

THE STAND BY AND TTG NORDIC MAGAZINES

The company publishes Stand By and TTG Nordic, which is the largest and oldest Magazine for the Travel Trade in Scandinavia. It is published six times yearly and has more than 45.000 readers among subscribers in Denmark, Sweden, Norway, Finland, Iceland, Faroe Islands, Greenland and selected operators in the travel industry worldwide. The readers consist of management and employees from travel- and tour operators, airlines, hotels, travel technology companies, Travel Managers, Meeting Planners and other travel related enterprises.

THE STAND BY, TTG NORDIC AND TAKE OFF WEB-SITES

These three web-sites www.standby.dk & www.takeoff.dk (Denmark) and www.ttg nordic.com (Sweden) have 21.000 subscribers in Scandinavia and more than 600.000 page views pr. month.

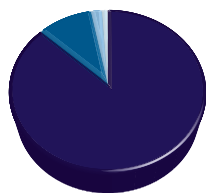
Stand By publishes its newsletter on all weekdays at 07.30 and Take Off at 12 o'clock.

OUR READERS

	%
Airline	12,8
Hotel	16,4
Leisure travel agent	20,9
Business travel agent	9,3
Incoming-/event or group department	3,5
Cruise agent	2,0
Tourist office	3,6
Car rental	1,4
Media	5,1
Others - with relation to the Travel Industry	16,4
Private consumer, not related to the Travel Industry	8,6
Total	100



SURVEY - Newsletter recipients november 2016



HOW OFTEN DO YOU READ THE STAND BY NEWSLETTER?

- Daily/almost daily 87%
- 2-4 times a week 10%
- Once a week 2%
- Rarer 1%

RELEASE PLAN, INSERTIONS AND THEMES 2017

ISSUE	DISTRIBUTION	DEADLINE	THEMES
JAN/FEB	1. february	6. January	MICE & Hotels Travel Management
MARCH/APRIL	1. april	3. march	Airlines & Airports
MAY/JUNE	20. may	21. april	Leisure / Travel Management Car Rental / Technology
JULY/AUGUST	20. august	26. july	MICE & Hotels / Cruise
SEPT/OCT	1. october	1. september	Airlines & Airports / Technology Travel Management
NOV/DEC	20. november	20. october	Danish Travel Awards Leisure

ADVERTISING IN STAND BY AND TTG NORDIC MAGAZINES

FULL PAGE 1/1

W 210 x H 297 mm	12.000 DKK	1.600 EURO
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DOUBLE PAGE 2/1

W 420 x H 297mm	18.000 DKK	2.500 EURO
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HALF PAGE 1/2

W 182 x H 125 mm	8.000 DKK	1.075 EURO
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BACK PAGE 1/1

W 210 x H 297 mm	15.000 DKK	2.000 EURO
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DISCOUNT

Advertisement in the magazine

- 2 insertions - 5%
- 3 insertions - 10%
- 4 insertions - 15%

BANNERS - online *Three weeks or more* 20%

VOLUME DISCOUNT

ADVERTORIALS - Use advertorials to expose your message to a targeted group of relevant readers and decision makers in the travel trade business - an ad with editorial text and photos. For an additional fee Stand By / TTG Nordic can produce the advertorial.

When placing orders for 6.500 € or more annually we offer you 20% discount at the standard prices

ADVERTISEMENTS must be ready to print PDF in 300 dpi - CMYK colour, with cut/register marks. For advertisements to margin, 5 mm bleed.

Text and elements in the advertisement must be at least 10 mm from the trimmed dimension.

Please contact our sales department, tel. +45 70 25 97 00 or sales@standby.dk, for further information about advertising.

All prices in this media kit are excl. VAT.



NEWSLETTERS

TOP BANNER
560X200 pixels (wvx)
5.000 DKK / 700 EUR - 1 week

BANNER
380 x 200 pixels (wvx)
5.000 DKK / 700 EUR - 1 week



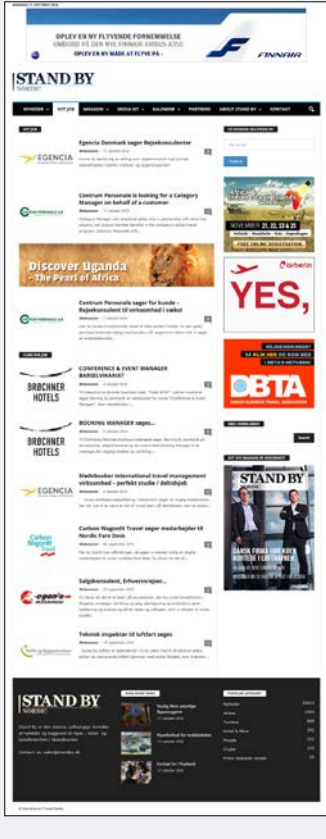
THE JOB MARKET - WEBPAGES

JOB ADVERTISEMENT

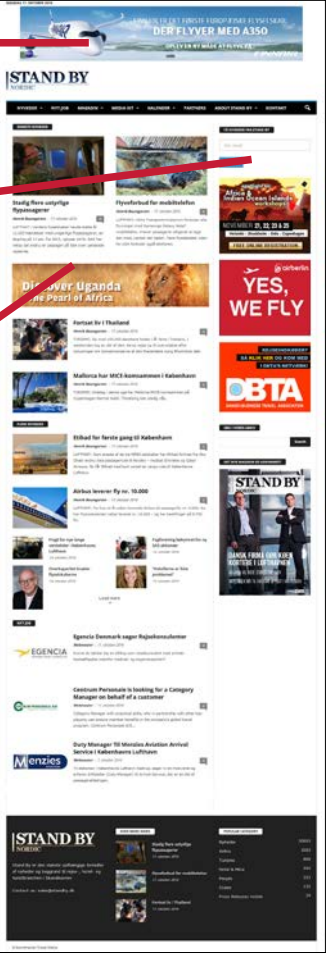
Our job market is the preferred media when it comes to recruiting colleagues

The job ad will appear on both our websites and in our two daily newsletters.

Ad rates for job advertisements:
2 weeks **DKK 3.500**
1 month **DKK 5.000**



THE WEB



TOP BANNER
930 x 180 pixels (wvx)
7.000 DKK / 1.000 EUR - 1 week

FRONTPAGE AND SUBPAGE BANNER
300 x 250 pixels (wvx)
5.000 DKK / 700 EUR - 1 week

FRONTPAGE BANNER
651 X 150 PIXELS (WXH)
5.000 DKK / 700 EUR - 1 WEEK

POP-UP BANNER
5.000 DKK / 700 EUR - 1 week

WEBSITE TRAFFIC - 2016
01.12.2015 - 30.11.2016

SESSIONS	2.064.700
USERS	710.160
PAGEVIEWS	4.584.811

HOW TO BECOME ONE OF OUR PARTNERS

THE MAGAZINES

Get your link in the Magazine Stand By and TTG Nordic as well as on standby.dk

1 year
5.000 DKK / 700 Eur

THE WEB