


habit

SKO&MODE

 Nordiske Medier

DIGITAL PRESENCE

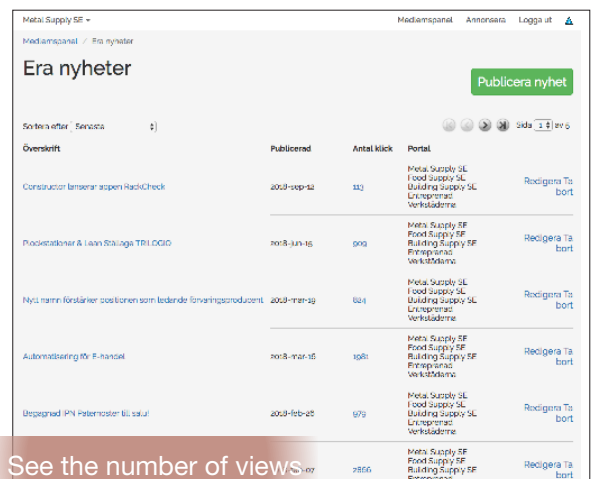
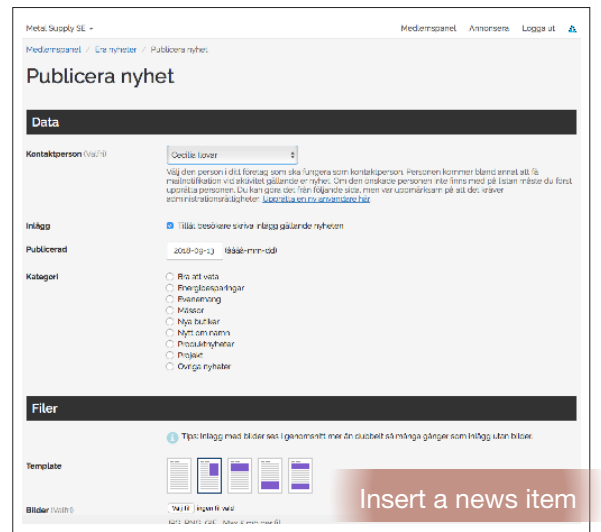
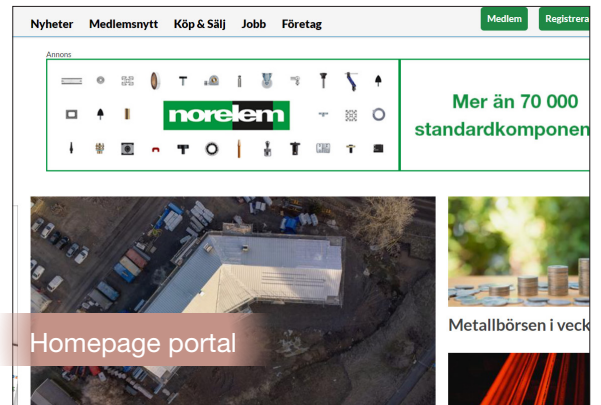
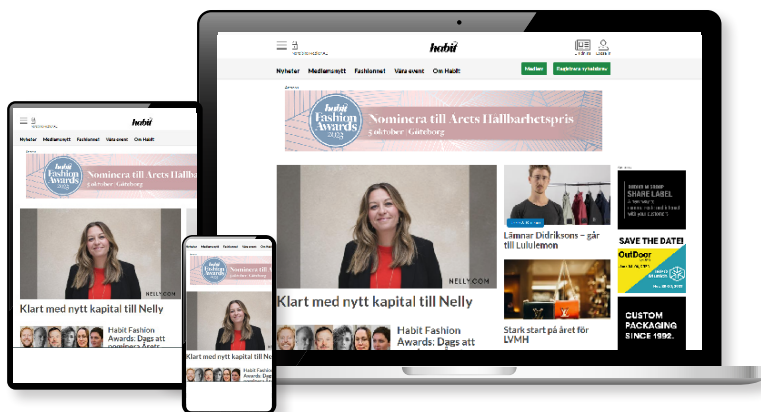
Become a member of Habit

With a membership with us, your business reaches the right target group and you can create new contacts within the industry.

Member benefits

- ✓ Log-in to all functions on the portal
- ✓ Increased online visibility through a complete company profile, link to your website, etc.
- ✓ Publish your own news directly to your target group under the heading "News from the members"
- ✓ Free posting of job ads
- ✓ Present courses and trade participation
- ✓ Advertise at member rates
- ✓ Complete your posts with pictures, videos, etc.
- ✓ Free posting of advertisements on machines, products and services under the heading "Buy and sell"
- ✓ Access to locked editorial material

12 995 SEK/year



Your possibilities

General information

You have the opportunity to be seen with banners on the portal and with advertisements in our newsletter which is sent out to decision makers in the industry.

Our sites are responsive, which means that they adapt to the screen they are displayed on. Html and script banners must be adapted to responsive display. Remember that the ad must be legible even when viewed on a mobile screen.

Advertisements and banners are linked to your website, it is also fine to attach another link when you submit your material.

