

Segment name	Login	Keyword	Sektion	3. part	frekvens/recency	EB - Cross-Device	EB - Desktop	EB - Mobil	EB - Tablet	Metode/Sektion	Beskrivelse/Keywords
SOCIODEMOGRAFI											
JPPOL - Køn - Mand	x			x	1/30 dage	2.326.500	1.203.300	1.007.700	283.500	SSO Mænd / Audience Projects Mænd	This segment is based on males. Using this segment, you will reach a precision level of 75%
JPPOL - Køn - Kvinde	x			x	1/30 dage	1.525.800	570.600	880.200	231.000	SSO Kvinder / Audience Projects Kvinder	This segment is based on females. Using this segment, you will reach a precision level of 75%
JPPOL - Alder - 18-24	x			x	1/30 dage	300.300	104.100	192.000	61.200	SSO Alder 18-25 / Audience Projects Alder 18-24	This segment is made up by people in the age 18-24. The precision of the segment will be 70%.
JPPOL - Alder - 20-50	x			x	1/30 dage	2.025.000	943.800	999.900	241.800	SSO Alder 26-45 / Audience Projects Alder 20-50	This segment is made up by people in the age 20-50. The precision of the segment will be 70%.
JPPOL - Alder - 25-34	x			x	1/30 dage	405.300	120.300	277.500	82.200	SSO Alder 26-35 / Audience Projects Alder 25-34	This segment is made up by people in the age 25-34. The precision of the segment will be 70%.
JPPOL - Alder - 35+	x			x	1/30 dage	2.355.300	1.160.400	1.077.900	286.200	SSO Alder 36-66+ / Audience Projects Alder 35-120	This segment is made up by people in the age 35-120. The precision of the segment will be 70%.
JPPOL - Alder - 35-44	x			x	1/30 dage	623.100	223.200	380.100	93.900	SSO Alder 36-45 / Audience Projects Alder 35-44	This segment is made up by people in the age 35-44. The precision of the segment will be 70%.
JPPOL - Alder - 45-54	x			x	1/30 dage	663.000	378.000	252.600	82.500	SSO Alder 46-55 / Audience Projects Alder 45-54	This segment is made up by people in the age 45-54. The precision of the segment will be 70%.
JPPOL - Alder - 50+	x			x	1/30 dage	2.184.000	1.098.300	973.800	276.900	SSO Alder 46+ / Audience Projects Alder 50+	This segment is made up by people in the age 50+. The precision of the segment will be 70%.
JPPOL - Alder - 55-64	x			x	1/30 dage	1.092.900	546.600	484.500	169.500	SSO Alder 56-65 / Audience Projects Alder 55-64	This segment is made up by people in the age 55-64. The precision of the segment will be 70%.
JPPOL - Alder - 65-120	x			x	1/30 dage	1.051.200	517.500	472.500	164.700	SSO Alder 66+ / Audience Projects Alder 65-120	This segment is made up by people in the age 65-120. The precision of the segment will be 70%.
JPPOL - Indkomst - Høj Indkomst				x	1/30 dage	856.200	462.300	361.500	127.200	Audience Projects - Indkomst - Høj Indkomst	This segment is made up by people with a high income, meaning people with a household income of 750.000 DKK or more per year. The precision of the segment is expected to be 70%.
JPPOL - Indkomst - Lav Indkomst				x	1/30 dage	1.703.400	690.900	935.400	230.100	Audience Projects - Indkomst - Lav Indkomst	This segment is made up by people with a low income, meaning people with a household income of 200.000 DKK or less per year. The precision of the segment is expected to be 70%.
JPPOL - Indkomst - Mellem Indkomst				x	1/30 dage	1.883.400	1.001.100	791.400	229.500	Audience Projects - Indkomst - Mellem Indkomst	This segment is made up by people with a medium income, meaning people with a household income between 400.000 and 750.000 DKK per year. The precision of the segment is expected to be 70%.
JPPOL - Børn i Husstand - Ja			x	x	1/30 dage	1.296.300	540.000	714.000	178.800	EB Skole + Skolefodbold, RABAT børn, POL Uddannelse/Podcast Plus En, JP Familie/Børn/Unge, JP Aarhus Uddannelse / Audience Projects - Børn i Husstand - Ja	This segment is based on people who have children in their household. The precision of the segment is expected to be 70%.
JPPOL - Børn i Husstand - Nej				x	1/30 dage	2.446.800	1.206.600	1.129.500	281.100	Audience Projects - Børn i Husstand - Nej	This segment is based on people who do not have children in their household. The precision of the segment is expected to be 70%.
JPPOL - Uddannelse - Folkeskole				x	1/30 dage	300.300	139.800	151.800	30.900	Audience Projects - Uddannelse - Folkeskole	This segment is based on people who have indicated, that the most recent education they have completed is Primary School. The precision of this segment is expected to be 70%.
