

Segment name	Login	Keyword	Sektion	3. part	frekvens/recency	EB - Cross-Device	EB - Desktop	EB - Mobil	EB - Tablet	Metode/Sektion	Beskrivelse/Keywords
<b>SOCIODEMOGRAFI</b>											
JPPOL - Køn - Mand	x			x	1/30 dage	2.330.400	1.200.900	1.011.000	287.700	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	1.501.800	563.100	868.200	230.100	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	296.400	106.800	186.000	63.900	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	2.031.000	956.700	994.800	244.200	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	395.700	122.400	268.200	82.800	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	2.350.200	1.160.700	1.073.700	287.100	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	626.700	228.600	379.500	94.500	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	669.900	380.100	258.300	84.000	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	2.173.200	1.097.400	964.500	278.400	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	1.052.100	526.200	466.800	164.700	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	999.300	492.600	449.400	157.500	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	861.300	475.200	352.800	130.200	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	1.660.500	669.000	920.700	227.400	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	1.826.700	977.700	763.800	222.300	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	1.288.500	539.700	711.300	177.000	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	2.439.900	1.208.100	1.123.200	282.900	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	294.900	135.900	150.000	33.000	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	643.500	207.900	423.300	137.400	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	556.800	321.000	207.900	57.300	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	269.400	118.200	140.400	67.500	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	1.663.800	727.500	859.200	241.800	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	115.800	45.600	67.500	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	2.379.300	1.164.900	1.107.300	279.900	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	1.215.000	588.900	560.700	183.600	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	39.000	10.200	27.600	11.700	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	354.900	136.500	212.100	69.900	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	637.500	232.800	381.300	124.500	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	2.056.500	1.047.600	908.700	258.600	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	397.800	134.100	252.300	84.300	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	373.800	142.200	225.900	67.800	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	109.500	53.700	54.000	14.100	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	773.100	366.600	364.200	193.500	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	580.200	236.100	311.700	164.700	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, Liebhave, Mægler
JPPOL - Business - Boligøkonomi			x	x		2/30 dage	661.200	266.400	357.900	179.100	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	239.100	102.600	122.400	78.900	FINANS Investor	Invest, Aktie, obligation, opsparing, afkast, børser
JPPOL - Business - Møde&Events			x			2/30 dage	683.700	294.900	348.300	178.800		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	175.800	59.400	105.900	69.000	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	270.900	98.100	161.400	91.800		Spedition, Transport, Fragt, Shipping, Søfart, Luftfart, DSV, Mærsk, logistik

JOBMARKED											
JPPOL - Uddannelse - Elev/Studerende/Graduate		x	x		2/30 dage	312.300	101.400	197.100	109.200	POL Uddannelse	Studieliv, Uddannelse, Studiedrøm, drømmejob, universitet, bachelor, kandidat, studieplads, studerende, graduate, trainee, ted talks