We offer beneficial advertising packages which includes membership.

Contact us!

Our sales department is here if you want to know more.

Freddy Bustos

Phone: +46 73-682 53 13 | freddy.bustos@nordiskemedier.se

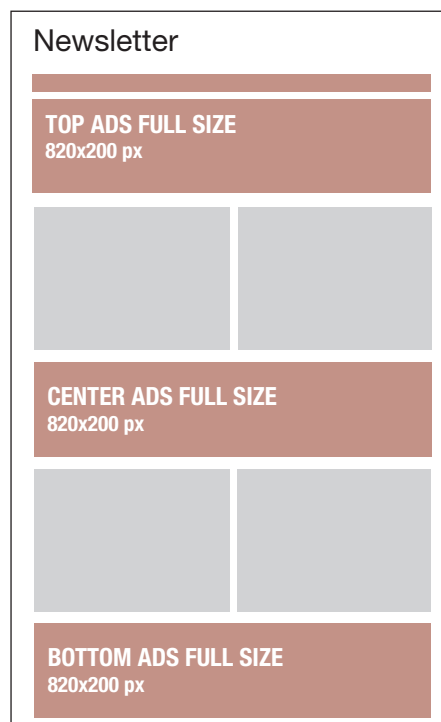
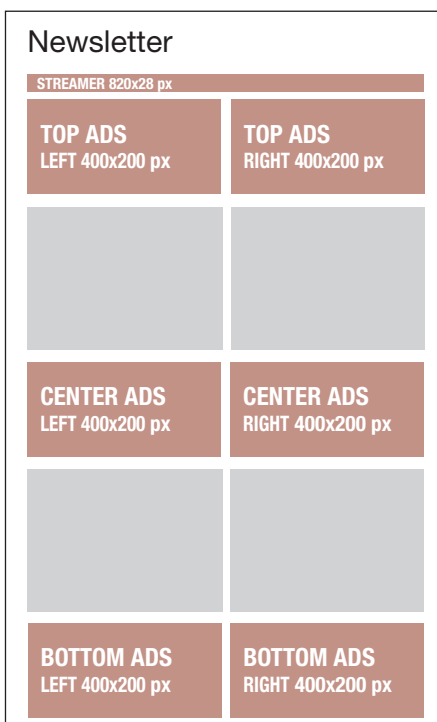
Martin Görhed

Phone: +46 70-995 13 37 | martin.gorhed@nordiskemedier.se

Alexandra Söderman

Phone: 076-301 31 61 | alexandra.soderman@nordiskemedier.se

Advertising newsletter



Habit's main target group is professionals in the fashion, ready-to-wear and textile industry in the Scandinavian countries as well as others with interest in the sector.

We are the first with the trends and the fastest with the industry news, but we also monitor everything from statistics to silhouettes, from trend forecasts to the economy, from store interior to the catwalk.

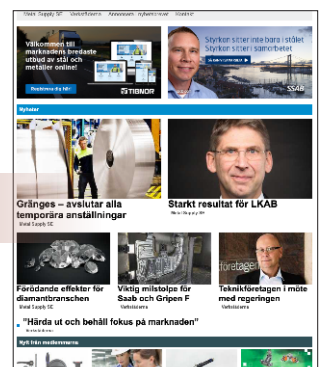
The website has approx. 40,000 unique visitors/month. Our newsletter reaches over 13,000 recipients/dispatches and is sent out 2 times a week. Habit Sko & Mode functions as a marketplace for companies in the fashion segment

Streamer 820x28 px, static, max 50 kb. Price per week	15 000 SEK
Top ads Full Size 820x200 px, static, max 50 kb.....	14 000 SEK
Top ads 400x200 px, static, max 50 kb	8 000 SEK
Center ads 400x200 px, static, max 50 kb	6 000 SEK
Bottom ads 400x200 px, static, max 50 kb.....	4 000 SEK

Sponsored content 20.000 SEK/week

Native ad

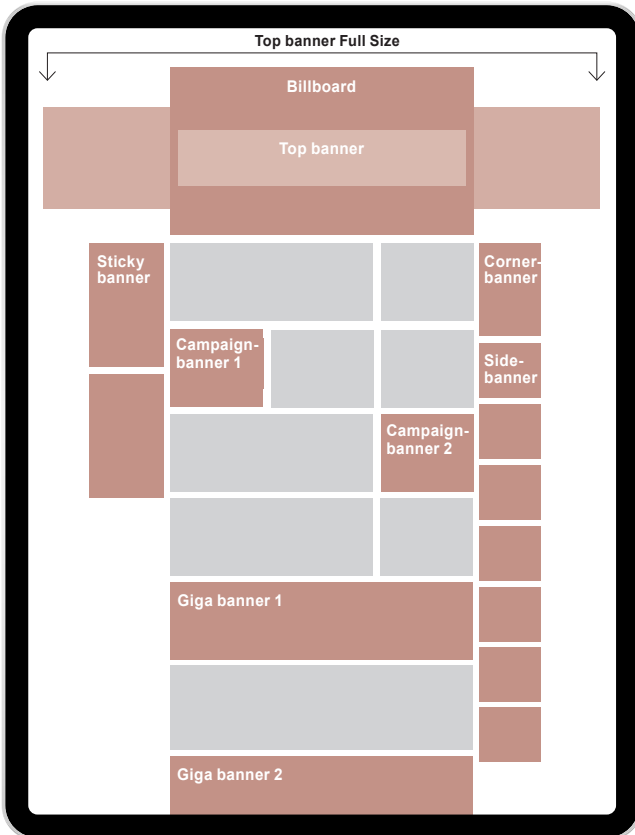
(Sponsored content) will be included in a newsletter during booked week.



