

# INTERNATIONAL *habit*

## *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*

habit.se

# MEDIA INFO 2022

Magazine

Web

Newsletter

Events

# EDITORIAL PROGRAMME 2022

Issue	Distr Day	Deadline	Theme
1	Jan 24	Jan 5	Nordic trade Issue A/W 22-23 – CPH & Sthlm/Apparel, Footwear & Accessories
<b>Oneshot 1</b>	Mar 8	Feb 15	Swedish Fashion Wonders, the leading Swedish fashion brands of all time
2	May 10	Apr 19	HR, Recruitment, Fashion competence. Leadership in Fashion
3	Jul 11	Jun 20	Nordic trade Issue S/S 22-23 – CPH & Sthlm/Apparel, Footwear & Accessories
<b>Oneshot 2</b>	Oct 3	Sep 12	Habit sustainable production day/ Sustainable innovations, Sustainable development in Fashion and Textiles
4	Nov 30	Nov 9	Fashion Tech, Tech innovations, Retail Tech, Digital innovation in Fashion
1 (2023)	Jan 26	Jan 4	Nordic trade A/W 23-24 – CPH & Sthlm/Apparel, Footwear & Accessories

## TECHNICAL INFORMATION

### ADVERTISING MATERIAL FOR PRINT

Print optimized PDF.

Material address: [annons.habit@nordiskemedier.se](mailto:annons.habit@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

### 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.

## FORMATS & PRICES

<b>SPREAD</b> Bleed format: 450x297 mm*	<b>1/1-PAGE</b> Bleed format: 225x297 mm*	Cover 4: 225x297 mm	<b>1/2-PAGE</b> 225x146mm*	108x297 mm*	<b>1/3-PAGE</b> 60x269 mm 190x86mm	<b>1/4-PAGE</b> 3x125 mm 190x60mm
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4-col or b/w:

SEK 56,107

4-col or b/w:

SEK 36,284

4-col or b/w:

SEK 26,022

4-col or b/w:

4-col or b/w:

\* 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

in chiefs column: SEK 41,951

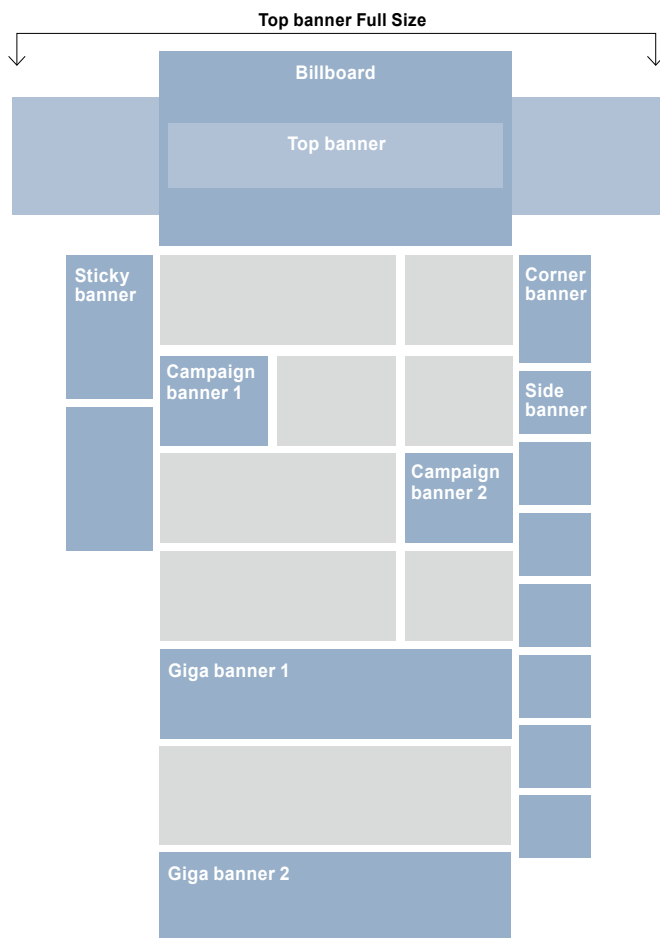
BeRequested placement 1/2-page or larger:  
+ 20 % supplements.

