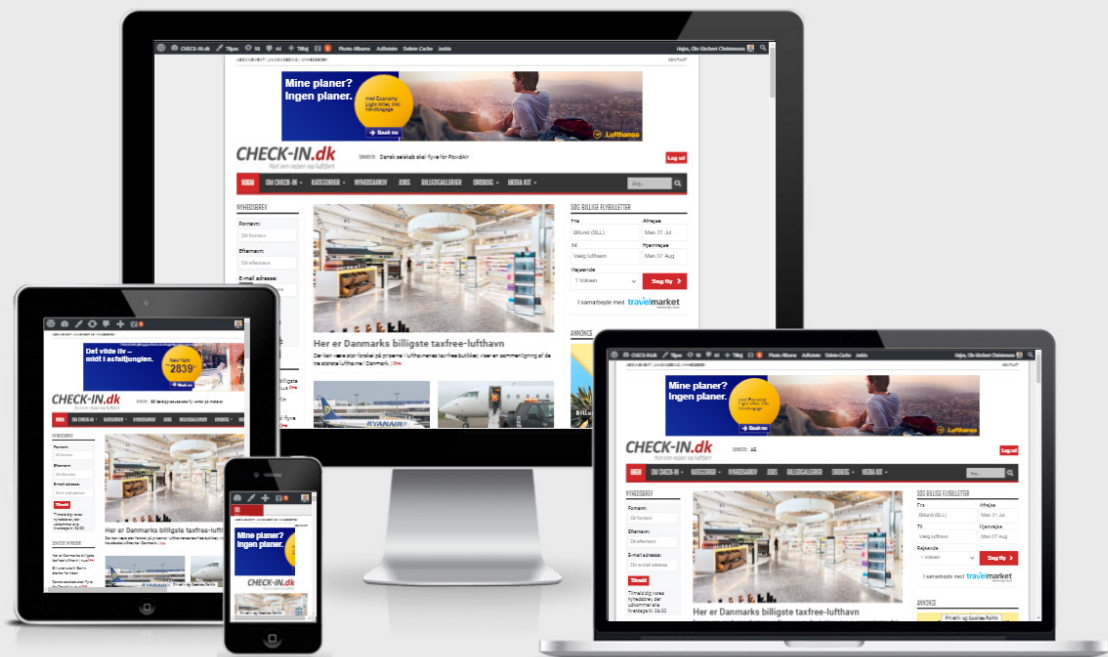


MEDIA KIT 2017

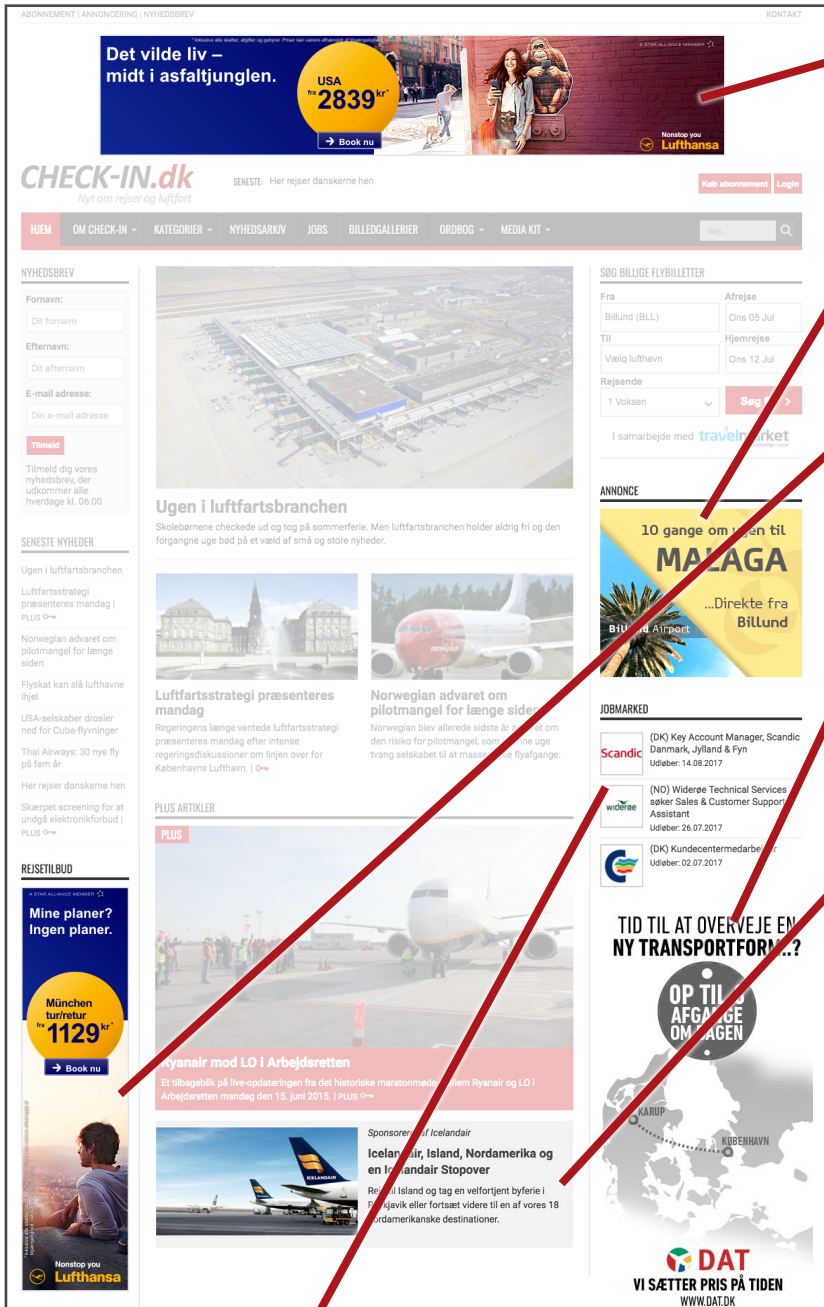


CHECK-IN.dk

Nyt om rejser og luftfart

CHECK-IN.dk is the largest online media for travel- and aviation trade professionals in Denmark and Scandinavia.

WEBSITE



TOPBANNER (MEGA-BOARD)
930 x 180 pixels
DKK 9,950 | EUR 1,425 per week

MEDIUM RECTANGLE
300 x 250 pixels
DKK 2,500 - 3,750 - 6,250
EUR 325 - 500 - 850 per week

SKYSCRAPER
160 x 600 pixels
DKK 1,000 - 3,125
EUR 135 - 420 per week

HALF PAGE AD
300 x 600 pixels
DKK 6,260 | EUR 850 per week

ADVERTORIAL
An ad in form of editorial content. (Advertorial is a blend of the words "advertisement" and "editorial"). An advertorial is clearly defined as native marketing. Our journalists can assist in producing the content by additional charge, or you can deliver text and photos from external source.

DKK 5,000 | EUR 675 per week

JOB MARKET

The most targeted job market within Scandinavian aviation business and the Danish travel trade. Our job market is a natural choice in the recruitment process.

JobPlus

DKK 1,250 | EUR 170 per week or
DKK 2,975 | EUR 400 per month

Including logo and link on webpage, link in newsletter and post in Facebook.

WEBSITE TRAFFIC

01 JAN 2016 - 31 DEC 2016

SESSIONS	2,689,407
USERS	703,423
PAGE VIEWS	6,016,233

Google Analytics

NEWSLETTER

Our newsletter will reach thousands of personal mailboxes by +5,000 subscribers in the Scandinavian aviation and travel industry. The newsletter is distributed on all weekdays at 06:00 and is supplemented by Extra News and Breaking News when appropriate.

