

New holiday memories start at the fair Ferie For Alle Camping

Project Manager for Danish Travel Show, Johnny Tang Frandsen states:

“As official mediapartner it is extremely important to be able to live up to the high quality that characterizes Danish Travel Show. JFM meets our expectations to the fullest. They are not only a serious mediapartner - they are also able to attract customers with spending powers. That’s why we are happy to continue our collaboration in 2024”.



3 advantages

1. Buying power of readers

Reach 280.000 readers who have a travel budget of 1.9 billion DKK.

Within the next 12 months are 185.000 considering a vacation in Denmark, 161.000 in Europe, and 68.000 in the Nordic region

2. Visibility

Be visible to 280.000 readers, of whom 31.000 are considering a camping holiday in Denmark, and 18.000 are considering a camping holiday in other countries.

3. Target marketing

The supplement reaches readers who prioritize reading it with interest. You have the opportunity to present your messages clearly in an editorial environment where there is a strong connection between editorial content and advertising.

Publication

Supplement in 12 newspapers

Saturday the 15th February 2025

Camping life and mobile-free time are of interest to the readers of our 12 daily newspapers in JFM. They don't just love the joys of camping; they also love reading about camping in newspapers and supplements.

Publishing area





Date of publication

Saturday the 15th February 2025

Deadlines

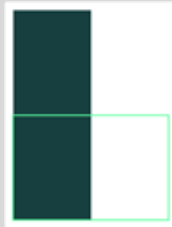
For ordering productions of ads
Monday the 20th January 2025

For ads already produced:
Friday the 24th January 2025
(by prior booking)

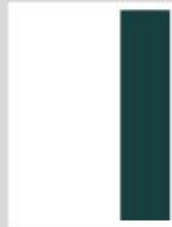
Ad sizes/-prices



Full page
266 x 365 mm
Kr. 33.000



Half page
131 x 365 mm/266 x 180 mm
Kr. 20.350



Third page
86 x 365 mm
Kr. 13.750



Quarter page
131 x 180 mm
Kr. 11.000

For further information please contact

Nikolai Iversen • Phone +45 2069 2530 • Mail nisi@jfm.dk
Torben Andersen • Phone +45 2072 8583 • Mail torba@jfm.dk

Publishing area

Supplement in

- Dagbladet Holstebro
- Dagbladet Ringkøbing-Skjern
- Dagbladet Struer
- Folkebladet Lemvig
- Fredericia Dagblad
- Fyens Stiftstidende
- Horsens Folkeblad
- JydskeVestkysten
- Randers Amtstavis
- Vejle Amts Folkeblad
- Viborg Stifts Folkeblad
- Århus Stiftstidende



Digital visibility

The supplement is also published as an e-paper on JFM's newspapers digital news sites/apps – open to subscribers as well as non-subscribers. Currently we have 80.035 unique e-newspaper readers on our 14 newspapers every month.

The mentioned prices are in netto incl. 4 colours, but fees for production, environment, VAT and the e-profile are not included in the prizes.