Advertising website



Start page, prices for non-members/month



Top banner Full Size 1800x450 px, static, max 250 kb	59 000 SEK
Billboard 980x540 px, static or animated, max 150 kb	51 000 SEK
Top banner 930x180 px, static or animated, max 70 kb	24 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	20 000 SEK
Corner banner 200x300 px, static or animated, max 70 kb	13 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	4 000 SEK
Campaign banner 1* 300x250 px, static or animated, max 70 kb ...	19 000 SEK
Campaign banner 2** 300x250 px, static or animated, max 70 kb ..	14 000 SEK
Giga banner 1 930x250 px, static or animated, max 70 kb	24 000 SEK
Giga banner 2 930x250 px, static or animated, max 70 kb	18 000 SEK

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page.

** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page.

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds. Sticky, corner banner and side banner are only displayed on desktop.

Top banner Full Size 1800x450 px, static, max 250 kb	59 000 SEK
Billboard 980x540 px, static or animated, max 150 kb	51 000 SEK
Top banner 930x180 px, static or animated, max 70 kb	24 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	20 000 SEK
Corner banner 200x300 px, static or animated, max 70 kb	13 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	4 000 SEK
Campaign banner 1 300x250 px, static or animated, max 75 kb	19 000 SEK
Campaign banner 2 300x250 px, static or animated, max 75 kb	14 000 SEK
Titel banner 300x60 px, static, max 20 kb	13 000 SEK
Article banner 660x200 px, static or animated, max 100 kb	13 000 SEK

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds. Sticky, corner banner and side banner are only displayed on desktop.

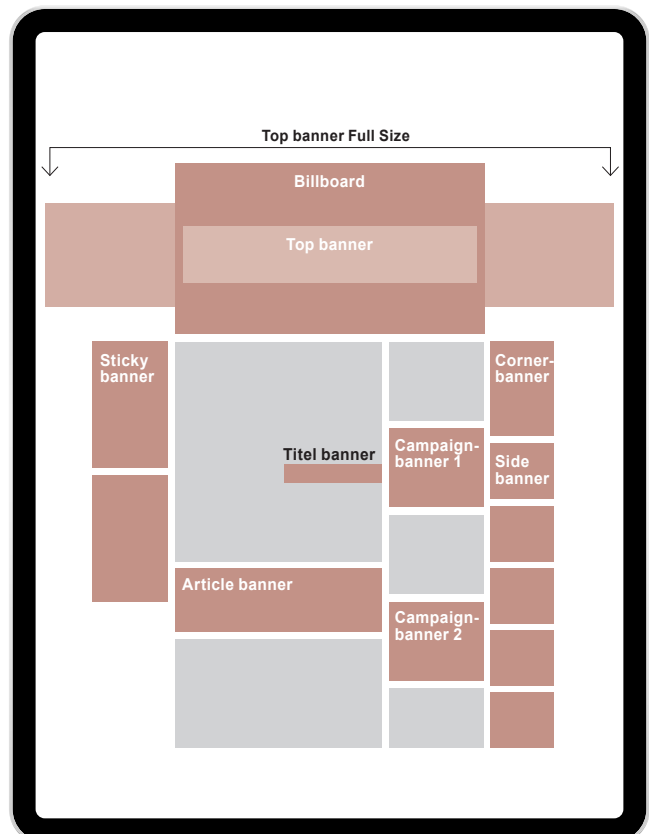
OBS: Banners on the portal share space with up to three others. Except sticky banner that shares space with up to two others. Banners rotate on page change.

Animated banners

The animation should stay within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip with all material), Script.

Article page, prices for members/month



Membership package

We offer beneficial packages for you who become a member. In addition to a year's membership, you also get banners on the portal and advertisements in the newsletter

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SKO&MODE

SMALL

12 months page banner on the portal
1 top ad in the newsletter
2 center ads in the newsletter
2 bottom ads in the newsletter
1 year membership

Price: 24.000 SEK

MEDIUM

1 month top banner on the portal
12 months page banner on the portal
2 top ads in the newsletter
2 center ads in the newsletter
2 bottom ads in the newsletter
1 year membership

Price: 40.000 SEK

LARGE

3 months top banner on the portal
12 months page banner on the portal
5 top ads in the newsletter
5 center ads in the newsletter
5 bottom ads in the newsletter
1 year membership

Price: 68.000 SEK