

We reach the active consumers and can control where and when in the digital landscape an advertiser reaches their target audience. Through the internet, mobile sites, social media and web TV, we have the ability to reach a long way outside of our own network of travel sites, as well as offering continuous and tailored reporting during the ad campaign. Parallel to new platforms, we also actively work with providing advice on customer campaigns.



Display Advertising

Travel Environment
 Travel Environment

Booking & Search Sites REACH
 Booking & Search Sites SEGMENTED
 Each additional segment

Price

180 CPM SEK
 210 CPM SEK
 +20 CPM SEK

Only Flight Search Sites

REACH
 SEGMENTED
 Each additional segment

200 CPM SEK
 220 CPM SEK
 +20 CPM SEK

Extended Audience

Travel Audience in External Media

REACH
 SEGMENTED

140 CPM SEK
 180 CPM SEK

Stand Alone Newsletters

Reserelatrat/Travelstuff/TravelTips

Per Market
 For 3 sendouts Per Market

200 CPM SEK
 120 CPM SEK

Flygresor.se (Flight Search Site)

Newsletter SWEDEN

300 CPM SEK

Facebook

Post in Etraveli environment
 Paid Boost using a brand of Etraveli

10 000 SEK
 min. 10 000 SEK

Production & Hosting

Building and hosting a landing page / micro site (Per brand per market)

Banner Production (Batches)

Translations

Per Language/Market

15 000 – 25 000 SEK
 from 2000 SEK