JPPOL - Uddannelse - Gymnasiet				x	1/30 dage	654.300	208.800	432.900	132.300	Audience Projects - Uddannelse - Gymnasiet	This segment is based on people who have indicated, that the most recent education they have completed is High School. The precision of this segment is expected to be 70%.
JPPOL - Uddannelse - Teknisk Uddannelse				x	1/30 dage	557.700	318.000	212.100	58.800	Audience Projects - Uddannelse - Teknisk Uddannelse	This segment is based on people who have indicated, that the most recent education they have completed is Technical/Vocational. The precision of this segment is expected to be 70%.
JPPOL - Uddannelse - Universitet				x	1/30 dage	276.600	121.500	146.700	65.100	Audience Projects - Uddannelse - Universitet	This segment is based on people who have indicated, that the most recent education they have completed is College/University. The precision of this segment is expected to be 70%.

JPPOL - Uddannelse - Universitet Forberedende				x	1/30 dage	1.688.100	735.000	873.000	239.700	Audience Projects - Uddannelse - Universitet Forberedende	This segment is based on people who have indicated, that the most recent education they have completed is University Preparatory. The precision of this segment is expected to be 70%.
JPPOL - Beskæftigelse - Arbejdsløs				x	1/30 dage	118.800	47.700	68.100	16.800	Audience Projects - Beskæftigelse - Arbejdsløs	This segment is based on people who have indicated that they are currently Unemployed. The precision is expected to be 70%.
JPPOL - Beskæftigelse - I Arbejde				x	1/30 dage	2.382.300	1.161.000	1.110.900	278.700	Audience Projects - Beskæftigelse - I Arbejde	This segment is based on people who have indicated that they are currently Employed. The precision is expected to be 70%.
JPPOL - Beskæftigelse - Pensioneret				x	1/30 dage	1.251.000	601.800	579.600	189.600	Audience Projects - Beskæftigelse - Pensioneret	This segment is based on people who have indicated that they are currently Retired. The precision is expected to be 70%.
JPPOL - Beskæftigelse - Selvstændig				x	1/30 dage	34.800	9.600	24.300	9.600	Audience Projects - Beskæftigelse - Selvstændig	This segment is based on people who have indicated that they are currently Homemakers. The precision is expected to be 70%.
JPPOL - Beskæftigelse - Studerende				x	1/30 dage	357.900	133.800	217.500	67.800	Audience Projects - Beskæftigelse - Studerende	This segment is based on people who have indicated that they are currently Students. The precision is expected to be 70%.
JPPOL - Husstand - 1 Person				x	1/30 dage	679.500	244.333	407.700	123.900	Audience Projects - Husstand - 1 Person	This segment is made up by people living in a household with 1 person. Using this segment will enable you to achieve a precision level of 70%.
JPPOL - Husstand - 2 Personer				x	1/30 dage	2.064.300	1.044.900	915.900	260.400	Audience Projects - Husstand - 2 Personer	This segment is made up by people living in a household with 2 persons. Using this segment will enable you to achieve a precision level of 70%.
JPPOL - Husstand - 3 Personer				x	1/30 dage	407.100	133.500	260.400	83.400	Audience Projects - Husstand - 3 Personer	This segment is made up by people living in a household with 3 persons. Using this segment will enable you to achieve a precision level of 70%.
JPPOL - Husstand - 4 Personer				x	1/30 dage	396.000	148.200	241.200	68.700	Audience Projects - Husstand - 4 Personer	This segment is made up by people living in a household with 4 persons. Using this segment will enable you to achieve a precision level of 70%.
JPPOL - Husstand - 5 Personer				x	1/30 dage	114.300	54.000	58.500	14.700	Audience Projects - Husstand - 5 Personer	This segment is made up by people living in a household with 5 persons or more. Using this segment will enable you to achieve a precision level of 70%.

