

MEDIA KIT 2018

Travelmedia Nordic

www.standby.dk | www.check-in.dk | www.standbynordic.com

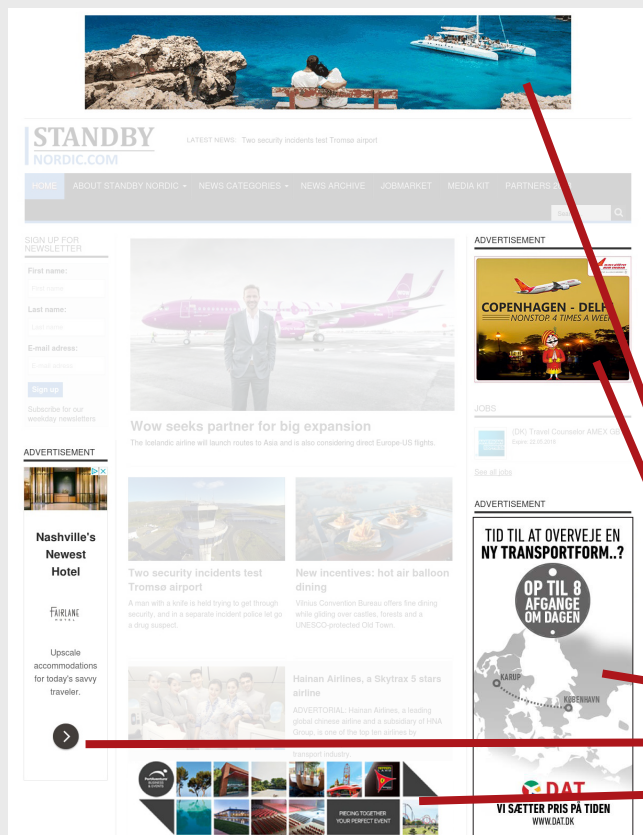


OUR MEDIA BRANDS

Our target area are Business professionals in travel, tourism and aviation in the Nordics and frequent travelers.

CHECK-IN.dk, STANDBY.dk and STANDBYNORDIC.com have 25.000 daily newsletter recipients and close to 1 million pageviews per month.

WEBSITE



BANNER SIZES

- 930x180 px
- 300x250 px
- 300x600 px
- 160x600 px
- 620x180 px

WEBSITE TRAFFIC January 2018

	CHECK-IN.dk <small>Web og travel nyheder</small>	STANDBY DANMARK	STANDBY NORDIC.COM
Page views	587,420	272,709	48,535
Unique users	100,158	58,441	11,311
User sessions	283,953	144,231	16,776

NEWSLETTER

Our newsletters will reach thousands of personal mailboxes by +25,000 subscribers in the Scandinavian aviation and travel industry. The newsletters are distributed on all weekdays and is supplemented by Extra News and Breaking News when appropriate.



- TOPBANNER**
530x400 px or
530x200 px
- MID-BANNER**
530x200 px
- END-BANNER**
530x200

DAILY NEWSLETTER RECIPIENTS

CHECK-IN.dk	8,100
STANDBY.dk	8,900
STANDBYNORDIC.com	8,200

OPENRATE NEWSLETTERS

CHECK-IN.dk	45,8%
STANDBY.dk	35,2%

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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.

JOB MARKET

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

Job package includes

- Front page exposure in two spots with logo
- Separat page for job posting
- Posted on our LinkedIn and Facebook pages
- Link to job in our daily newsletters

