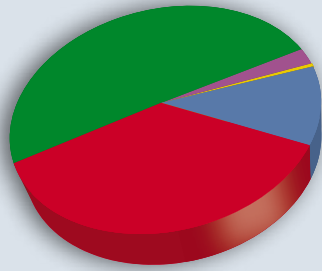


WOULD YOU LIKE TO COMMUNICATE WITH THE TRAVEL INDUSTRY, TRAVEL MANAGERS AND THOSE WHO TRAVEL?



How do you in general regard Stand By in comparison to similar magazines?



- Much better
- Better
- About the same
- Worse
- Much worse



OLDEST, LARGEST AND MOST PROFESSIONAL MAGAZINE

Stand By is the Scandinavia's oldest and most professional magazine for and about the travel industry.



Stand By has a circulation of 15,000-20,000 and is distributed directly to readers in Denmark, Sweden, Norway, Finland, Iceland, the Faroe Islands, Greenland and several other countries. Nearly half of our readers rate our magazine as a

little better or much better than similar magazines and 73% want to be updated with the aviation industry, 55% with the tourism industry and 42% with the hotel industry. 30% exclusively read Stand By to stay up-to-dated with industry news in general. The readers are loyal, and more than 55% have read the magazine for more than 5 years. Our readers work with travel and trip planning – but they are also travellers themselves!



DAILY NEWSLETTER TO MORE THAN 29,000 READERS

Stand By is a much read and quoted magazine, but also includes several travel-related websites that every day provide more than 22,000 industry professionals with relevant travel news from around the globe.

www.standby.dk, www.takeoff.dk
www.standbynews.com, www.standbynews.info
and www.standbynews.no are probably the industry's most quoted websites.

74% of our readers follow developments in the job market via Stand By's websites.

EDITORIAL TEAM

Stand By is written by independent journalists with broad and deep insight into the travel industry. We go in depth with the news and write the important stories – those that are read and remembered – and we spark debate.

We focus on people and companies in the industry,

and we cover both new and old destinations, new ways of travelling, trip planning, practical and relevant accessories, and job changes in the industry. Stand By has its own editorial teams in Norway, Sweden and Denmark.

And of course you are more than welcome to contact us with good story ideas about the industry.

DISTRIBUTION

Stand By is distributed throughout Scandinavia and to selected "ambassadors" in the EU. But as of now Stand By is also distributed to approx. 10,000 Danish travel and meeting planners and approx. 5,000 Swedish travel and meeting planners. These travel planners are employed by private companies, public administrations and large associations, and they often manage very large travel budgets. Note varying distribution and prices.



AD SIZES

Full page: H 345 mm, W 255 mm
Half page, horizontal: H 172.5 mm, W 255 mm
Quarter page: H 172.5 mm, W 127.5 mm

Ads must be print-ready PDF in 174 dpi – CMYK colour - with crop/size marks.
Ads that bleed to the edge of the page must have an additional 5mm for cropping on all four sides.
Text and items in the ad must be placed at least 10mm from the cropped dimensions.



PUBLICATION SCHEDULE 2011

August

Publication date: August 1. 2011
 Total distribution: 20,000 copies, of which 10,000 to Danish travel and meeting planners
Prices: 1/1 page: DKK 22,700
 1/2 page: DKK 14,250
 1/4 page: DKK 9,600

September

Publication date: September 1. 2011
 Total distribution: 15,000 copies, of which 5,000 to Swedish travel and meeting planners
Prices: 1/1 page: DKK 18,500
 1/2 page: DKK 12,000
 1/4 page: DKK 8,000

October

Publication date: October 1. 2011
 Total distribution: 25,000 copies, of which 10,000 to Danish travel and meeting planners and 5,000 to Swedish travel and meeting planners
Prices: 1/1 page: DKK 26,900
 1/2 page: DKK 16,500
 1/4 page: DKK 11,200

November

Publication date: November 1. 2011
 Total distribution: 20,000 copies, of which 10,000 to Danish travel and meeting planners
Prices: 1/1 page: DKK 22,700
 1/2 page: DKK 14,250
 1/4 page: DKK 9,600