ADFÆRDSMÅLGRUPPER

BUSINESS												
JPPOL - Business			x	x		2/30 dage	695.700	326.400	331.200	181.500	FINANS, Investor, JP Erhverv (+Premium Erhverv, Aarhus Erhverv), POL Økonomi	Aktie, arbejdernes landsbank, banknordik, danske bank, Direktør, E-handel, Finans, Investering, iværksæt, handelsbanken, jyske bank, nordea, Nøgletal, Obligation, pensam bank, realkredit, Regnskab, spar nord bank, sparekassen, sydbank, Topchef
JPPOL - Business - Boligmarked			x	x		2/30 dage	602.400	242.100	327.600	165.900	Finans Bolig+Privatøkonomi, POL Økonomi Bolig+Privatøkonomi, JP Bolig+Bolig "søg", POL Bolig+Plus Hus&Have	Boligmarked, Afdragsfrihed, Bolig, Boligejer, Boligkøber, Boliglån, Boligmarked, Boligøkonom, Fritidshus, Hus, Husejer, Huspris, Interiør, Invest, Lejlighed, Liebhav, Mægler
JPPOL - Business - Boligøkonomi			x	x		2/30 dage	648.900	263.700	350.100	175.200	POL Økonomi Bolig, FINANS Boliglån	Afdragsfrihed, Arbejdernes Landsbank, Banknordik, Bidrag, Bolig, Boligejer, Boligkøber, Boliglån, Boligmarked, Boligøkonom, Danske Bank, Gebyr, Handelsbanken, Husejer, Huspris, Indfrielse, Jyske Bank, Lejlighed, Lån, Låneomlæg, Nordea, Pensam Bank, Realkredit, Spar Nord Bank, Sparekassen, Sydbank, Vurdering
JPPOL - Business - Investering			x	x		2/30 dage	232.200	96.900	122.700	77.400	FINANS Investor	Invest, Aktie, obligation, opsparing, afkast, børser
JPPOL - Business - Møde&Events			x			2/30 dage	654.900	285.000	333.300	171.000		møde, event, teambuilding, konference, kursus, kongres, seminar, budgetansvarlig, beslutningstager, uddannelse, bookingbureau, hotel, av udstyr, meeting, foredragsbureau, statsaftale kursus, bella center, firmagave, meetovation
JPPOL - Business - Privat Økonomi			x	x		2/30 dage	173.400	58.200	105.900	66.900	FINANS Privatøkonomi, POL Privatøkonomi, Rabatkoder Bank-forsikring	Privat økonomi, SMS lån, Privat lån, Kreditkort, Hurtiglån, Rabatkoder OG bank-forsikring, Rabatkoder OG ferratum, Rabatkoder OG western-union
JPPOL - Business - Spedition&Shipping			x			2/30 dage	218.700	65.100	143.100	83.700		Spedition, Transport, Fragt, Shipping, Søfart, Luftfart, DSV, Mærsk, logistik

JOBMARKED											
JPPOL - Uddannelse - Elev/Studerende/Graduate		x	x		2/30 dage	306.600	99.000	194.700	106.200	POL Uddannelse	Studieliv, Uddannelse, Studiedrøm, drømmejob, universitet, bachelor, kandidat, studieplads, studerende, graduate, trainee
JPPOL - Håndværkere / (AP)			x	x	2/30 dage	526.800	305.100	195.600	56.100	EB Håndværkere / AP - Mænd, Teknisk Uddannelse, I arbejde	
JPPOL - Jobtitel - Advokat		x			2/30 dage	105.900	34.800	65.700	42.300		Advokat, Fuldmægtig, Jurist, Sagsbehandler, Foged, Lovgivning, Forvaltning, jura, cheffjurist
JPPOL - Jobtitel - Finans		x	x		5/30 dage	290.100	122.100	152.400	108.300	Finans, POL Økonomi	Finans, Nøgletal, Regnskab, Investering, Aktie, Obligation, Økonom, Revisor
JPPOL - Jobtitel - HR		x			1/14 dage	-	-	-	-		HR-afdeling, Jobkonsulent, Personalechef, Rekruttering, Studiecoach
JPPOL - Jobtitel - Ingeniør		x	x		5/30 dage	178.800	59.100	111.900	78.900	JP International, - Kultur, - Politik, POL Sport, - Økonomi	Ingeniør, Konstrukt, Brandsikr, Bygge
JPPOL - Jobtitel - IT		x	x		3/14 dage	179.100	53.700	116.400	75.600	JP Ny viden, POL Digital, - Økonomi, Finans Tech	IT, Digital, Java, Software, Hacker, Teknologi, Hardware
JPPOL - Jobtitel - Ledelse/Beslutningstager		x	x		5/30 dage	432.000	170.100	237.000	147.600	JP Indland, -Politik, -Aarhus, POL Økonomi, Finans	Chef, Nøgletal, Regnskab, Finans, Direktør, Investering, Livsværk, Ejer, Bestyrelse, Beslutningstager
