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.
- Habit 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 also publish 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 fore-

- 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 avarage.
- * Source: Survey on clothing and shoes 2015 Habit Sko&Mode.
- casting 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 print magazine Habit Sko & Mode reach 17 500 decision-makers.
- Habits weekly newsletter reaches over 9,500 recipients.
 Habit.se has over 10,000 weekly unique visitors each week and 40 000 each month.
- 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.

ADVERTORIAL & NATIVE

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

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.

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







ADVERTISING DEPARTMENT

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





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	Mässrapport summering av modeveckorna/HR, ledarskap & utbildningar
3	17 april	30 mars	Habit International - Hållbarhet - Hållbar produktion
4	29 maj	11 maj	Butiksleverantörer, detaljhandelsrapport- Mässrapport – 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

PRICES

All prices exclusive of VAT.

For advertising material that arrives late, the advert is charged in its entirely 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



1/1-PAGE Cover 4: 225x297 mm Bleed format 225x297 mm

1/2-PAGE 225x146mm

1/3-PAGE

PAGE 190x60mm

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: SEK 14,431

4-col or b/w: 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 SEK 41,951 in chiefs column:

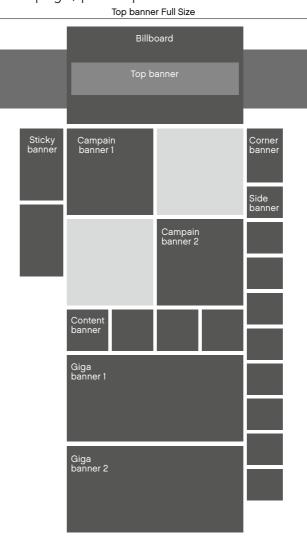
BeRequested placement 1/2-page or larger:

+ 20 % supplements.

Please contact the sales department

AD FORMAT & PRICES WEB/NEWSLETTER

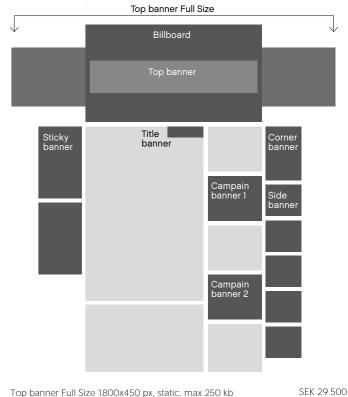
Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb Billboard 980x540 px, static or animated, max 150 kb Top banner 930x180 px, static or animated, max 70 kb Sticky banner 240x400 px, static or animated, max 90 kb Corner banner 200x300 px, static or animated, max 70 kb Side banner 200x175 px, static or animated, max 40 kb Content banner 230x230 px, static, max 55 kb Campaign banner 1 480x480 px, static or animated, max 75 kb Campaign banner 2 480x480 px, static or animated, max 75 kb Giga banner 1 980x480 px, static or animated, max 150 kb Giga banner 2 980x480 px, static or animated, max 150 kb

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.

Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb Billboard 980x540 px, static or animated, max 150 kb Top banner 930x180 px, static or animated, max 70 kb Sticky banner 240x400 px, static or animated, max 90 kb Corner banner 200x300 px, static or animated, max 70 kb Side banner 200x175 px, static or animated, max 40 kb Campaign banner 1 300x250 px, static or animated, max 75 kb Campaign banner 2 300x250 px, static or animated, max 75 kb Title banner 200x60 px, static, max 20 kb

SEK 6.500 SEK 2.000 SEK 7.750 SEK 13.000

SEK 25.500 SEK 12.000

SEK 29.500 SEK 25.500

SEK 12.000

SEK 10.000 SEK 6.500

SFK 3.750

SEK 9 500 SEK 8.800

SEK 12.000

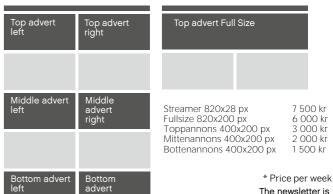
SEK 8 500

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



distributed three times a week

Static jpg, gif or png.

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

E-mail the material and landing page to: annons@nordiskemedier.se Mark it "Habit".

NATIVE ADVERTISING Membership

SEK 8 800/vear All advertising prices are member prices. Prices for non-members ntact us for more informati