

FLYGTORGET

A PART OF THE SCANDINAVIAN AVIATION INDUSTRY

Flygtorget.se is an interactive news channel for the Scandinavian aviation market. We update the news feed on a daily basis and cover the whole aviation industry with focus on Scandinavia. With 50.000 visitors every week and a newsletter that reaches 12.000 members we are in close contact with all segments of the industry.

Flygtorget is the most effective way to communicate with the Scandinavian aviation industry. We offer traditional ads that create great impact and awareness for companies that want to brand themselves in the Nordic region.

As part of the aviation industry we have the opportunity to connect people with companies looking for competence. Flygtorget's job ads create an important meeting between companies hiring and professionals within the aviation industry. The ads are also included in the newsletter, which will qualify us as one of the best job advertisers on the Scandinavian aviation market.

Scandinavian aviation is an expanding and exciting market where Flygtorget will continue to play an important part through the news service and as a place where the industry meets up when publishing news or hiring new personnel.



Newsletter Airmail

Twice a week members of Flygtorget.se receive the newsletter Airmail. The numbers of members are growing slowly and is now over 12 000.

Audience Profile

- 55 % male / 45 % female
- 54 % between 20 and 39 years old
- 20 % between 40 and 49 years old
- 47 % lives in a highly populated city
- 25 % lives in a city with a population that is more than average
- 77 % earns more than 200.000 SEK per year
- 18 % earns more than 400.000 SEK per year
- 65 % lives in a house or a condo
- 28 % are decision-makers
- 58 % travels often within work
- 95 % travels with airplane outside work at least once a year
- 30 % travels outside work 4-7 times per year
- 78 % has booked a trip on the internet within the last year



LIST PRICES 2019

ADVERTISING SPACES		PRICE/MONTH
1.	Top banner all pages (728 x 90 px) <i>Shown on all pages</i>	14.900 SEK
2.	Banner right margin all pages (250 x 250 px) <i>Shown on all pages</i>	7.900 SEK
3.	Banner between top stories (350 x 120 px) <i>Shown on first page between top stories</i>	6.900 SEK
4.	Job posting advertising <i>Shown on Aviation Job page</i>	2.380 SEK
5.	Banner Newsletter (468 x 250 px) <i>12.000 members twice a week</i>	5.500 SEK
6.	Small banner Newsletter (140 x 350 px) <i>12.000 members twice a week</i>	3.500 SEK

(All prices excluding VAT)



BOOKING AND MATERIAL SPECIFICATION

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Please contact us for more information

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