JPPOL - Jobtitel - Offentlig Administration		x	x		5/30 dage	121.200	29.400	87.600	66.900	JP Aarhus	Administration, Retsvæsen, Forsvaret, Sekretær, Receptionist
JPPOL - Jobtitel - Projektledelse		x			2/30 dage	-	-	-	-		Projektledelse, Projektansvarlig, Projektchef, Supply Chain Manager, Projektkonsulent
JPPOL - Jobtitel - Salg		x	x		5/30 dage	244.500	76.800	155.400	108.600	JP International, - Livsstil, POL Debat, -Økonomi	Salg, Account, Eksport, Sælger, Telemarketing
JPPOL - Jobtitel - Sundhed/Medicinal		x			5/30 dage	378.000	137.400	220.800	132.600	http://politiken.dk/forbrugogliv/sundhedogmotion/art61-19908/300-1%C3%A6gesekret%C3%A6rer-demonstrerede-mod-sundhedsplatformen-Det-er-slut-med-at-v%C3%A6re-de-p%C3%A6ne-piger	Sygeplejerske, Sundhedsplejerske, Læge, Akutafdeling, Terapeut, Psykolog, Hospital, Kiropraktor, Kostvejledning, Sukkersyge, Sygehus, Sygdom, Bioanalytiker, Farmaceut, Laborant, Medicin, Biolog, SOSU
JPPOL - Jobtitel - Undervisning		x	x		5/30 dage	320.700	105.900	200.700	126.300	JP Politik, - International, POL Debat, -Ibyen, -Rejser, - Sport, - Økonomi, POLUddannelse, POL Skoleliv	Undervisning, Instruktør, Lektor, Lærer, PhD, Uddannelse, Pædagog, Gymnasie, Universitet, CBS, Copenhagen business school, RUC, ITU, skole
KULTUR											
JPPOL - Fin Kultur - Film		x	x		2/30 dage	95.700	27.000	64.800	42.000	POL Film&TV, POL Plus Arrangementer Film&Teater	Grand Teatret, Dagmar, CPH dox, Cinemateket, Feinsmecher, Cannes festival, Palme d'or, Den Gyldne Palme, Guld palme, Kim Skotte, Woody Allen, Fransk Film, Oscar
JPPOL - Kultur		x	x		2/30 dage	347.100	111.000	221.100	128.100	POL Ibyen+Kultur, JP Kultur+Premium Kultur, POLA Kultur, JP Aarhus-Kultur, Politiken Plus Arrangementer	kultur, aarhus2017
JPPOL - Kultur - Arkitektur		x	x		2/30 dage	22.800	6.300	15.900	12.300	POL Arkitektur	Arkitekt, Bygning Design
JPPOL - Kultur - Bykultur			x		2/30 dage	48.600	13.800	33.600	22.500	POL Ibyen + Indland København	
JPPOL - Kultur - Design		x	x		2/30 dage	746.400	302.400	408.600	188.400	POL Mode, POL Kunst, Ibyen Udstilling, POL Plus Kunst&Museer +Design+Kunst, JP Billedkunst	Interiør, Møbel arkitekt, Dekoration, Møbel Snedker, Ompolstring JPPOL MODE + JPPOL KUNST
JPPOL - Kultur - Festival		x			2/30 dage	678.000	280.800	365.700	174.000		Roskilde, Skanderborg, Koncert, Festival, Smuk Fest, Distortion, Northside, Copenhell, Rock, Tinderbox, Musik
JPPOL - Kultur - Film&TV		x	x		2/30 dage	544.800	214.800	303.600	150.900	EB Film&TV + Filmmagasinet, JP Film&TV, POL Film&TV, POL Ibyen Film, POL Plus Film&Teater, FORMAT Skærm	JPPOL - Kultur - TV, Streaming
JPPOL - Kultur - Fotografier			x		2/30 dage	12.000	3.000	8.400	6.600	POL Fotografier, JP Foto, POL Plus Fotografier/Arrangementer Kunst/Museer	
JPPOL - Kultur - Frankrig		x			2/30 dage	375.600	136.200	221.400	121.500		Cote d'azur, Provence, Nice, Cannes, Fransk, Macron, Cuisine, Arrondissement, marais, louvre, notre dame, matisse, Monet, Gauguin, picasso, miro, paris, frankrig, seine, rhone, lyon, bourdeaux, loire, marseilles, montpellier, mont blanc, bastille, riviera, frankofil, eiffel, triumf bue, champs elysees, galleries lafayette, alperne, alsace, edith piaf
JPPOL - Kultur - Historie		x	x		2/30 dage	466.500	178.500	259.500	144.900	JP Historie, POL Historie, EB+ Historie	Historie, Historisk, verdenskrig, Oldtid, Viking, middelalder, Jernalder, Stenalder, bronzealder, reformation, besættelse
