

habit
SKO&MODE

- ## ADVERTORIAL & NATIVE

Let us create an article with the help of an external freelance journalist that in collaboration with the client creates an article, the article reminiscent of the magazine's editorial content or the digital portal and news-site Habit.se. The text is thereafter layout and packaged through a full page or digitally published using images and other relevant information. An image is placed centrally in the article along with two or three smaller pictures embroidered around the text. The material must be approved by the editors before publication and be clearly marked as an advertisement or advertorial.

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JOB ADVERTISEMENTS/FASHIONNET
MARIE SKONARE
Mobile +46 704-22 44 83
marie.skonare@nordiskemedier.se

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

www.habit.se

MEDIA INFO 2020

Magazine Web Newsletter Events

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MEDIA INFO 2020

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2020

| Issue | Distr Day | Deadline | Theme |
|-------|-----------|----------|--|
| 1 | Jan 27 | Jan 7 | Inköp, trender höst/vinter 20/21 – Kph&Sthlm/Skor&Accessoarer |
| 2 | 9 mars | 17 feb | Mässa- och leverantörsmässor, modeveckorna/HR, ledarskap & utbildningar |
| 3 | 17 april | 30 mars | Habit International - Hållbarhet - Hållbar produktion |
| 4 | 29 maj | 11 maj | Butikslieferantörer, detaljhandelsrapport- Mässa- och leverantörsmässor – Euroshop |
| 5 | 9 juli | 18 juni | Inköp, trender vår/sommar 21 – Kph&Sthlm/Skor&Accessoarer |
| 6 | 9 okt | 21 sept | Digital konsumtion, konsumtionstrender/marknadsnummer e-handel, butikskedjor |
| 7 | 20 nov | 2 nov | Marknadsnummer leverantörer/Ekonomi, Exportmarknader, valutapåverkan |
| 8 | 16 dec | 26 nov | Habit international höst/vinter 21/22 |
| 9 | 16 dec | 26 nov | Habit # 1, Nordic Fashion Week Edition -2021 Autumn / Winter 21/22 |

TECHNICAL INFORMATION

ADVERTISING MATERIAL FOR PRINT

Print optimized PDF.

Material address: 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

FORMATS & PRICES

| | | | | | | |
|---|---|--------------------------------|-----------------------------------|--------------------|--|---|
| <p>SPREAD Bleed format: 450x297 mm*</p> | <p>1/1-PAGE Bleed format: 225x297 mm*</p> | <p>Cover 4: 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>3x125 mm</p> |
|---|---|--------------------------------|-----------------------------------|--------------------|--|---|

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 |

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.

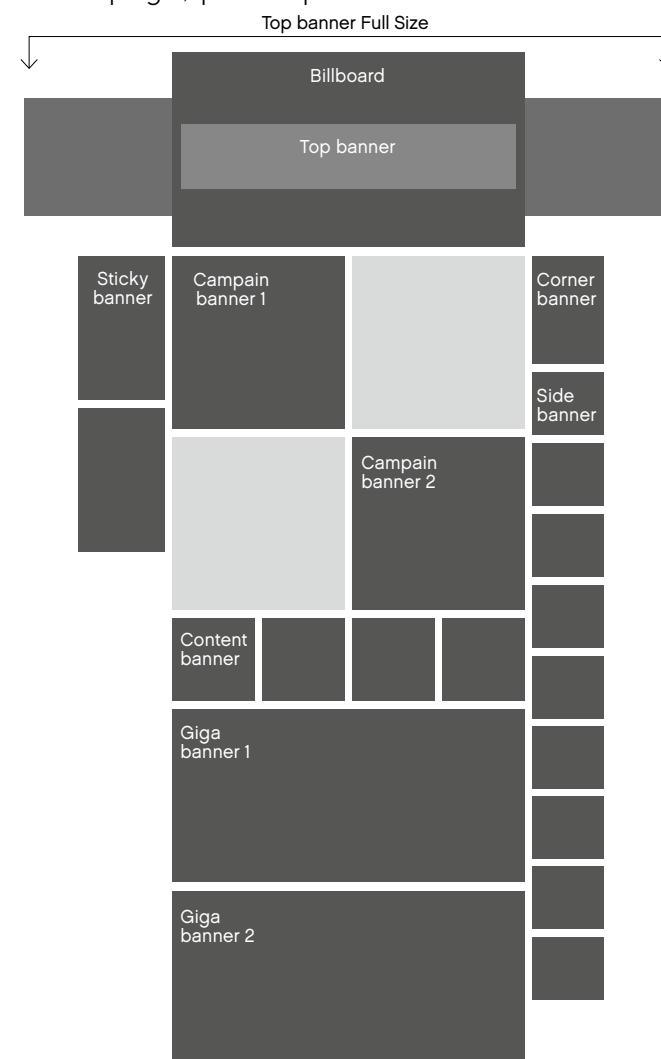
Responsibility for errors is limited to the cost of the advertisement. No responsibility is accepted for damages due to omissions or inaccuracies.

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 12,000 |
| 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 |
| Content banner 230x230 px, static, max 55 kb | SEK 3,750 |
| Campaign banner 1 480x480 px, static or animated, max 75 kb | SEK 9,500 |
| Campaign banner 2 480x480 px, static or animated, max 75 kb | SEK 8,800 |
| Giga banner 1 980x480 px, static or animated, max 150 kb | SEK 12,000 |
| Giga banner 2 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.

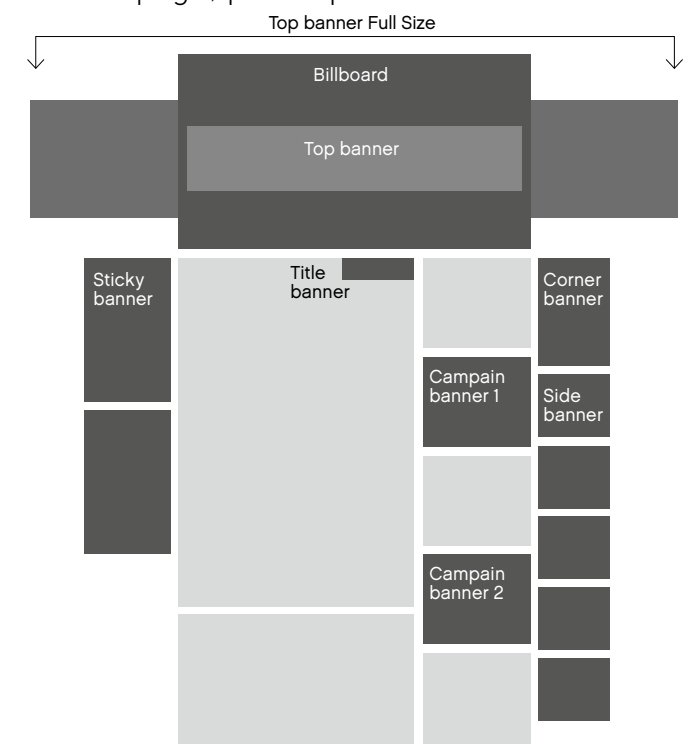
NATIVE ADVERTISING

Native Advertising is a sponsored text on habits.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 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



| | |
|---|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | SEK 29.500 |
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| Top banner 930x180 px, static or animated, max 70 kb | SEK 12.000 |
| 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 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

| Streamer | | | |
|--------------------|---------------------|----------------------|--|
| Top advert left | Top advert right | Top advert Full Size | |
| | | | |
| Middle advert left | Middle advert right | | |
| | | | |
| Bottom advert left | Bottom advert right | | |

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
Mark it "Habit".