-MAIL elisabeth.bulow@newsfactory.se

