



**\*NEWS**  
**MTRX Special Editions**  
**May & November**  
*Facebook 1 million exposures*  
*Di.se 100,000 exposures*

**DISTRIBUTION**  
**IN DAGENS**  
**INDUSTRI AND**  
**MTRX**  
**ON BOARD!**

2023

# BON VOYAGE

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





# Bon Voyage, the travel magazine in Dagens industri and exclusive travel magazine on board MTRX

BON VOYAGE TRAVEL MAGAZINE 2023 EXPANDS TO 6 EDITIONS AS AN EXCLUSIVE TRAVEL MAGAZINE FOR MTRX TRAIN'S 800,000\* TRAVELERS. FOUR OF THEM WILL EVEN REACH DAGENS INDUSTRI'S 287 000\* READERS.

**2023 BON VOYAGE IS DISTRIBUTED** in Dagens industri - the Nordic region'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 2023, which means that with 6 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 neighboring country, Europe and the world a little further away - all to gild your 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 287,000\*\* 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 2023 with 6 editions in February, May\*, June, July, October, November\*. (\*MTRX special editions. More information on page 4). ♦

Welcome to join our journey!  
Ingela Engblom, Editor Bon Voyage



Source: \*Dagens industri Orvesto konsument: 2021 Helår

## 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	64,7%
SUN & SEA	62%
FOOD & WINE TOURS	42,5%
ADVENTURE	38%
THEME	35,6%
TRAINING	29,8%
CULTURE	31,5%
ALL INCLUSIVE	37%
SPA	31,1%
CRUISES	27,8%
SKI TRIPS	42,9%

### HOLIDAYS IN SWEDEN\*

- **78,8%** of our readers say that they are quite or very interested in vacationing in Sweden.
- **63,5%** state that they are medium or high spender on holiday trips in Sweden.
- **65%** of our readers state that they make 6 or more, private trips within Sweden per year.

### OUR READERS\*

- **90,4%** state that the household economy is quite / very good
- **68,7%** have a household income exceeding 600,000 sek / year.
- **27,7%** have a personal income exceeding 600,000 sek / year.
- **69,1%** are married or cohabiting.
- **69,3%** have children

### HOLIDAYS ABROAD\*

- **73,7%** 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.



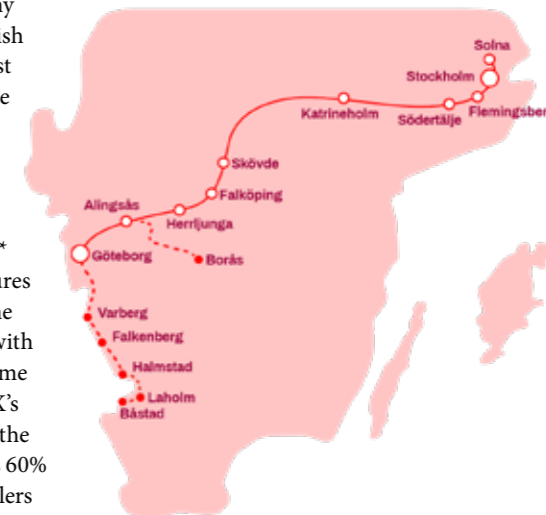
**MTRX IS THE TRAIN COMPANY** that since 2015 has been taking people between Stockholm and Gothenburg through simpler and more sustainable travel. More and more Swedes prefer the train as a means of travel.



With a greater awareness of the climate impact and ambitious conversion goals, the choice of means of transport is when many people themselves can contribute to positive change. MTRX has modern, environmentally friendly trains adapted to the Swedish climate that use less electricity than many other train models on the market. Since its inception, MTRX has managed

to be named Sweden's best train company six 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 during 2017-2021.

**MTRX HAS 6 TRAINS RUNNING** Stockholm-Gothenburg and from 2022 up to 126 departures a week and over 800,000\* travelers a year. This means 7-11 departures per direction depending on the day of the week. 50-80,000 passengers now travel with the MTRX trains every month. Travel time from approx. 3 h. The majority of MTRX's passengers 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.\*



\*800 000 travelers yearly. Source: MTRX.

Source:\*\* Dagens industri Orvesto konsument: 2021 Helår

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.



# 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. ♦



## NEWS 2023: BON VOYAGE EXPANDS!

**MTRX + DI.SE + FACEBOOK**

**BON VOYAGE EXPANDS WITH** two exclusive special editions with a unique distribution through the seat pockets on the MTRX trains.

1 million travel-interested Facebook users will be able to take part in the digital version of the magazine and 100,000 Di.se readers will also be able to take part in the digital version of the magazine. ♦



## Information & booking

### PUBLICATIONS 2023:

- |                            |                                                                          |
|----------------------------|--------------------------------------------------------------------------|
| <b>No 1: February 16*</b>  | <b>Material: January 19</b>                                              |
| <b>No 2: May 4**</b>       | <b>Material: April 6</b>                                                 |
| <b>No 3: June 8*</b>       | <b>SommarSverige ("Summer in Sweden" with only Swedish destinations)</b> |
| <b>No 4: July 13*</b>      | <b>Material: June 15</b>                                                 |
| <b>No 5: October 5*</b>    | <b>Material: September 5</b>                                             |
| <b>No 6: November 16**</b> | <b>Material: October 19</b>                                              |

**PARTNER PROMOTION DEADLINE:**  
**10 days before material deadline**

\*Dagens industri + MTRX | \*\*Special Edition MTRX + Di.se + Facebook

### GRAPHIC ADS

Spread	130.800* / 71.940 sek**	540 x 375 mm + 5 mm bleed
Full page	82.800* / 45.540 sek**	270 x 375 mm
Half page	46.800* / 25.740 sek**	240 x 170 mm / 117 x 346 mm
Quarter page	28.880* / 15.884 sek**	240 x 82 mm / 117 x 170 mm
4th cover page	93.600* / 51.480 sek**	270 x 375 mm

### PARTNER PROMOTION

Spread	149.800* / 82.390 sek**
Fullpage	92.800* / 51,040 sek**

### INFORMATION & BOOKING:

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