



2025

DISTRIBUTION
IN DAGENS
INDUSTRI
AND VR*
ON BOARD!

BON VOYAGE

DISCOVER SWEDEN & THE WORLD
SWEDEN'S LARGEST TRAVEL MAGAZINE | bonvoyagedi.se



MTRX has changed its name to VR.

Discover Sweden & the World

Put your brand in the spotlight and create lasting impressions!

JOIN US ON THE JOURNEY! BON VOYAGE CONTINUES IN 2025 WITH FIVE EXCITING ISSUES, BLENDING CULTURE, ENTERTAINMENT, OUTDOOR ADVENTURES, ACCOMMODATION AND MUST-VISIT DESTINATIONS. AS SWEDEN'S LARGEST TRAVEL MAGAZINE, WE CATER TO READERS WHO BOTH WANT TO AND CAN EXPLORE THE WORLD. BON VOYAGE IS ALSO DAGENS INDUSTRI'S EXCLUSIVE TRAVEL MAGAZINE AND THE PREMIUM ONBOARD PUBLICATION FOR VR TRAINS, REACHING READERS WHO VALUE THEIR LEISURE TIME AND TRAVEL FREQUENTLY AND FAR.

THE RESPONSE FROM OUR READERS DURING 2024 HAS BEEN OVERWHELMINGLY POSITIVE, AND WE ARE VERY PROUD TO REMAIN THE EXCLUSIVE ONBOARD MAGAZINE FOR VR IN 2025 AS WELL.

2025 Bon Voyage continues to set the standard as the premier travel magazine for discerning readers. Distributed through Dagens Industri, the largest business newspaper in the Nordics, and as the exclusive onboard magazine for VR trains.

In 2025, Bon Voyage will publish five issues, achieving a remarkable reach of over 1.7 million readers throughout the year. Three of these editions will be available to Dagens Industri's 270,000 affluent readers, while all five will be featured onboard VR trains, engaging 850,000 travelers.

We are also proud to have Magnus Noppa, CEO of SLAO****, contributing as a columnist in every issue. His insights will be amplified through his extensive digital network, enhancing the magazine's visibility and impact.

inspiration for travel and products across various price ranges, each issue features renowned personalities sharing their favorite destinations and travel tips.

A UNIQUE OPPORTUNITY FOR ADVERTISERS

As an advertiser, Bon Voyage provides an unparalleled platform to showcase your brand, destination, hotel, trip, museum, event, product, and more to Dagens Industri's readers and VR trains' travelers. Don't miss the chance to market your offerings to this exclusive audience in a distinctive way.

PREMIUM QUALITY & BROAD REACH

Bon Voyage is designed to be read and enjoyed by many, printed in a large format on premium-quality paper for the ultimate reading experience.

TARGET AUDIENCE & REACH IN DAGENS INDUSTRI

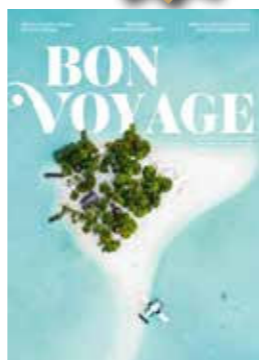
Dagens Industri's 270 000 readers spend approximately 10 billion SEK annually on personal travel. They prioritize meaningful experiences over price, often traveling far and wide with their families, balancing ambition in work and leisure.

2025 PUBLICATION DATES

Bon Voyage will be published five times in 2025: March, May (VR-special edition), June, October and November (VR-special edition)*.

Visit bonvoyagedi.se for more details and to learn how we can elevate your brand to new heights! (*VR special edition. More information on page 4)

Welcome to join us on 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	64,7 %
FOOD & WINE TOURS	52,6 %
ADVENTURE	48,2 %
TRAINING	33,8 %
CULTURE	39,9 %
ALL INCLUSIVE	36,5 %
SPA	30,9 %
CRUISES	
IN BALTIC SEA	16,1 %
IN THE REST OF THE WORLD	27,8 %
SKI TRIPS	47,1 %

HOLIDAYS ABROAD*
69,5% of our readers state that they are quite or very interested in vacationing abroad.
60,4 % report that they are medium or high spenders on international holiday trips.