JPPOL - Håndværkere / (AP)			x	x	2/30 dage	529.800	307.800	195.000	55.800	EB Håndværkere / SSO Mænd OG AP - Mænd, Teknisk Uddannelse, I arbejde	
JPPOL - Jobtitel - Advokat		x			2/30 dage	159.000	60.000	100.500	54.000		Advokat, Fuldmægtig, Jurist, Sagsbehandler, Foged, Lovgivning, Forvaltning, jura, cheffjurist
JPPOL - Jobtitel - Finans		x	x		5/30 dage	325.200	137.700	171.000	114.300	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	169.800	55.800	108.000	74.700	JP International, - Kultur, - Politik, POL Sport, - Økonomi	Ingeniør, Konstrukt, Brandsikr, Bygge
JPPOL - Jobtitel - IT		x	x		3/14 dage	174.000	51.300	114.900	73.800	JP Ny viden, POL Digital, - Økonomi, Finans Tech	IT, Digital, Java, Software, Hacker, Teknologi, Hardware
JPPOL - Jobtitel - Ledelse/Beslutningstager		x	x		5/30 dage	464.400	188.400	251.100	150.900	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	112.500	24.600	85.200	65.100	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	209.700	65.100	134.700	97.200	JP International, - Livsstil, POL Debat, -Økonomi	Salg, Account, Eksport, Sælger, Telemarketing
JPPOL - Jobtitel - Sundhed/Medicinal		x			5/30 dage	383.400	143.100	220.800	130.200	<a href="http://politiken.dk/forbrugogliv/sundhedogmotion/art6119908/300-1%C3%A6gesekret%C3%A6rer-demonstrerede-mod-sundhedsplatformen-Det-er-slut-med-at-v%C3%A6re-de-p%C3%A6ne-piger">http://politiken.dk/forbrugogliv/sundhedogmotion/art6119908/300-1%C3%A6gesekret%C3%A6rer-demonstrerede-mod-sundhedsplatformen-Det-er-slut-med-at-v%C3%A6re-de-p%C3%A6ne-piger</a>	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	306.300	107.000	191.400	124.800	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	94.800	25.800	64.200	43.200	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	305.700	102.000	191.100	122.100	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	23.700	6.600	16.500	13.200	POL Arkitektur	Arkitekt, Bygning Design
JPPOL - Kultur - Bykultur			x		2/30 dage	55.500	17.400	36.900	25.800	POL Ibyen + Indland København	
JPPOL - Kultur - Design		x	x		2/30 dage	767.400	317.700	414.000	191.700	POL Mode, POL Kunst, 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	680.400	287.100	361.500	171.000		Roskilde, Skanderborg, Koncert, Festival, Smuk Fest, Distortion, Northside, Copenhell, Rock, Tinderbox, Musik
JPPOL - Kultur - Film&TV		x	x		2/30 dage	516.600	199.200	291.300	150.300	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	12.900	3.900	8.400	6.000	POL Fotografier, JP Foto, POL Plus Fotografier/Arrangementer Kunst/Museer	world press photo
JPPOL - Kultur - Frankrig		x			2/30 dage	380.700	144.900	221.700	115.500		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	501.900	204.600	270.300	148.200	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	1.696.800	754.200	823.500	301.200	EB Flash, EB+ Kendte	
JPPOL - Kultur - Kongelige		x	x		2/30 dage	725.100	295.200	386.700	186.300	EB Kongelige	kong, dronning, prins, royal, slot, amalienborg

JPPOL - Kultur - Kunst		x	x		2/30 dage	226.800	77.400	140.400	79.800	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	36.900	13.800	21.600	15.900	POL Bøger, JP Litteratur, RABAT Litteratur, Politiken Books, Politikens forlag, POL Plus Bøger	
JPPOL - Kultur - Mode		x	x		2/30 dage	662.700	263.100	369.900	174.900	POL Mode	fashion, mode, design, trend, Haute Couture, Avant garde, skræddersy, tøjmærke, kollektion
JPPOL - Kultur - Musik			x		2/30 dage	423.300	167.400	239.400	122.700	EB Musik, JP Musik, POL Musik+Ibyen Koncert, POL Plus Koncerter	
JPPOL - Kultur - Teater		x	x		2/30 dage	259.500	95.700	149.700	96.300	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	117.300	27.600	85.200	50.400		Netflix, HBO, Tv2 Play, Viaplay, Stream, C More
JPPOL - Kultur - Underholdning		x	x		2/30 dage	1.789.800	796.200	868.200	314.100	EB Flash+Musik, POL Ibyen+Kultur (Film&TV, Musik+Scene), JP Kultur (Film&TV, Musik, Teater)	JPPOL - Festival, JPPOL - TV, Streaming
<b>LIVSSTIL</b>											
JPPOL - Livsstil			x		2/30 dage	246.600	78.000	158.100	104.700	EB Forbrug, JP+Premium Livsstil, POL Forbrug&Liv	
