

35 hotels 3.2mio guests

Hotel Magazine

SINCE 2001

Published twice a year (May & November) in 30.000 copies.

Only magazine available in the hotel-rooms in the 35 most exclusive hotels in Denmark.

In Copenhagen: Palace Hotel Copenhagen, Hilton Copenhagen, NIMBI, Marriott Copenhagen, Ibsens Hotel, Hotel Kong Arthur, Cph Studio Hotel, Kokkedal Slot, Fredensborg Store Kro, First Hotel 27, First Hotel Copenhagen, First Hotel Kong Frederik, First Hotel Mayfair, First Hotel Excelcior, Hotel Skt. Petri, Hellerup Park Hotel, STAY Apartment Hotel, Charlottet haven Hotel, Arp Hansen Hotels: Phoenix Copenhagen, 71 Nyhavn, Imperial Hotel, Grand Hotel, The Square, Tivoli Hotel, Copenhagen Island, Copenhagen Strand, Hotel Opera & Gentofte Hotel.

Outside Copenhagen in First Hotel Grand in Odense, First Hotel Marina Vedbæk, First Hotel Airport, First, First Slotshotellet Ålborg, First Hotel Kolding, First Hotel Atlantic Århus & Hotel Royal in Århus.

Hotel Magazine is read by 3.2 million guests visiting the hotels on a yearly basis.

The guests are at an average spending Dkk 1,500,- to 2,000,- daily shopping or in total 4.5 to 6.0 billion D.kr every year. (600 to 800 million euro)

NATIONALITY:

UK : 11 %

US : 12 %

Denmark : 30 %

Scandinavian : 24 %

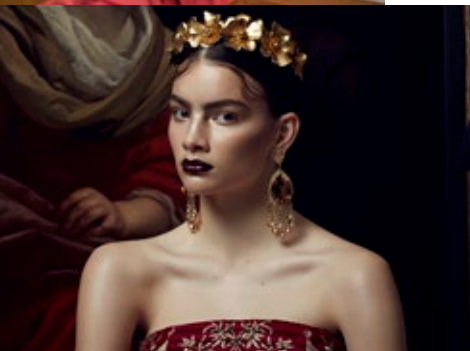
Japan/China/Russia : 14 %

Mixed : 9 %

Tourists : 30 % - Business travellers : 70 %

Age : Primarily : 24 - 55 years.

Sex : 40 % women & 60 % men



WWW.HOTELMAGAZINE.DK

Hotel Magazine is also distributed as an online destination guide version to all 3.2 million guests by email before the guests arrives. This is done as a link in the reservation-email that the Hotels are emailing to the guests immediately after booking.

- www.hotelmagazine.dk
- www.nimbhotelmagazine.dk
- www.firsthotelsmagazine.dk
- www.marriotthotelmagazine.dk
- www.arphansenhotelmagazine.dk
- www.hellerupparkhotelmagazine.dk
- www.stayhotelmagazine.dk
- www.charlottenhavenhotelmagazine.dk
- www.hiltonhotelmagazine.dk

DIGITAL GUEST

As a new feature we are also producing a Digital Guest-book that the guests receive on sms at the time of check in.

<http://demo.digitalguest.dk/1309218170224/>

PRICES ADVERTISING IN HOTEL MAGAZINE:

- 2/1 page : 54.000,- D.kr. (7.200 euro)
- 1/1 page : 35.000,- D.kr. (4.666 euro)

PRICES ADVERTISING IN GO COPENHAGEN:

- 1/1 shopping-page : 10.000,- D.kr.

Material deadline the 10th of May.

Placement: Inside first 15 pages: 10 – 30 %

Discounts:

- Introduction : 15 %
- Quantity : 15 % (3 or more insertions)

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