

# habit

SKO&MODE Nr. 3 2019

## *Scandinavian Fashion Business*

The fashiontrade magazine  
for the Scandinavian  
fashion industry

Market leader since 1961

*All about:*  
*Market - Trends*  
*Trade fairs - Industry profiles*  
*Industry Developments*

[www.habit.se](http://www.habit.se)

# MEDIA INFO 2019

Magazine

Web

Newsletter

Events

# EDITORIAL PROGRAMME 2019

| Issue | Distr Day | Deadline | Theme                                                                          |
|-------|-----------|----------|--------------------------------------------------------------------------------|
| 1     | Jan 25    | Jan 9    | Preview CPH & Stockholm Fashion Week 2019                                      |
| 2     | March 7   | Feb 18   | Exhibition report – Footwear - Omnichannel – Security – Retail                 |
| 3     | April 17  | March 29 | Fashion Report Part # 1 – Sport&Outdoor – Lifestyle                            |
| 4     | May 31    | May 13   | Habit International Summer 2020/2021                                           |
| 5     | July 9    | June 19  | Preview CPH & Stockholm Fashion Week Trends FW 2020/2021                       |
| 6     | Sept 30   | Sept 11  | Fashion Report Part # 2 – Exhibition report - Logistic – Packaging             |
| 7     | Nov 26    | Nov 7    | Habit Fashion Award 2019 – Retail technology – E-commerce – Payment & Checkout |
| 8     | Dec 20    | Nov 3    | Habit International Autumn/Winter 2020/2021                                    |

## TECHNICAL INFORMATION

### ADVERTISING MATERIAL FOR PRINT

Print optimized PDF.

**Material address:** habit.annons@nordiskemedier.se

### ADVERTISING MATERIAL FOR INTERNET

File format Webb: Static jpg, max 75 kb, Animated gif, max 75 kb, Html (zip-file)

File format Newsletter: Static jpg, gif or png

**Material address:** annons@nordiskemedier.se. Mark it "Habit"

### PRICES

All prices exclusive of VAT.

For advertising material that arrives late, the advert is charged in its entirety even if it was not possible to insert correctly.

Responsibility for errors is limited to the cost of the advertisement.

No responsibility is accepted for damages due to omissions or inaccuracies.

Circulation 8 000 copies including habit digital edition.

## FORMATS & PRICES

|                                                 |                                                                                  |                                                      |                                                                                                   |
|-------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <p>SPREAD<br/>Bleed format:<br/>450x297 mm*</p> | <p>1/1-PAGE<br/>Bleed format:<br/>225x297 mm*</p> <p>Cover 4:<br/>225x297 mm</p> | <p>1/2-PAGE</p> <p>225x146mm*</p> <p>108x297 mm*</p> | <p>1/3-PAGE</p> <p>190x86mm</p> <p>60x269 mm</p> <p>1/4-PAGE</p> <p>190x60mm</p> <p>93x125 mm</p> |
| 4-col or b/w:                                   | 4-col or b/w:                                                                    | 4-col or b/w:                                        | 4-col or b/w:                                                                                     |
| SEK 56,107                                      | SEK 36,284                                                                       | SEK 26,022                                           | SEK 14,431                                                                                        |
|                                                 |                                                                                  |                                                      | SEK 16,459                                                                                        |

