



2024

DISTRIBUTION  
IN DAGENS  
INDUSTRI AND  
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)





# Bon Voyage, the Travel Magazine in Dagens industri & exclusive Travel Magazine on board the MTRX

BON VOYAGE TRAVEL MAGAZINE CONTINUES WITH SIX EDITIONS IN 2024 AS EXCLUSIVE ONBOARD MAGAZINE FOR MTRX TRAINS 850,000\* TRAVELERS OF WHICH FOUR IN THE MAIN CHANNEL DAGENS INDUSTRI, WITH ITS 267,000\*\* READERS.

NEW FOR 2024! ÄNGELHOLM IS THE NEW SUMMER DESTINATION FOR MTRX.

**2024 BON VOYAGE WILL BE DISTRIBUTED** in Dagens industri - the largest business newspaper in the Nordics and as an exclusive on-board magazine on all MTRX voyages.

The response in 2023 has been very good and we are very pleased to be able to offer this exclusive extra distribution via MTRX in 2024 as well. In 2024, we will also issue Bon Voyage on 6 occasions, which gives 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 267,000 \*\* 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.

**DURING 2024, BON VOYAGE WILL** come out with six editions in February, May\*, June, July, October\* and in November.

(\*MTRX special edition. More information on page 4)

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



## FACTS about our readers:

### BON VOYAGES 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	70,1 %
SUN & SEA	65,1 %
FOOD & WINE TOURS	53,6 %
ADVENTURE	41,2 %
THEME	42,4 %
TRANING	34,7 %
CULTURE	40,3 %
ALL INCLUSIVE	41%
SPA	37%
CRUISES	
IN ÖSTERSJÖN	21,7 %
ABROAD	34,6 %
SKI TRIPS	47,1 %

### HOLIDAYS ABROAD\*

**70,6%** of our readers state that they are quite or very interested in vacationing abroad.

### HOLIDAYS IN SWEDEN\*

**76,6%** of our readers say that they are quite or very interested in vacationing in Sweden.

**70,5%** state that they are medium or high spender on holiday trips in Sweden.

**71,9%** of our readers state that they make 6 or more, private trips within Sweden per year.

### OUR READERS\*

**89,1%** state that the household economy is quite / very good.

**64,1%** have a household income exceeding 600,000 sek / year.

**28,5%** have a personal income exceeding 600,000 sek / year.

**69,7%** are married or cohabiting.

**66,9%** have children.



Source: \*Dagens industri Orvesto konsument: 2022. Høle year.

**The train has a key role in climate change**

**ÄNGELHOLM - NEW SUMMER DESTINATION 2024**

**SVERIGES NÖJDASTE KUNDER 2023**

**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 mode of travel. With a greater awareness of climate impact and ambitious transition goals is the choice of means of transport important where 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 2017-2023, with the exception of 2021. MTRX also has Sweden's most satisfied customers for passenger transport by train in 2023 according to a study from the Swedish Quality Index.

**MTRX HAS SIX TRAINS** that operate Stockholm-Gothenburg and from 2022 up to 126 departures a week and 850,000\* travelers a year. This means 7-11 departures per direction depending on the day of the week. 65-75,000 passengers now TRAVEL ON MTRX TRAINS every month. Travel time from approx. 3 h and 10 min. The majority of MTRX's travelers are between 25-64 years of age, the distribution between women and men is 60% women and 40% men. On average, travelers make 6 round trips a year.\* ♦



Source: \*MTRX



\*850 000 travelers yearly. Source: MTRX.

\*\* Dagens industri Orvesto konsument: 2022. Høle year.

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. ♦



# TWO SPECIAL EDITIONS ON THE MTRX TRAINS

## MTRX + DI.SE + FACEBOOK

**BON VOYAGE HAVE** 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

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