JPPOL - Kultur - Kendte Personer			x		2/30 dage	1.869.900	840.000	895.800	324.000	EB Flash, EB+ Kendte	
JPPOL - Kultur - Kongelige		x	x		2/30 dage	635.700	248.400	351.600	172.200	EB Kongelige	kong, dronning, prins, royal, slot, amalienborg

JPPOL - Kultur - Kunst		x	x		2/30 dage	177.900	56.100	114.300	69.900	POL Kunst, Ibyen Udstilling, POL Plus Kunst&Museer +Design+Kunst, JP Billedkunst	Avant garde, Kunst, Udstilling, Museum, Håndværk, Skulptur
JPPOL - Kultur - Litteratur			x		2/30 dage	36.300	12.600	22.800	14.100	POL Bøger, JP Litteratur, RABAT Litteratur, Politiken Books, Politikens forlag, POL Plus Bøger	
JPPOL - Kultur - Mode		x	x		2/30 dage	661.500	258.900	371.400	174.900	POL Mode	fashion, mode, design, trend, Haute Couture, Avant garde, skræddersy, tøjmærke, kollektion
JPPOL - Kultur - Musik			x		2/30 dage	494.400	197.700	275.400	141.300	EB Musik, JP Musik, POL Musik+Ibyen Koncert, POL Plus Koncerter	
JPPOL - Kultur - Teater		x	x		2/30 dage	226.200	75.300	139.800	88.800	JP Teater, POL Scene, POL Ibyen Scene, POL PLUS Film&Teater	teater, scene, ballet, Musical, Opera, forestilling, Klassisk Musik, Louisiana, Avant garde, Betty Nansen, Musik OG Hus
JPPOL - Kultur - TV, Streaming		x			2/30 dage	83.400	18.900	60.900	38.400		Netflix, HBO, Tv2 Play, Viaplay, Stream, C More
JPPOL - Kultur - Underholdning		x	x		2/30 dage	1.933.200	864.600	931.800	332.400	EB Flash+Musik, POL Ibyen+Kultur (Film&TV, Musik+Scene), JP Kultur (Film&TV, Musik, Teater)	JPPOL - Festival, JPPOL - TV, Streaming
LIVSSTIL											
JPPOL - Livsstil			x		2/30 dage	314.700	105.000	193.500	117.900	EB Forbrug, JP+Premium Livsstil, POL Forbrug&Liv	
JPPOL - Livsstil - Bolig		x	x		2/30 dage	546.000	212.100	302.100	161.100	JP Bolig, POL Bolig, Rabatkoder Bolig	Altan, Bolig, Hus, Indretning, Interiør, Lejlighed, Liebhav, Terrasse, Villa, Landejendom, Rabatkoder OG Indretning-design
JPPOL - Livsstil - Elektronik			x		2/30 dage	228.900	73.500	141.900	86.700	EB Elektronik&Spil, JP Digitalt, POL Digitalt, FINANS+INVESTOR Tech, RABAT Elektronik	
JPPOL - Livsstil - Hus&Have		x	x		2/30 dage	249.000	87.900	146.700	96.300	JP Bolig, POL Bolig, POL Plus Hus&Have	Beskæring, Brændeovn, Carport, Dræbersnegl, Græsplæne, Gyngestativ, Gødning, Gør-det-selv, Haveaffald, Havetelt, Højbed, Kompostkvarn, Køkkenhave, Legehus, Liebhav, Parcelhus, Plæneklipper, Regnvandsbeholder, Rullegræs, Rækkehus, Skur, Terrasse, Trampolin, Udestue, JPPOL Sommerhus/have (Keywords)
JPPOL - Livsstil - Luksus		x	x		2/30 dage	711.600	289.200	382.800	182.100	JP Luksus	luksus, ekstravagance, caviar, yacht, rolex, boutique, 5 stjerne, millionær, dyreste hus, største hus, diamant, champagne, michelin stjerne, JPPOL - Motor - F Luksus, JPPOL - Motor - S Sport
JPPOL - Livsstil - Mad&Vin		x	x		2/30 dage	464.100	171.300	268.500	154.800	EB Foodiefying, EB Vin, JP Mad&Vin, JP Aarhus-Restauranter, POL Mad, POL - Forbrug (Tjek mad), Politikens Plus Mad&Vin, Spotdeal Vin+Gourmet, POL Plus Mad&Vin	Caviar, Fødevarer, Champagne, Restaurant, Opskrift, Cafe, Drink, Cocktail, Rødvind, Hvidvin, Kaffe, Frokost, Måltid, Aagaard, Michelin Stjerne, Gastronomi, mad+anmeld [JPPOL - Mad&Vin - Kaffe]
JPPOL - Livsstil - Shopping		x	x		2/30 dage	261.000	95.400	153.000	95.400	EB RABAT - Rabatkoder, POL Plus, SPOTDEAL, Tilbudavis, Prisuide	Tilbud, Shopping, Outlet, Lagersalg, Udsalg, Black Friday, cyber Monday, singles day