\* Allow for 5 mm trim

### Attraktiva placeringar

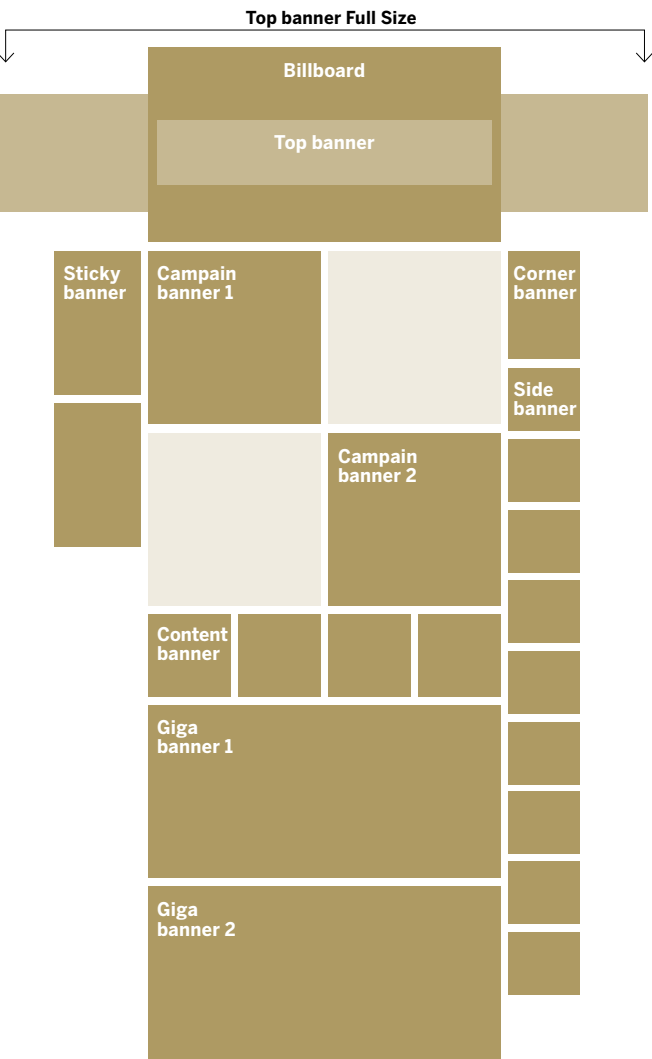
|                                           |            |
|-------------------------------------------|------------|
| Cover 4                                   | SEK 64,380 |
| Cover 2-3                                 | SEK 41,973 |
| Spread 1                                  | SEK 66,311 |
| Spread 2-3                                | SEK 62,067 |
| Page opposite editor<br>in chiefs column: | SEK 41,951 |

BeRequested placement 1/2-page or larger:  
+ 20 % supplements.

Please contact the sales department

# Ad format & prices web/newsletter

## Start page, prices per month



|                                                                          |            |
|--------------------------------------------------------------------------|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....        | SEK 29.500 |
| <b>Billboard</b> 980x450 px, static or animated, max 150 kb .....        | SEK 25.500 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb .....        | SEK 12.000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....     | SEK 10.000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....     | SEK 6.500  |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....       | SEK 2.000  |
| <b>Content banner</b> 230x230 px, static, max 55 kb .....                | SEK 3.750  |
| <b>Campaign banner 1</b> 480x480 px, static or animated, max 75 kb ..... | SEK 9.500  |
| <b>Campaign banner 2</b> 480x480 px, static or animated, max 75 kb ..... | SEK 8.800  |
| <b>Giga banner 1</b> 980x480 px, static or animated, max 150 kb .....    | SEK 12.000 |
| <b>Giga banner 2</b> 980x480 px, static or animated, max 150 kb .....    | SEK 8.500  |

### File types

Static jpg, animated gif, Html (zip-file) Script  
All banners must be responsive. Animations should keep within 20 seconds.  
Design of the ads included in the price.