PARTNER DIRECTORY

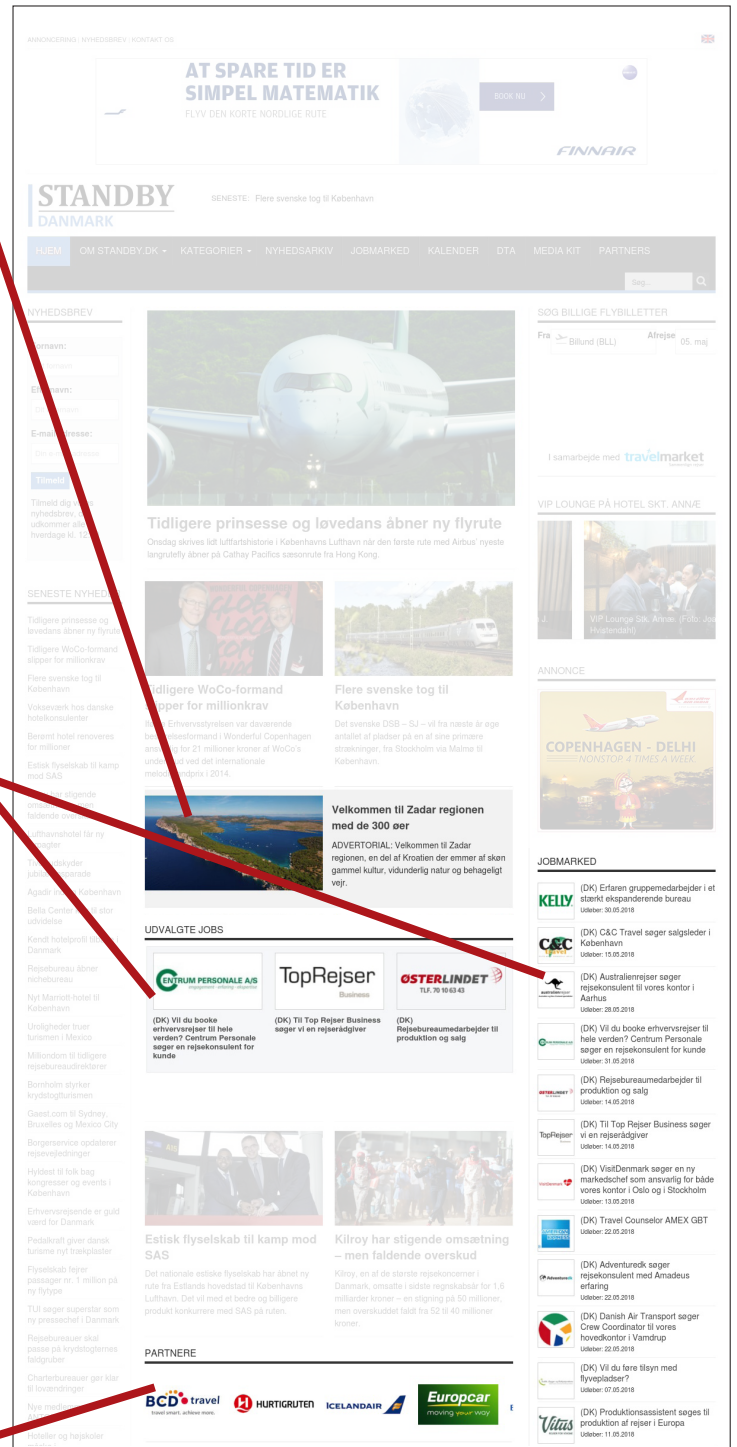
Boost your company's SEO value, and show that your part og Scandinavia's leading partner forum in the travel and tourism trade.

Partner directory includes

- Logo on rolling bar on front page
- Direct link from our front page
- Full logo and link from partner directory page

PRICE: DKK 5,000 / EUR 675 per year

Only offered on STANDBY.dk and STANDBYNORDIC.com



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BANNER ADS

Sizes are on desktop version -
Responsive banners will also be on
mobile version

	CHECK-IN.dk <small>Nyt om rejser og luftfart</small>		STANDBY DANMARK		STANDBY NORDIC.COM	
	DKK	EUR	DKK	EUR	DKK	EUR
930 x 180 px	8,000	1,070	8,000	1,070	1,500	200
300 x 250 px	5,000	700	5,000	700	1,000	130
300 x 600 px	6,000	800	6,000	800	1,250	170
620 x 250 px (frontpage only)	2,500	330	2,500	330	750	100
160 x 600 px	3,500	470	3,500	470	750	100
Other formats/campaigns on request						

NEWSLETTERS

Format 530 x 200 px
On all weekdays

	CHECK-IN.dk		STANDBY DANMARK		STANDBY NORDIC.COM	
	DKK	EUR	DKK	EUR	DKK	EUR
Top (530 x 400 px)	7,500	1,000	7,500	1,000	2,000	270
Top-banner	5,000	700	5,000	700	1,500	200
Mid-banner	4,000	530	4,000	530	1,250	170
End-banner	3,000	400	3,000	400	750	100
Other formats/campaigns on request						

ADVERTORIALS

	CHECK-IN.dk		STANDBY DANMARK		STANDBY NORDIC.COM	
	DKK	EUR	DKK	EUR	DKK	EUR
Frontpage	7,500	1,000	7,500	1,000	2,000	270

JOB ADS

	CHECK-IN.dk		STANDBY DANMARK		STANDBY NORDIC.COM	
	DKK	EUR	DKK	EUR	DKK	EUR
2 weeks (minimum)	2,500	330	2,500	330	750	100
4 weeks	3,500	470	3,500	470	1,000	130

Combination: check-in.dk and standby.dk

30% discount

Other combinations on request

All advertising rates are exclusive of 25 % Danish VAT where applicable

DISCOUNT

Combination discount - Two or more media: 25%

Volume discount - orders for + 50.000 DKK (After deduction of combination discount): 25%

CONTACT

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Danish tax number: 34 20 20 87

DANISH TRAVEL AWARDS



www.standby.dk/DTA