JPPOL - Livsstil - Sommerhus/Have		x	x		2/30 dage	144.300	52.800	81.900	57.600	JP bolig/have, POL boligogdesign/bolighaven	Drivhus, Fritidsbolig, Fritidshus, Have, Havemøb, Hus, Kolonihave, Ryges brevkasse, Ryges klumme, Sommerhus, Søren Ryge
JPPOL - Livsstil - Sundhed og Motion		x	x		2/30 dage	386.400	143.400	225.300	134.400	EB Sundhed/Motion, JP Familie&Sundhed, POL Sundhed&Motion, Shero - Sundhed, POL Plus Krop&Sjæl	Crossfit, Motion, Fitness, træning, muskler, muskel, Personlig træner, kondition, Jegloeber, Pilates, Yoga, Spinning, Vegan, Vegetar, Palæo, stenalderkost,sundhed
JPPOL - Livsstil - Udendørs Aktiviteter		x			2/30 dage	450.000	160.800	251.700	160.800	http://politiken.dk/forbrugogliv/art6145102/Monstergedde-p%C3%A5-22-kg-blev-fanget-et-hemmeligt-sted-i-Nordsj%C3%A6lland	Udendørs aktivitet, Outdoor, Camp, Fiskeri, hiking, kano, dykning, klatring, jagt, action, faldskærm, bungyjump, aktiv ferie, telt, fiskergrej, fisk, sø, gedde
MOTOR											
JPPOL - Motor		x	x		2/30 dage	1.221.900	541.500	603.900	254.100	EB Biler, JP Biler, POL Biler, POLA Bil	Bilafgift, Bilfabrikant, Bilforsikring, Familiebil, Mikrobil, Motorkøretøj, Registreringsafgift, Minibil, Biler [JPPOL Bilmodeller, JPPOL Bilmærker]
JPPOL - Motor - Alternativ Energi		x			2/30 dage	77.100	25.200	48.900	34.500		Elbil, Tesla, Brintbil, Hybrid, Energi, Miljø, Naturgas
JPPOL - Motor OG Energi&Miljø		x	x		2/30 dage	211.500	71.700	127.800	82.500	JPPOL - Motor OG JPPOL Energi&Miljø	
JPPOL - Motor - A Mikro		x			2/30 dage	82.200	27.900	50.400	33.300		Picanto, Mii, Aygo, Citigo, 108, i10, Opel Karl, C1, Celerio, VW Up, Volkswagen UP, Fiat 500
JPPOL - Motor - B Lille		x			2/30 dage	39.000	9.000	28.500	19.500		208, VW Polo, Volkswagen Polo, Yaris, Fiesta, C3, Kia Rio, Corsa, i20, Fabia, Clio
JPPOL - Motor - C Mellem		x			2/30 dage	140.400	36.900	98.700	56.700		308, Astra, VW Golf, Volkswagen Golf, Octavia, Baleno, Auris, Leon, Focus, Ceed, A3, Fiat 500i
JPPOL - Motor - D Stor		x			2/30 dage	15.600	3.300	11.400	7.500		Passat, C-klasse, BMW 3, A5, Insignia, Avensis, A4, Mondeo, Skoda Superb, V60
JPPOL - Motor - E Premium		x			2/30 dage	29.100	9.300	18.900	12.300		E-klasse, A6, V70, BMW 5, S90, A7, Tesla, S80
JPPOL - Motor - F Luksus		x			2/30 dage	8.700	1.800	6.600	4.200		Mercedes CLS, BMW 7, A8, Rolls Royce, Bentley

JPPOL - Motor - J SUV		x			1/14 dage	52.800	18.900	31.200	19.800		Qashqai, Vitara, CX-3, ASX, Duster, Kadjar, Kuga, XC60, CR-V, Q5
JPPOL - Motor - M MPV		x			1/14 dage	2.100	900	600	1.200		Touran, C-Max, S-Max, Grand C4 Picasso, Verso, Lodgy, Nissan Note, C3 Picasso, IX20, B-max
JPPOL - Motor - S Sport		x			2/30 dage	15.600	3.300	11.400	7.500		Mustang, MX-5, Ferrari, Audi TT, BMW 6, Camaro, Mercedes SL, Mercedes SLK, Pulsar, Porsche 911, Lamborghini
JPPOL - Motor - Øvrige		x			1/14 dage	90.300	38.100	47.700	30.600		Mercedes Sprinter, Transit Custom, Tourneo Custom, Caravelle, Ducato, Volkswagen Multivan, VW Multivan, Citroen Jumper, Vito, Polaris RNG
REJSER											
JPPOL - Rejser		x	x		2/30 dage	792.300	339.300	407.400	199.800	EB Ferie, JP Rejser, POL Rejser, Rabatkoder Rejser/Hotel, Spotdeal Ophold/Rejser, POLA Rejse, POL Plus Rejser	Spies, Star tour, Rejse, Apollo, Bravo Tours, Flybillet, Travel, ferie, turengaartil [JPPOL - Rejser - Bilferie + Ferie i DK + Ski + Sol&Strand + Storbyferie + Camping]
JPPOL - Rejser - Bilferie		x	x		2/30 dage	10.200	3.300	6.000	4.800	POL - Rejser - Bilferie	bil ferie, ferie trafik, roadtrip, billeje, biludlej, kør-selv ferie