## NATIVE ADVERTISING

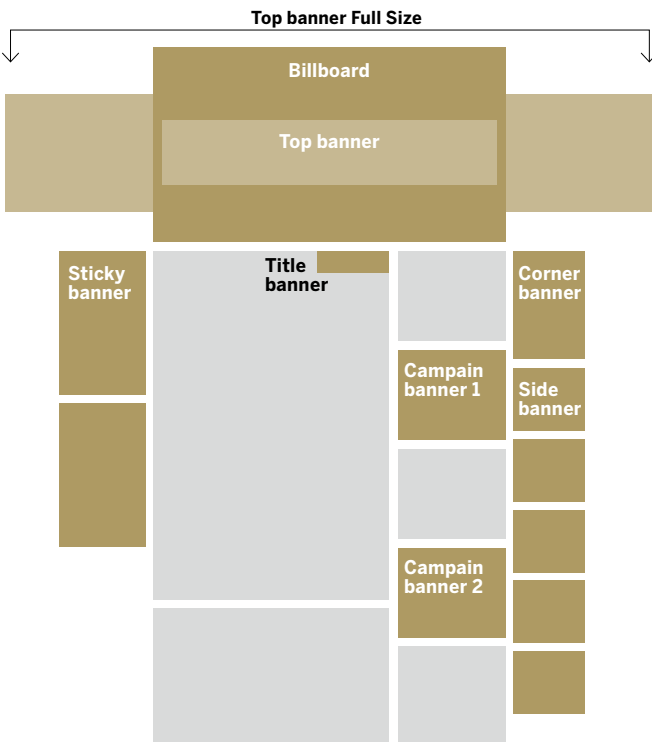
Native Advertising is a sponsored text on habitse that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should for maximum effect, be relevant to the target audience and add value to the reader.

## Membership

### SEK 8 800 / year

All advertising prices are member prices.  
Prices for non-members are double.  
Contact us for more information.

## Article page, prices per month

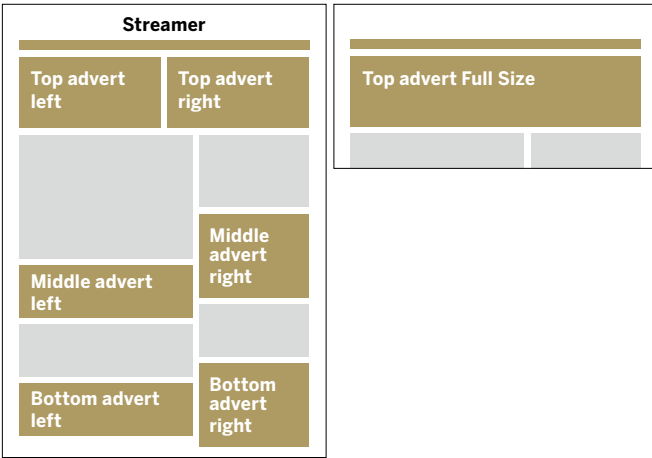


|                                                                          |            |
|--------------------------------------------------------------------------|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....        | SEK 29.500 |
| <b>Billboard</b> 980x450 px, static or animated, max 150 kb .....        | SEK 25.500 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb .....        | SEK 12.000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....     | SEK 10.000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....     | SEK 6.500  |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....       | SEK 2.000  |
| <b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb ..... | SEK 7.750  |
| <b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb ..... | SEK 6.200  |
| <b>Title banner</b> 200x60 px, static, max 20 kb .....                   | SEK 13.000 |

### File types

Static jpg, animated gif, Html (zip-file) Script  
All banners must be responsive. Animations should keep within 20 seconds.  
Design of the ads included in the price.

## Newsletter, prices per day



|                                                                 |            |
|-----------------------------------------------------------------|------------|
| <b>Streamer</b> 820x28 px, static, max 50 kb .....              | SEK 7.500* |
| <b>Top advert Full Size</b> 820x200 px, static, max 50 kb ..... | SEK 6.000  |
| <b>Top advert</b> 400x200 px, static, max 50 kb .....           | SEK 3.000  |
| <b>Middle advert left</b> 490x147 px, static, max 50 kb .....   | SEK 2.000  |
| <b>Middle advert right</b> 310x235 px, static, max 50 kb .....  | SEK 2.000  |
| <b>Bottom advert left</b> 490x147 px, static, max 50 kb .....   | SEK 1.500  |
| <b>Bottom advert right</b> 310x235 px, static, max 50 kb .....  | SEK 1.500  |

### File types

Static jpg, gif or png.  
All banners must be static. Design of the ads included in the price.