JPPOL - Livsstil - Bolig		x	x		2/30 dage	522.000	201.300	290.100	158.100	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	208.200	63.600	133.800	79.800	EB Elektronik&Spil, JP Digitalt, POL Digitalt, FINANS+INVESTOR Tech, RABAT Elektronik	
JPPOL - Livsstil - Hus&Have		x	x		2/30 dage	226.200	75.600	137.100	88.500	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	879.600	381.300	444.900	202.500	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	536.100	198.900	308.100	165.600	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 - Kaffe]	Caviar, Fødevare, 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	243.300	92.100	139.500	84.600	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	146.700	52.200	84.600	57.900	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	357.000	129.000	210.900	125.700	EB Sundhed/Motion, JP Familie&Sundhed, POL Sundhed&Motion, Shero - Sundhed, POL Plus Krop&Sjæl	Crossfit, Motion, Fitness, træning, muskler, muskel, Personlig træning, kondition, Jegloeber, Pilates, Yoga, Spinning, Vegan, Vegetar, Palæo, stenalderkost, sundhed, triathlon, wellness
JPPOL - Livsstil - Udendørs Aktiviteter		x			2/30 dage	486.900	173.400	269.100	171.000	<a href="http://politiken.dk/forbrugogliv/art6145102/Monstergedde-p%C3%A5-22-kg-blev-fanget-et-hemmeligt-sted-i-Nordsj%C3%A6lland">http://politiken.dk/forbrugogliv/art6145102/Monstergedde-p%C3%A5-22-kg-blev-fanget-et-hemmeligt-sted-i-Nordsj%C3%A6lland</a>	Udendørs aktivitet, Outdoor, Camp, Fiskeri, hiking, kano, dykning, klatring, jagt, action, faldskærm, bungyjump, aktiv ferie, telt, fiskergrej, fisk, sø, gedde
<b>MOTOR</b>											
JPPOL - Motor		x	x		2/30 dage	1.279.800	577.500	624.300	255.600	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	93.300	33.900	55.200	39.300		Elbil, Tesla, Brintbil, Hybrid, Energi, Miljø, Naturgas
JPPOL - Motor OG Energi&Miljø		x	x		2/30 dage	173.400	55.200	110.700	71.100	JPPOL - Motor OG JPPOL Energi&Miljø	
JPPOL - Motor - A Mikro		x			2/30 dage	106.800	37.200	66.000	41.100		Picanto, Mii, Aygo, Citigo, 108, i10, Opel Karl, C1, Celerio, VW Up, Volkswagen UP, Fiat 500
JPPOL - Motor - B Lille		x			2/30 dage	81.900	21.300	57.000	36.600		208, VW Polo, Volkswagen Polo, Yaris, Fiesta, C3, Kia Rio, Corsa, i20, Fabia, Clío
JPPOL - Motor - C Mellem		x			2/30 dage	120.600	30.600	84.600	48.900		308, Astra, VW Golf, Volkswagen Golf, Octavia, Baleno, Auris, Leon, Focus, Ceed, A3, Fiat 500L
JPPOL - Motor - D Stor		x			2/30 dage	16.800	4.500	11.400	6.300		Passat, C-klasse, BMW 3, A5, Insignia, Avensis, A4, Mondeo, Skoda Superb, V60
JPPOL - Motor - E Premium		x			2/30 dage	42.900	15.300	25.500	17.100		E-klasse, A6, V70, BMW 5, S90, A7, Tesla, S80



JPPOL - Motor - F Luksus		x			2/30 dage	14.700	4.500	9.600	6.900		Mercedes CLS, BMW 7, A8, Rolls Royce, Bentley
JPPOL - Motor - J SUV		x			1/14 dage	50.400	17.700	30.300	18.600		Qashqai, Vitara, CX-3, ASX, Duster, Kadjar, Kuga, XC60, CR-V, Q5
JPPOL - Motor - M MPV		x			1/14 dage	1.500	600	600	600		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	16.800	4.500	11.400	6.300		Mustang, MX-5, Ferrari, Audi TT, BMW 6, Camaro, Mercedes SL, Mercedes SLK, Pulsar, Porsche 911, Lamborghini
JPPOL - Motor - Øvrige		x			1/14 dage	87.300	36.900	47.100	29.400		Mercedes Sprinter, Transit Custom, Tourneo Custom, Caravelle, Ducato, Volkswagen Multivan, VW Multivan, Citroen Jumper, Vito, Polaris RNG
<b>REJSER</b>											
JPPOL - Rejser		x	x		2/30 dage	802.800	352.200	404.700	195.000	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	6.900	1.800	4.500	2.700	POL - Rejser - Bilferie	bil ferie, ferie trafik, roadtrip, billeje, biludlej, kørselv ferie
JPPOL - Rejser - Camping		x			2/30 dage	254.100	73.200	147.600	124.500		Camp, Kørselv ferie, aktiv ferie, Telt
JPPOL - Rejser - Ferie i Danmark		x	x		2/30 dage	12.900	4.200	8.100	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	279.000	93.600	171.600	99.000	EB Ferie&Ski, JP Rejser&Sne, POL Sne&Ski	Skisport, Skiferie, Skidestination, skihytte, skiudstyr, skitøj, skiløb, skisted, skitur, kæl, snowboard, pist, vinter ressort, skøjte, skisæson, ski OG sne, skirejse