JPPOL - Rejser - Camping		x			2/30 dage	246.000	66.900	150.600	120.600		Camp, Kørselv ferie, aktiv ferie, Telt
JPPOL - Rejser - Ferie i Danmark		x	x		2/30 dage	14.700	5.100	8.700	6.300	EB Ferie DK, JP Ferie DK, POL Ferie DK, SPOTDEAL Ophold, POLA Rejser	Kro, Kroophold, Kroferie, Dansk OG Feriec, Ferie OG i OG Danmark
JPPOL - Rejser - Ski		x	x		2/30 dage	252.300	86.400	153.000	88.800	EB Ferie&Ski, JP Rejser&Sne, POL Sne&Ski	Skisport, Skiferie, Skidestination, skihytte, skiudstyr, skitøj, skiløb, skisted, skitur, kælkk, snowboard, pist, vinter ressort, skøjte, skisæson, ski OG sne, skirejse
JPPOL - Rejser - Sol&Strand		x	x		2/30 dage	289.500	102.000	171.600	102.900	POL Rejser - Sol&Strand	Sol OG Ferie, Sol OG Rejs, Strand, Charter, Spies, Star Tour, Apollo, Bravo Tours, Afbud OG Rejse, Afbestilling OG Rejse, Last Minute Rejse, All Inclusive
JPPOL - Rejser - Storbyferie		x	x		2/30 dage	12.000	2.100	9.600	7.500	POL Ferie - Storby&Kultur, Guider	storby OG ferie, storby OG rejser, rejse OG weekend, storby OG shopping
SPORT											
JPPOL - Sport			x		2/30 dage	1.459.800	627.900	726.600	283.200	EB Sport, JP Sport+Premium Sport+Aarhus, EB+ Sport/Spil POL Sport, POLA Sport	
JPPOL - Sport - Badminton		x	x		2/30 dage	103.200	35.100	63.900	38.400	JP Badminton	Badminton
JPPOL - Sport - Boksning		x	x		2/30 dage	89.100	24.600	61.200	39.300	EB Boksning, JP Boksning	Boksning, Bokse, Kessler, Mike Tyson
JPPOL - Sport - Cykling		x	x		2/30 dage	274.200	93.300	167.400	98.400	EB Cykling, JP Cykling, POL Cykling	Cykling, tour, giro, etape, riis, contador, armstrong, Cykel
JPPOL - Sport - E-Sport		x			2/30 dage	98.700	27.300	69.300	39.900		ARK, ARMA, Assassins Creed, Battlefield, Bloodborne, Call of Duty, Cities Skyline, Counter Strike, Dark Souls, Diablo, Dota, Fallout, FIFA, Football Manager, For Honor, Grand Theft Auto, Guild Wars, Halo, Hearthstone, Heroes of the Storm, League of Legends, Madden NFL, Mass Effect, Metal Gear Solid, Minecraft, Nioh, Overwatch, Rocket League, Runescape, Sid Meier Civilization, StarCraft, Team Fortress, The Elder Scrolls, The Legend of Zelda Twilight Princess, The Witcher, Warface, World of Tanks, World of War, esports, e-sport, dreamhack, blizzcon
JPPOL - Sport - Fodbold		x	x		2/30 dage	1.025.700	420.600	542.700	221.700	EB Fodbold, JP Fodbold, POL Fodbold	Fodbold, FCK, Champions League, AGF, Messi, superliga, europa league
JPPOL - Sport - Golf		x	x		2/30 dage	120.000	29.400	83.700	57.300	JP Golf, POL Golf	Golf, Masters Tournament, PGA, US Open Golf
JPPOL - Sport - Håndbold		x	x		2/30 dage	325.200	128.400	176.100	110.400	EB Håndbold, JP Håndbold, POL Håndbold	Håndbold
JPPOL - Sport - Ishockey		x	x		2/30 dage	112.500	40.800	66.600	43.500	JP Ishockey, POL Ishockey	Ishockey
JPPOL - Sport - Motorsport		x	x		2/30 dage	281.100	107.100	162.000	88.800	EB Motorsport+Formel1, JP Motorsport, POL Formel1	Motorsport, Formel 1, speedway, Magnussen, F1, le mans, rally, nascar
JPPOL - Sport - Svømning		x	x		2/30 dage	264.000	90.600	157.500	93.300	POL Svømning	Svøm
JPPOL - Sport - Tennis		x	x		2/30 dage	295.800	116.400	159.600	99.000	EB Tennis, JP Tennis, POL Tennis	tennis, wimbledon, French Open, Wozniacki, Madrid Open, US Open Tennis, Grand slam
JPPOL - Sports- og Sundhedsinteresserede		x	x		2/30 dage	1.528.800	657.900	759.900	296.100	EB Sundhed/Motion/Sport, JP (+Århus) Familie&Sundhed/Sport, POL Sundhed&Motion/Sport, Shero - Sundhed, POLA Sport, POL Plus Krop&Sjæl	[JPPOL - Livsstil - Sundhed og Motion]