Please contact the sales department



# AD FORMAT & PRICES WEB/NEWSLETTER

## Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb .....	SEK 29.500
Billboard 980x540 px, static or animated, max 150 kb .....	SEK 25.500
Top banner 930x180 px, static or animated, max 70 kb .....	SEK 24.000
Sticky banner 240x400 px, static or animated, max 90 kb .....	SEK 10.000
Corner banner 200x300 px, static or animated, max 70 kb .....	SEK 6.500
Side banner 200x175 px, static or animated, max 40 kb .....	SEK 2.000
Campaign banner 1* 300x250 px, static or animated, max 70 kb .....	SEK 9.500
Campaign banner 2** 300x250 px, static or animated, max 70 kb .....	SEK 8.800
Giga banner 1 930x250 px, static or animated, max 70 kb .....	SEK 12.000
Giga banner 2 930x250 px, static or animated, max 70 kb .....	SEK 8.500

\* 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

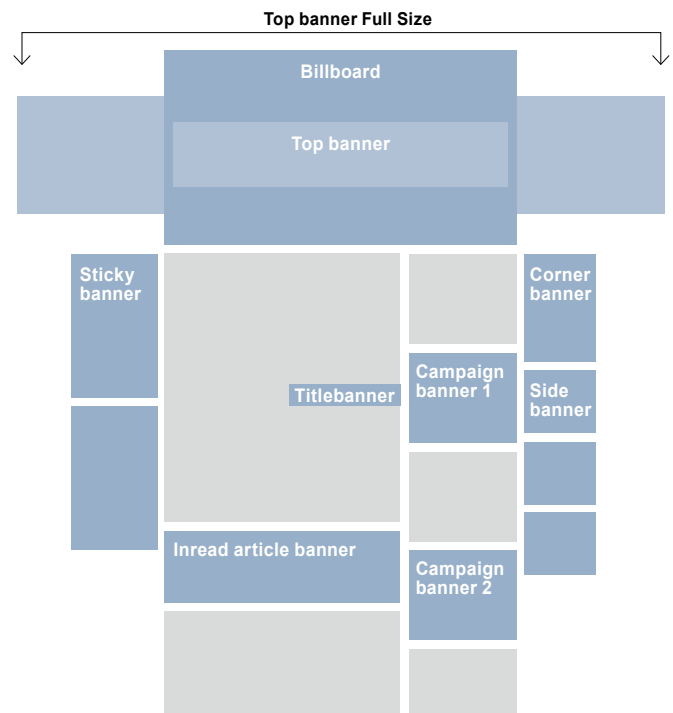
### File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.

Animations should keep within 20 seconds. Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

## Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb .....	SEK 29.500
Billboard 980x540 px, static or animated, max 150 kb .....	SEK 25.500
Top banner 930x180 px, static or animated, max 70 kb .....	SEK 24.000
Sticky banner 240x400 px, static or animated, max 90 kb .....	SEK 10.000
Corner banner 200x300 px, static or animated, max 70 kb .....	SEK 6.500
Side banner 200x175 px, static or animated, max 40 kb .....	SEK 2.000
Campaign banner 1 300x250 px, static or animated, max 75 kb .....	SEK 7.750
Campaign banner 2 300x250 px, static or animated, max 75 kb .....	SEK 6.200
Title banner 300x60 px, static, max 20 kb .....	SEK 13.000
Inread article banner 660x200 px, static or animated, max 100 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 are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

## Newsletter, prices per day

### Streamer

Top advert left	Top advert right	Top advert Full Size
Middle advert left	Middle advert right	
Bottom advert left	Bottom advert right	

Streamer 820x28 px..... SEK 15 000

Top ad Full Size 820x200 px.. SEK 12 000

Top ad 400x200 px..... SEK 6000

Middle ad 400x200 px..... SEK 6000

Bottom ad 400x200 px ..... SEK 6000

The newsletter is distributed three times a week.

## NATIVE ADVERTISING

Native Advertising is a sponsored text on habit.se 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 9 800/year

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

### File types

Static jpg, gif or png.

All banners must be static. Design of the ads included in the price.

### Material

E-mail the material and landing page to: [annons@nordiskemedier.se](mailto:annons@nordiskemedier.se)  
Mark it "Habit".

**habit**  
SKO&MODE

- \* Source: Survey on clothing and shoes 2015 Habit Sko&Mode.

- 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.

**Take control** over your company communication with the help of an advertorial or a native article.

Create relevant content and communicate your industry benefits adapted to the Scandinavian fashion industry with an sponsored article

[illegible]

**SENIOR ACCOUNT MANAGER**  
**PLATSANNONSER/FASHIONNET**  
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