Open rate average: 76.3%
(Unique 50.0 % - Industry average 13.0 %)

Click rate average: 26.5 %
(Unique 16.8 % - Industry average 1.8 %)

TOPBANNER

530 x 400 pixels
DKK 5,000 | EUR 675 per week
(5 weekdays)

MIDBANNER

530 x 160 pixels or 300 x 250 pixels
DKK 4,000 | EUR 535 per week

ENDBANNER

530 x 160 pixels or 300 x 250 pixels
DKK 3,000 | EUR 400 per week

Please contact us for further information or a specific offer that suits your needs. We offer volume discounts as well as new client discounts.

salg@check-in.dk or +45 51 25 15 20

Tæt på business. Langt fra economy
PREMIUM ECONOMY
DIREKTE TORONTO FRA 21. FEB AIR CANADA

CHECK-IN.dk
Nyt om rejser og luftfart

SAS vil etablere bemandingsselskab
Når SAS til efteråret åbner baser i Storbritannien og Spanien, vil flyselskabet leje medarbejdere ind fra et bemandingsselskab, som SAS selv vil etablere.
[Læs mere på CHECK-IN.dk](#)

Fritz Schur forsvarer lønforhøjelse til SAS-topchef
SAS-koncernchef Rickard Gustafson fik i 2016 en lønforhøjelse på 35 procent fra 8,0 til 10,8 mio. svenske kroner årligt, hvilket bestyrelsesformand Fritz Schur er ude at forsvare.
[Læs mere på CHECK-IN.dk](#)

DAT øger med 25 procent i Midtjyllands Lufthavn
Søndag var der navngivningsfest i Midtjyllands Lufthavn, og her kunne DAT meddele, at flyselskabet øger fra otte til 10 hverdagsafgange på København-ruten.
[Læs mere på CHECK-IN.dk](#)

Danish Travel Show FERIE FOR ALLE
24.-26. februar 2017
Rejsebranchens foretrukne mødested
Bestil gratis fagbillet
Klik her
MCH Messcenter Herning

Atter tilbagegang i Aarhus Lufthavn
Sidste års lukning af SAS-ruten til Stockholm Arlanda er med til at give tilbagegang i Aarhus Lufthavn, hvor man dog regner med at få ruten tilbage.
[Læs mere på CHECK-IN.dk](#)

Verdens længste flyrute blev indviet
Qatar Airways fløj søndag nonstop fra Doha til Auckland på 15 timer og 50 minutter og indviede dermed verdens længste flyrute.
[Læs mere på CHECK-IN.dk](#)

Emirates åbner dørene til sine lounges
Emirates giver nu rejsende på de billigste billetter adgang til sine lounges i Dubai International Airport.
[Læs mere på CHECK-IN.dk](#)

STÅR DU OG MANGLER DEN RIGTIGE KANDIDAT TIL JOBBET?
Indryk stillingsopslag på CHECK-IN.dk for 950 kr. pr. uge.
Kontakt os på info@travelbroker.dk eller tlf. 96 40 15 15.

MISCELLANEOUS

GIF, JPG, HTML or FLASH. When FLASH is used it should always be supported by a back-up GIF and include a click-TAG. Banner weight is maximum 100 Kb per creative.

Technical Specifications:

Max 3 loops per banner.

Animation 15 seconds (or 45 seconds in total by 3 loops).

Max 18 frames per second.

PHP, WB or CSS cannot be executed on our hosting platform. Javascript to include external services will be accepted after test and approval.

SCRIPTS or HTML to external sources must support responsive design, if the ad is wider than 300 pixels in order to support version for smartphones.

SURVEY

- **58 %** of our readers are employed within the aviation and travel industry
- **18 %** of our readers are Corporate Travel Managers or frequent business travellers
- **18%** of our readers are frequent leisure travellers
- **6 %** of our readers are consultants, analysts and journalists

"69 % of our readers rate CHECK-IN.dk better or much better compared to other travel trade media"

TERMS AND CONDITIONS

- All rates quoted in DKK exclusive of 25 percent Danish V.A.T.
- Terms of payment: Net 14 days. Invoice will be issued on first date of advertising.
- Commission for media and communication agencies is 7 %.
- Rates are valid from July 1st, 2017 and are subject to change.

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