DIVERSE											
JPPOL - Drengerøv		x	x		2/30 dage	775.500	330.600	411.600	164.700	EB Elektronik&Spil, EB Verden/Sport på Vrangen, EB Flash/Babes, EB Side9, RABATKODER Diverse, FORMAT Teknologi	Pokemon, "AFP", [JPPOL - E-sport], Rabatkoder Takeaway, CDON, Coolshop, Coolstuff, Quint

JPPOL - Energi&Miljø		x	x		2/30 dage	220.800	74.700	132.900	84.600	POL 2050	Miljø, Energi, Vindmølle, El regning, Varmeregning, Naturgas, klima, genbrug
JPPOL - Forsikring - Bilforsikring		x			2/30 dage	54.300	15.600	36.300	21.000		Kasko, bilforsikring,
JPPOL - Forsikring - Indbrudsforsikring		x			2/30 dage	674.400	273.300	358.800	182.100		Indbrud, Alarm, Verisure, Sikkerhed, Tyv, Brand, Overvåg, Detektor Artikel: hold-paa-hat-og-briller-her-er-fem-af-de-snedigste-tyveknaegte-nogensinde se-listen-her-er-danmarkshistoriens-mest-indbringende-kup
JPPOL - Forsikring - Rejseforsikring		x	x		1/14 dage	18.600	8.100	9.300	6.900	POL Ferie - Sikkerhed&forsikring + Sundhed&Sygdom	Rejseforsikring, Afbestillingsforsikring, Tryghed OG Rejse
JPPOL - Gambling		x	x		2/30 dage	207.900	77.700	119.400	75.000	EB Poker, EB Betting/Trav, EB Bingo, EB Casino, EB spil, EB Livescore, JP Resultater	Casino, Bingo, Spillemaskine, Gambling, Jackpot, Slots, Table Games, Skrabekort, Lotto, Poker
JPPOL - Grønland		x			2/30 dage	15.000	3.900	10.200	6.900		Grønland, Greenland, Indlandsis, Eskimo, Nuuk, Godthåb, Ilulissat, Sisimiut, Holsteinborg, Qaqortoq, Julianehåb, Qeqertarsuaq, Godhavn, Kangerlussuaq, Søndre Strømfjord, Paamiut, Nordlys, Midnatssol, hundeslæde
JPPOL - Gør-Det-Selv		x			2/30 dage	239.400	76.800	149.400	90.900		Gør det selv, Handyman, nyt hus, nyt tag, nyt køkken, bygge hus, renover, DIY, selv byg
JPPOL - Tele		x	x		2/30 dage	326.400	82.500	228.900	121.200	EB Mobil	Huawei, Android, Bluetooth, Galaxy, HTC, Wi-fi, Xperia, Mobil, Telekommunikation, Iphone, Apple, Tablet, Laptop, Ipad, Hi3g, CBB, Call me, Lebara, Nettalk, Oister, Telenor, Telia, Telmore, Tre-for, Unotel, Wao, Fullrate, Yousee, Zenji, Evercall, Dansknet, Teleselskab, Samsung, Doro, Sony, Smartphone
JPPOL - Tøsen		x	x		2/30 dage	694.800	274.800	387.900	180.900	Shero.dk, Foodiefying.dk, Rabatkoder - Beauty/Fashion, POL Mode, EB Sexperterne	[JPPOL - Kultur - Mode]
JPPOL - Underholdning - Spil/Quiz		x	x		1/30 dage	348.900	121.800	210.300	105.900	EB Spil, EB Casino, POL Plus Spil, JP Bagsiden (Sudoku, Figur Q, Krydsord), POL Bezzerwizzer	Quiz, test dig selv, test din viden
JPPOL - USA		x			2/30 dage	1.059.300	462.600	534.900	236.400		Amerika, Aspen, Baseball, Boston, Los Angeles, Miami, NBA, NFL, NYC, UFC, USA, Wallstreet, Yellowstone, New York, Washington, Trump, Obama
JPPOL - Videnskab		x	x		2/30 dage	386.100	134.100	233.400	133.800	EB Videnskab&Teknik, POL Viden, JP+Premium Viden	Videnskab, Forskning, Forsker
JPPOL - Økologi		x	x		2/30 dage	402.300	153.900	228.300	134.100	POL - Forbrug (Tjek mad), EB RABAT - Helse	Øko, Økologi, Antibiotika Resistens, Dyrevelfærd, Medicinrest, Bio, Fairtrade, Naturmedicin, Helse, Sundhed, Landbrug, Sprøjtemid, Fødevarer, Eco, vegan, vegetar, øko udgave, giftrest, burhøns, Dyrenes Venner, buræg, tremmekalv, grise, svinekød, malkekvæg, køer, friland, slagtekylling
JPPOL - Erotik			x		2/30 dage	906.600	375.900	436.200	224.100	EB Sex&Samliv, EB Side9, EB Side6, SHERO Sex	
JPPOL - Kærlighed			x		2/30 dage	40.800	6.900	33.000	19.200	EB Sexperterne, SHERO Kærlighed	