

# The journey starts at the fair Ferie For Alle

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".



Print



## 3 advantages

### 1. Buying power of readers

Reach 343.000 readers who have a travel budget of 2.3 billion DKK.  
Within the next 12 months are 225.000 considering a vacation in Denmark, 196.000 in Europe, and 81.000 in the Nordic region

### 2. Visibility

Be visible to 343.000 readers, of whom 37.000 are considering a camping holiday in Denmark, and 21.000 are considering a camping holiday in other countries.

### 3. Targeted 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 15 newspapers  
Friday the 14th February 2025

## Publishing area



Ferie For Alle

jfm business



## Date of publication

Friday the 14th 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)

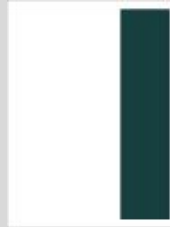
## Ad sizes/-prices



Full page  
266 x 365 mm  
Kr. 45.000



Half page  
131 x 365 mm/266 x 180 mm  
Kr. 24.800



Third page  
86 x 365 mm  
Kr. 17.800

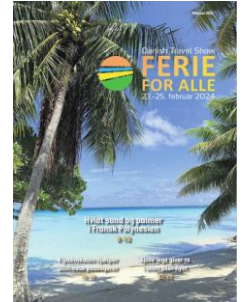


Quarter page  
131 x 180 mm  
Kr. 13.665

## Publishing area

Supplement in

- Dagbladet Holstebro
- Dagbladet Ringkøbing-Skjern
- Dagbladet Struer
- Folkebladet Lemvig
- Fredericia Dagblad
- Fyens Stiftstidende
- Herning Folkeblad
- Horsens Folkeblad
- JyskeVestkysten
- Midtjyllands Avis
- Randers Amtssavis
- Skive Folkeblad
- 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.

## For further information please contact

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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.