TRAVELMEDIA NORDIC





Direct access to the Nordic travel industry

CHECK-IN.DK STANDBY.DK

Get your message across to 220,000 unique visitors monthly

Advertising on our media is a powerful way of reaching ou to the Danish and Scandinavian travel industry as well as frequent travellers.

Our media combined are offering:

- Daily unique visitors: 12,000
- Monthly user sessions: 600,000
- Monthly page views: 1,000,000

BANNER ADS

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

CHECK-IN.DK NYT OM LUFTFART

STANDBY.DK NYT OM REJSER

	Rate per week		Rate per week	
SIZE	**DKK**	**EUR**	**DKK**	**EUR**
930 x 180 px	10,000	1,330	10,000	1,330
300 x 600 px	7,500	1,000	7,500	1,000
300 x 250 px	5,000	700	5,000	700
160 x 600 px	3,000	400	3,000	400
Other formats / CPM-rates on request.				

Reach the inboxes of 13,000 industry professionals and frequent travellers with our daily newsletters

The newsletters are distributed on all weekdays and are supplemented by Extra News and Breaking News when appropriate

- CHECK-IN.DK 6,500 recipients
- STANDBY.DK 6,300 recipients
- Opening rate between 55 to 65 %

NEWSLETTER ADS

Available formats:
530 × 200 px or
530 × 400 px
Distribution: published in our newsletter on all weekdays.

CHECK-IN.DK NYT OM LUFTFART

STANDBY.DK NYT OM REJSER

	Rate per week		Rate per week	
PLACEMENTS	**DKK**	**EUR**	**DKK**	**EUR**
Top banner	7,500	1,000	7,500	1,000
Mid banner	5,000	700	5,000	700
End banner	4,000	550	4,000	550
Other formats on request.				

Advertorials | sponsored content

Do you have and in-depth message you want to get across to travel professionals in the Danish and Scandinavian travel industry?



ITB Berlin 2025: Forretninger, trends og networking

SPONSORERET INDHOLD: Fra den 4.-6. Marts 2025 er det igen tid til at netværke, lave forretninger og opdage de nyeste trends, for dér mødes hele den globale turismebranche til ITB Berlin. Ud over de mere end 5.000 udstillere fra alle hjørner af turismens værdikæde bliver ITB Berlin Kongress igen det globale hotspot for networking og videndeling.

Our advertorials provide significant benefits to your link-building and SEO.

An advertorial is paid content designed as a news article with explicit declaration that the content is commercial.

Your advertorial is promoted on the front page for your chosen number of weeks and remains permanently online thereafter, providing lasting visibility, ongoing SEO value and long-term link-building benefits.

Weekly publishing rate DKK 7,500 | EUR 1,000

Partner Directory

Boost your company's SEO value and be found in Scandinavia's leading partner forum for the travel and tourism trade.

NORWEGIAN CRUISE LINE · BILLEJE.INFO · EUROPÆISKE ERV · ARP-HANSEN HOTEL GROUP COPENHAGEN

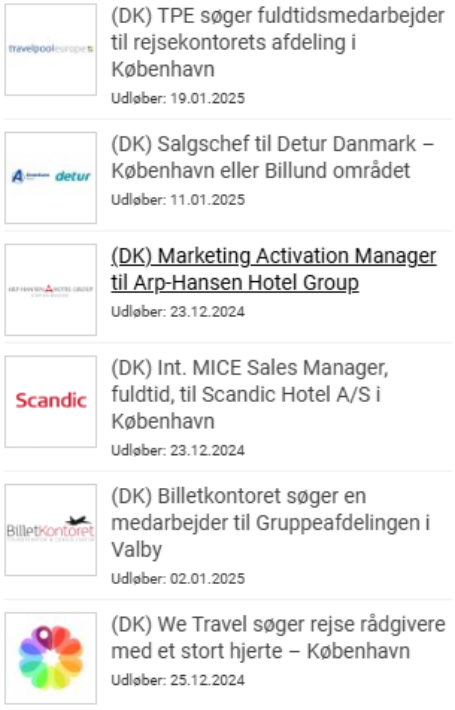
BASIC PARTNERSHIP

- Logo on front page slider
- Direct link from front page footer
- Logo and link from partner directory page

Rate DKK 7,500 | EUR 1,000 per year

Job market

Most targeted job market in the Scandinavian aviation, travel, hospitality, and tourism industry.



Our job market is the natural choice in the recruitment process.

JOB POSTINGS

- Front page exposure with logo and job title
- Job posting displayed with logo and direct link in the job section
- Promotion on our social media channels (LinkedIn and Facebook)
- Link to job posting in our daily newsletter
- Publishing period of up to 30 days

DKK 3,950 | EUR 530 for one media
DKK 6,350 | EUR 850 for both media

Sponsorship for Danish Travel Awards

Since 1996, STANDBY.DK has been the organizer of Danish Travel Awards, which is the annual award ceremony in the Danish travel industry.

An event that attracts 550 decision-makers from the entire travel industry in Scandinavia.

Prizes are awarded in 20 categories based on an analysis conducted by an external research institute.

The next Danish Travel Awards is to be held on Wednesday **October 6th, 2027,** in the 'Cirkusbygningen', Copenhagen.

GOLD SPONSOR

- The possibility to give a speech or video presentation on stage (max. 3 - 5 min.)
- A reserved table in front position including 10 VIP tickets
- Set up a display or roll-up in the foyer and place hand-outs on the guests' tables
- Your company's logo on the venue screens, invitation, website and on social media
- Media marketing package

Sponsorship fee DKK 100,000 | EUR 13,500

SILVER SPONSOR

- A reserved table including 6 VIP tickets
- Your company's logo on the venue screens, invitation, website and on social media

Sponsorship fee DKK 30,000 | EUR 4,000

More information: danishtravelawards.dk

General information

TERMS AND CONDITIONS

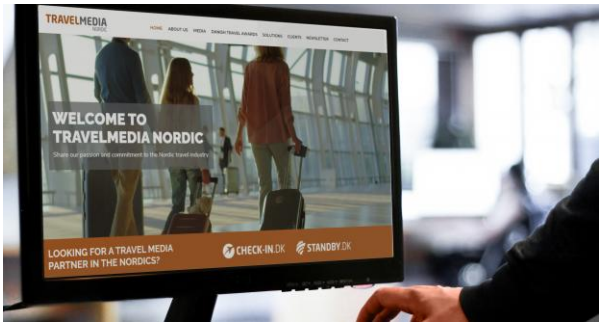
The following conditions are valid unless otherwise specified or agreed upon.

- Rates are valid from 1st January 2026
- Combination and volume discount available on request.
- All advertising rates are excl. 25 % Danish VAT where applicable. Invoiced web marketing services to legal entities inside EU are exempted from VAT according to Danish tax laws.
- Media agency compensation is 5 %.
- Terms of payment are 14 days net, unless other conditions are agreed upon.

COMPANY WEBSITE

For more detailed information and background about our company, please visit our website:

https://travelmedianordic.com/



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