\*Price per week

# FACTS ABOUT HABIT SKO&MODE



- **75% of the readers of Habit Sko&Modes work in a retail store** for men, women, youth and childrens clothing, shoes and accessories. Increase your circulation with our weekly news e-mail! Increase your exposure with an ad on habit.se
- **Each issue** of Habit Sko&Mode is read by five people on average.
- **70 %** of the readers of Habit Sko&Modes are in a managing position.
- **Each issue** of Habit Sko&Mode is read for **38 minutes** on average.
- **95 %** of Habit Sko&Modes issue is **paying** subscribers.
- \* **Source:** Survey on clothing and shoes 2015 Habit Sko&Mode.
- ♦ Habit is Sko&Mode, is the fashion and textile industry B2B platform for professionals in the clothing, shoes and accessories segment in the fashion industry. Habit Sko&Mode reaches out to the fashion retail industry within individual, multi, mono brand stores and covers also the retail fashion chains that operates in the Nordic countries.
- ♦ Habit Sko&Mode publish also Habit International in connection to the European fashion weeks, Habit International main purpose is to support Scandinavian export-driven fashion brands. Habit International is distributed through significant fashion fairs in Europe and around the world.
- ♦ Habit is Scandinavia's largest fashion trade magazine. The magazine is first with trends and rapid with industry news but also covers all from statistics to silhouettes, from trend forecasting to economics, from shop-fitting to the most recent catwalk-shows connected to the fashion weeks.
- ♦ The magazine monitors and writes about fashion and industry trends from a news and business angle.
- ♦ The magazine Habit is Sko & Mode reach monthly 40,000 decision-makers in the fashion industry.
- ♦ Habits weekly newsletter reaches over 16,000 unique visitors in the fashion industry. habit.se has over 8,000 weekly unique visitors each week.
- ♦ Habit is Sko & Mode acts as a marketplace for companies in fashion segment that need to be up to date with the latest development in the industry.

## EVENTS & CUSTOMER ACTIVITIES 2019

### HABIT FASHION AWARDS:

Habit Fashion Awards provide each year a large number of prestigious industrial prizes in order to draw attention, reward and stimulate the industry and its players. Habit Fashion Award has been carried out successfully for 10 years in sequence, more than 200 winners have been celebrated through out the years.

Habit invites companies to take part of the celebrations as category partners in wish an extensive marketing package is offered, in order to associate the category partner with the category that is close to the company area of focus. The category partner takes also a place in the jury group that has the final task of selecting the finalist and winners of each category.

### HABIT FASHION FORUM:

Habit fashion industry day is a forum and a meeting place for suppliers and retailers, as well as organizations and institutions related to the shoe and fashion industry.

Habit fashion industry day brings together the industry's leading actors to focus on scorching questions. The invited speakers are leading figures from Sweden and abroad.

### HABIT BREAKFAST FORUM:

The partner and co-organizer for the event is offered networking opportunities, branding and exposure of the companies industry services or product innovation as co-organizer for the event Habit Breakfast Forum.

The co-organizer is offered a physical industry platform for presentation and narration towards a selected group of industry professionals and companies from the Swedish and International fashion industry. Habit stands for and appoints a dialog with local tenants for the seminar premises. Habit is responsible for marketing the event through Habits marketing channels and network. Habit's own staff are present during the breakfast seminar for registration and hostmanship. Digital mailings, Invitation, VIP-invitation and other digital marketing connected to the event Habit breakfast forum are linked directly to the promotion webpage [Habitfrukostforum.se](http://Habitfrukostforum.se)

**habit**  
**mode**  
**galan** 2019

**habit**  
**modebranschens**  
**dag** 2019

**habit**  
**frukost**  
**forum**

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