

Rejsen går til... Politiken Travel Fair



POLITIKENANNONCER

Join in when our readers plan their next holiday

Information Trade Fair Programme

Published: Saturday the 15th of April 2009

Format: Tabloid

Deadline:

Wednesday the 15th of April 1. p.m.
(Both order + material)

Information Fair

Venue:

PRESSEN, Rådhuspladsen 37, 1785 Kbh. V.

Open to the audience:

Friday 24th of April 1-8 p.m.
Saturday 25th of April 10 a.m-6 p.m.
Sunday 26th of April 10 a.m-5 p.m.

Open to exhibitors:

Thursday 23th of April 9 a.m.-6 p.m. Setup
Friday 24th of April 9 a.m.-1 p.m. Setup
Access until 9. p.m.
Saturday 25th of April 8 a.m.-7 p.m. Open
Sunday 26th of April 8 a.m. Open
5-10 a.m. Cleanup

■ Politiken Advertising and Politiken Plus are for the first time happy to present a large and inspiring travel fair.

The fair will take place: 24th – 26th of April 2009 in PRESSEN at Politikens Hus

Get in touch with our adventurous readers while they are open to new ideas concerning travelling.

Your ad in the trade fair programme together with your presence at the fair is your opportunity to reach out to the numerous readers of Politiken, who love to travel. Book your ad to the trade fair programme as well as a lucrative stand on the fair with your Politiken consultant.

■ If you wish to sponsor a trip for one of our exciting competitions please contact your consultant at Politiken Advertising. (Sponsors will be announced at the prize giving.)

Do you wish to participate with a lecture, an inspirational item or do you simply have more questions regarding the fair, please contact Chief Executive Claus Mohrhagen at telephone +45 33 47 21 98 or e-mail cm@pressen.nu

Fair information, continued next page

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Fair information - continued

Fair Stands:

30 fair stands from 6 to 16 sq. metres.

All fair stands will contain the following:

- Back wall, but no solid sides.
- Three Pin 230 V Mains Output.
- Access to wireless internet.
- Café table with 3 chairs.
- Banner with logo and name.

Fair stands in the size 6-8 sq. metres will furthermore contain:

- Two 500 Watt hanging spotlights.

Fair stands in the size 9-16 sq. metres will furthermore contain:

- Three 500 W hanging spotlights.

Any additional material, cleaning, banners with logo and food can be ordered separately.

Cafe:

The Café at PRESSEN will be open through out the Travel Fair.

Prizes

1. 500 DKR. pr. sq. metre (All incl. see "Fair Stands")

Package 1:

$\frac{1}{4}$ page in the trade fair programme
9.000 DKR. + additional prize for af stand.

Package 2:

$\frac{1}{2}$ page in the trade fair programme
16.000 DKR. + additional prize for af stand.

Package 3:

$\frac{1}{1}$ page in the trade fair programme
26.000 DKR. + additional prize for af stand.

■ More Air beneath Their Wings:

Each year the travelling readers of Politiken fill up 1.111 Boeing Airplanes.

Every year the readers of Politiken travel by plane approximately 515.000 times.

The readers of Berlingske Tidende do it approximately 465.000 times – and they only fill up 1.030 Boeing Airplanes.

(A Boing Airplane 747 can take approximately 450 passengers.)

■ More Culture to Fill Their Heads:

The readers of Politiken travelling to large cities can fill up La Scala in Milan 80 times a year.

Each year the readers of Politiken travel to large cities or cultural sites approximately 232.000 times.

The readers of Berlingske Tidende do it approximately 173.000 times and can only fill up La Scala 62 times.

(La Scala in Milan has room for an audience of approximately 2.800.)

Fair information, continued next page

Source: Index DK/Gallup Marketing 2. + 3. Quarter of 2008. /Base 4.645.000 persons (11.685 Interviews)

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Plan PRESEN

Fair information - continued

Contact info:

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We will be happy to assist you with further information and ordering.

Kind regards

Politiken Advertising

