



2024

DISTRIBUTION
IN DAGENS
INDUSTRI
AND VR*
ON BOARD!

BON VOYAGE

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



MTRX has changed its name to VR



Bon Voyage, the Travel Magazine in Dagens industri & exclusive Travel Magazine on board the VR* trains

BON VOYAGE TRAVEL MAGAZINE CONTINUES WITH SIX EDITIONS IN 2024 AS EXCLUSIVE ONBOARD MAGAZINE FOR VR HIGH SPEED 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 VR.



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 VR voyages.

The response in 2023 has been very good and we are very pleased to be able to offer this exclusive extra distribution via VR 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 VR'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. (*VR 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.



VR 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. VR 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, VR 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. VR also has Sweden's most satisfied customers

for passenger transport by train in 2023 according to a study from the Swedish Quality Index.

VR HAS SIX TRAINS that operates 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 VR TRAINS every month. Travel time from approx. 3 h and 10 min. The majority of VR'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.*

MTRX BECOMES VR. Red shall become green - with new Nordic owners in the form of Finnish VR group, MTRX continues with

VR, the high-speed train service between Stockholm and Gothenburg continues in the same comfortable, flexible and service-oriented way. Trains and uniforms has become greener now after the summer. ♦



Source: *VR



*MTRX has changed its name to VR **850 000 travelers yearly. Source: VR. ***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 VR TRAINS

VR + DI.SE + FACEBOOK

BON VOYAGE HAVE two exclusive special editions with a unique distribution through the seat pockets on the VR 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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BON VOYAGE
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