

### 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 four web-sites [www.standby.dk](http://www.standby.dk) & [www.takeoff.dk](http://www.takeoff.dk) (Denmark) and [www.ttg nordic.com](http://www.ttg nordic.com) and [www.standbynews.com](http://www.standbynews.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



### ADVERTISING IN STAND BY AND TTG NORDIC MAGAZINES

#### FULL PAGE 1/1

W 210 x H 297 mm  
12.000 DKK  
1.600 EURO

#### DOUBLE PAGE 2/1

W 420 x H 297mm  
18.000 DKK  
2.500 EURO

#### HALF PAGE 1/2

W 182 x H 125 mm  
8.000 DKK  
1.075 EURO

#### BACK PAGE 1/1

W 210 x H 297 mm  
15.000 DKK  
2.000 EURO

### DISCOUNT

Advertisement in the magazine  
2 insertions - 5%  
3 insertions - 10%  
4 insertions - 15%

Banners - online  
Three weeks or more 20%

### VOLUME DISCOUNT

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.

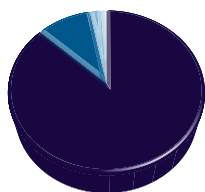
Please contact our sales department, tel. +45 70 25 97 00 or [sales@standby.dk](mailto:sales@standby.dk), for further information about advertising.

All prices in this media kit are excl. VAT.

### SURVEY - Newsletter recipients november 2015

#### 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 2016

ISSUE	DISTRIBUTION	DEADLINE	THEMES
JAN/FEB	15. january	7. december	USA
MARCH/APRIL	15. march	1. march	Airline - Summer schedule
MAY/JUNE	1. june	4. may	Travel management Technology and gadgets
JULY/AUGUST	15. august	26. june	MICE & hotel Cruise
SEPT/OCT	1. october	2. september	Airline - Winter schedule Technology & gadgets
NOV/DEC	15. november	25. october	Danish Travel Awards Leisure



## NEWSLETTERS

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

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

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

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

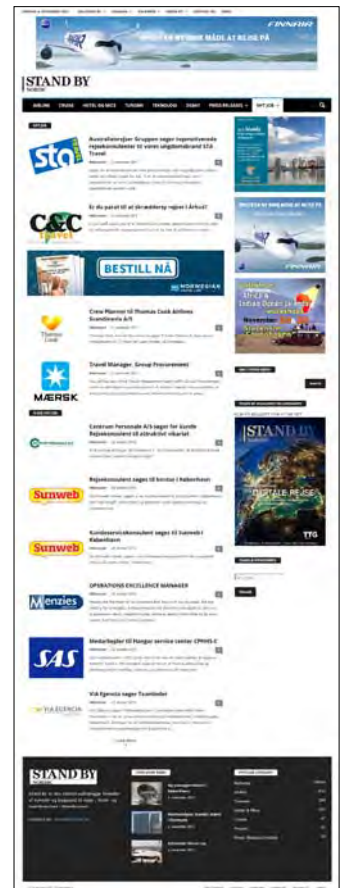
**FRONTPAGE BANNER**  
651 x 150 pixels (wxh)  
5.000 DKK / 700 EUR - 1 week

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

## THE WEB



## 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**

### WEBSITE TRAFFIC - 2015

\* 01.11.2014 - 31.10.2015

Sessions	2.201.013
Users	724.134
PageViews	6.257.814