JPPOL - Rejser - Sol&Strand		x	x		2/30 dage	315.900	112.800	183.600	107.700	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	13.500	3.600	9.900	8.400	POL Ferie - Storby&Kultur, Guider	storby OG ferie, storby OG rejser, rejse OG weekend, storby OG shopping, weekend tur, shopping ferie
<b>SPORT</b>											
JPPOL - Sport			x		2/30 dage	1.254.900	536.700	631.200	259.500	EB Sport, JP Sport+Premium Sport+Aarhus, EB+ Sport/Spil POL Sport, POLA Sport	
JPPOL - Sport - Badminton		x	x		2/30 dage	102.900	36.000	62.700	38.100	JP Badminton	Badminton
JPPOL - Sport - Boksning		x	x		2/30 dage	105.900	33.300	68.100	42.300	EB Boksning, JP Boksning	Boksning, Bokse, Kessler, Mike Tyson
JPPOL - Sport - Cykling		x	x		2/30 dage	414.000	162.000	233.700	122.400	EB Cykling, JP Cykling, POL Cykling	Cykling, tour, giro, etape, riis, contador, armstrong, Cykel
JPPOL - Sport - E-Sport		x			2/30 dage	165.300	51.900	108.900	60.000	EB E-Sport	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	1.091.100	452.400	570.300	234.300	EB Fodbold, JP Fodbold, POL Fodbold	Fodbold, FCK, Champions League, AGF, Messi, superliga, europa league, brøndby IF
JPPOL - Sport - Golf		x	x		2/30 dage	113.700	29.400	78.900	53.400	JP Golf, POL Golf	Golf, Masters Tournament, PGA, US Open Golf
JPPOL - Sport - Håndbold		x	x		2/30 dage	472.500	186.000	256.500	140.700	EB Håndbold, JP Håndbold, POL Håndbold	Håndbold
JPPOL - Sport - Ishockey		x	x		2/30 dage	133.800	52.500	74.400	48.300	JP Ishockey, POL Ishockey	Ishockey
JPPOL - Sport - Motorsport		x	x		2/30 dage	302.400	114.900	173.400	93.900	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	298.200	106.200	174.000	100.800	POL Svømning	Svøm
JPPOL - Sport - Tennis		x	x		2/30 dage	247.800	100.800	134.100	81.300	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	1.326.000	567.300	666.300	273.000	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]
<b>DIVERSE</b>											
JPPOL - Drengerøv		x	x		2/30 dage	768.900	332.100	403.500	161.100	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	179.700	57.600	114.300	71.700	POL 2050	Miljø, Energi, Vindmølle, El regning, Varmeregning, Naturgas, klima, genbrug
JPPOL - Forsikring - Bilforsikring		x			2/30 dage	55.200	15.900	37.200	21.300		Kasko, bilforsikring,
JPPOL - Forsikring - Indbrudsforsikring		x			2/30 dage	727.500	303.900	379.800	186.300		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	18.900	8.700	9.300	6.900	POL Ferie - Sikkerhed&forsikring + Sundhed&Sygdom	Rejseforsikring, Afbestillingsforsikring, Tryghed OG Rejse
JPPOL - Gambling		x	x		2/30 dage	159.000	63.600	91.200	53.700	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	39.600	7.800	29.700	19.800		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	214.200	64.800	136.800	84.600		Gør det selv, Handyman, nyt hus, nyt tag, nyt køkken, bygge hus, renover, DIY, selv byg
JPPOL - Tele		x	x		2/30 dage	329.700	82.200	234.300	123.300		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, Waoo, Fullrate, Yousee, Zenji, Evercall, Dansknet, Teleselskab, Samsung, Doro, Sony, Smartphone
JPPOL - Tøsen		x	x		2/30 dage	702.000	282.600	388.500	181.800	Shero.dk, Foodiefying.dk, Rabatkoder - Beauty/Fashion, POL Mode, EB Sexperterne	[JPPOL - Kultur - Mode]
JPPOL - Underholdning - Spil/Quiz		x	x		1/30 dage	422.100	157.500	244.200	119.400	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	1.133.400	498.900	564.300	245.700		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	367.800	129.300	220.800	126.900	EB Videnskab&Teknik, POL Viden, JP+Premium Viden	Videnskab, Forskning, Forsker
JPPOL - Økologi		x	x		2/30 dage	407.700	156.300	231.600	133.800	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	936.000	390.600	449.400	223.800	EB Sex&Samliv, EB Side9, EB Side6, SHERO Sex	
JPPOL - Kærlighed			x		2/30 dage	43.200	7.200	34.800	21.000	EB Sexperterne, SHERO Kærlighed, EB Kys&Kærlighed	