December

Publication date: December 1. 2011
 Total distribution: 15,000 copies, of which 5,000 to Swedish travel and meeting planners
Prices: 1/1 page: DKK 18,500
 1/2 page: DKK 12,000
 1/4 page: DKK 8,000



ADVERTISING PRINT/WEB

Web directory – presentation in 11 annual editions of Stand By + presentation in special register on all 3 websites – 12 months
 DKK 3,500

ADVERTISING WEB

Denmark: www.standby.dk monthly* page views:	145,858
www.takeoff.dk monthly* page views:	220,467
Norway: www.standbynews.no monthly* page views:	11,353
Sweden: www.standbynews.com monthly* page views:	244,957
Baltic: www.standbynews.info monthly* page views:	4,481

**Source: Google analytics – 1 - 31 May 2011*



PRICES

Tower Banner, 140 x 240 pixels (WxH): DKK 14,900 per month – front page
 Front page banner, 429 x 150 pixels (WxH): DKK 14,900 per month – front page – always visible
 Large banner, 231 x 60 pixels (WxH): DKK 14,900 per month – always visible
 Little banner, 140 x 60 pixels (WxH): DKK 10,900 per month – always visible
Job advertisement: DKK 2,995 including logo, link and candidate guarantee (free readvertisement if the right candidate is NOT found).
 Highlight the job advertisement as “Job of the day”: DKK 495 per day.

BANNER IN NEWSLETTER

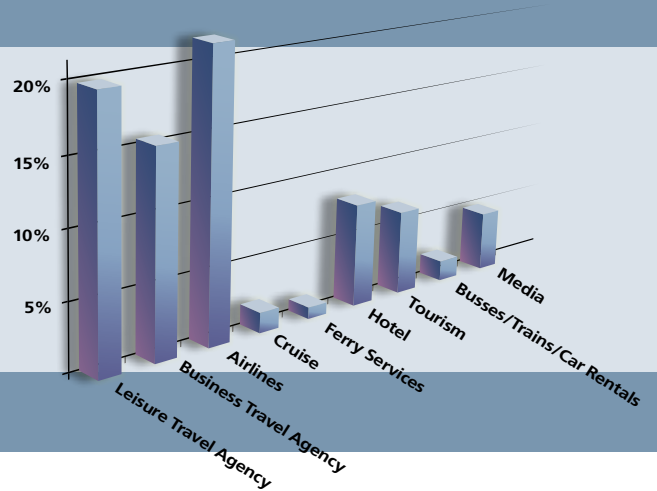
Prices per country/newsletter

News 1, 780 x 150 pixels (WxH) or News 2, 550 x 250 pixels (WxH): DKK 995 per day – minimum 5 days
Denmark: www.standby.dk 7,500 daily recipients - www.takeoff.dk 11,700 daily recipients.
Norway: www.standbynews.no 1,800 daily recipients
Sweden: www.standbynews.com 8,300 daily recipients
Baltic: www.standbynews.info 4,528 daily recipients

The advert should be sent as a jpg – or animated gif format.

FACTS

Do you work in one or more of these lines of business?



- Stand By is the Scandinavia's oldest and largest magazine for and about the travel industry.
- For 15 years Stand By has arranged Danish Travel Awards, the travel industry's equivalent of the Oscars.

Our readers are active industry professionals and travel managers within the following categories:

- 73% deal with domestic business travel
- 63% deal with international business travel
- 64% deal with hotel stays
- 70% deal with air travel
- 75% deal with train travel
- 56% deal with bus travel
- 67% deal with car hire
- 75% deal with limousine hire
- 65% deal with ferry travel
- 56% deal with travel insurance



SPECIAL PRODUCTIONS

In August, September and October 2011, Stand By will produce three special supplements distributed with Stand By.

- August: "Cruises"
- September: "USA"
- October: "Germany"

CHECK-IN BILLUND

Stand By also publishes the airport magazine Check-in Billund, Denmark's largest travel magazine for consumers, which is distributed in 43,000 copies six times per year.

The magazine is sent to 23,000 subscribers and distributed to visitors in the airport terminal. Check-in Billund will be published in July, September and November.

Prices:

- 1/1 page: DKK 29,800
 - 1/2 page: DKK 16,900
 - 1/4 page: DKK 9,900
 - 1/8 page: DKK 6,500
- All prices are exclusive of VAT.



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