HOLIDAYS IN SWEDEN*
72,5% of our readers say that they are quite or very interested in vacationing in Sweden.

68,9% state that they are medium or high spender on holiday trips in Sweden.

78,3% of our readers state that they make 6 or more, private trips within Sweden per year.

OUR READERS*
86,8% state that the household economy is quite/very good.
33,8% have a personal income exceeding 600 000 SEK/year
71,3% are married or cohabiting.
72,7% have children.
82,8% owns one or more cars



Source: *Dagens industri Orvesto konsument: 2023 Helår

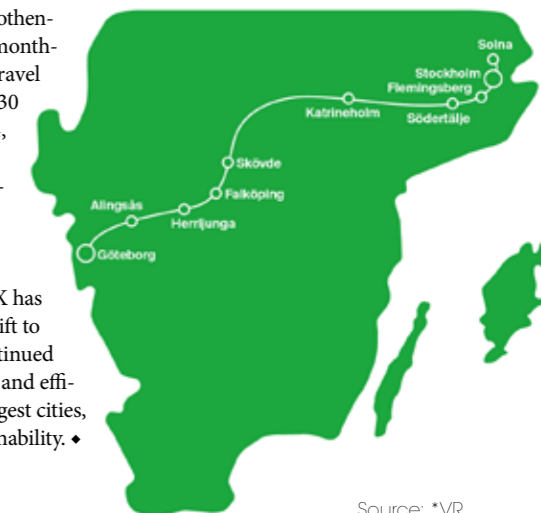


VR, FORMERLY MTRX, IS THE TRAIN COMPANY that since 2015 has been taking people between Stockholm and Gothenburg through simpler and more sustainable travel. More and more Swedes prefer the train as a mode of travel. With growing awareness of climate impact and ambitious transition goals, an increasing number of Swedes are choosing trains as their preferred mode of transport. VR operates modern, eco-friendly trains adapted to the Swedish climate, consuming less electricity than many other models on the market.

HIGHEST CUSTOMER SATISFACTION SINCE 2016
Under its previous brand, VR has been recognized by the Swedish Quality Index (SKI) as having Sweden's most satisfied rail passengers since 2016. Additionally, VR has consistently maintained punctuality on this route over several years.

FREQUENT AND RELIABLE SERVICE.
VR operates six trains on the Stockholm-Gothenburg route, offering up to 110 departures monthly, serving 70,000 to 80,000 passengers. Travel times start at approximately 3 hours and 30 minutes. Most passengers are aged 25-64, with a demographic split of 61% women and 39% men, and on average, each traveler takes six round trips annually.

"RED GOES GREEN"
With Finnish ownership under VR, MTRX has transformed into VR, symbolized by its shift to green branding. This change reflects a continued commitment to offering fast, comfortable, and efficient rail service between Sweden's two largest cities, now with an even stronger focus on sustainability. ♦



Source: *VR



SHORT AND LONG TRIPS, ACTIVITIES & ATTRACTIONS

From cities, countryside, and coastlines in Sweden to neighboring countries, Europe, and even farther afield, Bon Voyage enriches your leisure time with unforgettable experiences for you and your family. Offering



*MTRX has changed its name to VR. **850 000 travelers yearly. Source: VR. *** Dagens industri Orvesto konsument: 2023 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.) **** Svenska Skidanläggnings Organisation. (The organization of the Swedish ski resorts).

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 VR HIGH-SPEED TRAINS

VR + DI.SE + FACEBOOK

IN 2025, BON VOYAGE WILL FEATURE two exclusive special editions, issues 2 and 5, with unique distribution through the seat pockets on VR trains. Additionally, the digital version of the magazine will reach 500,000 travel enthusiasts on Facebook and 100,000 readers on Di.se ♦



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

