

EDITORIAL PROGRAMME 2018

Issue	Distr Day	Deadline	Theme
1	Jan 25	Jan 5	Preview CPH & Stockholm Fashion Week 2018
2	March 6	Feb 12	Exhibition report - Footwear - Omnichannel - Security - Retail
3	April 13	March 20	Fashion Report Part # 1 – Sport&Outdoor – Lifestyle
4	May 29	May 4	Habit International Summer 2019
5	July 11	June 18	Preview CPH & Stockholm Fashion Week Trends F/W 19/20
6	Sept 25	Sept 3	Fashion Report Part # 2 – Exhibition report - Logistic – Packaging
7	Nov 19	Oct 26	Habit Fashion Award 2018 – Retail technology – E-commerse – Payment & Checkout
8	Dec 20	Nov 28	Habit International Winter 2019

TECHNICAL INFORMATION

ADVERTISING MATERIAL FOR PRINT

Print optimized PDF.

Material address: habit.annons@exakta.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@nordiskamedier.se. Mark it "Habit"

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.

Circulation 9,000 copies including habit digital edition.

FORMATS & PRICES



1/2-PAGE 1/3-PAGE E 1/4-PAGE 108x297 mm 225x146mm* 190x86mm 190x60mm SEK 26,022 4-col or b/w: 4-col or b/w 4-col or b/w: **SEK 14,431 SEK 16,459**

93x125 ı

Attraktiva placeringar

The back SEK 62,505 Spread 1 SEK 64,380 Spread 2-3 SEK 60,260 SEK 44,816 Cover 4 Cover 2-3 SEK 40,751

Page opposite editor

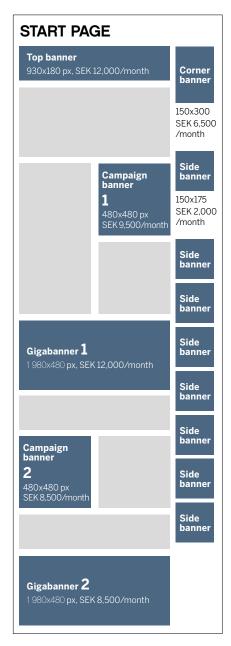
in chiefs column: SEK 40,730 BeRequested placement 1/2-page or larger:

+ 20 % supplements.

Please contact the sales department

^{*} Allow for 5 mm trim

AD FORMAT & PRICES WEB/NEWSLETTER



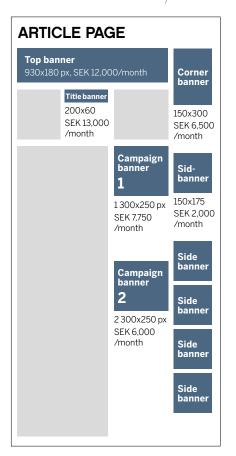
File types

Static jpg, max 75 kb Animated gif, max 75 kb Html (zip-file) Script

All banners must be responsive.

Animations should keep within 20 seconds.

Design of the ads included in the price.



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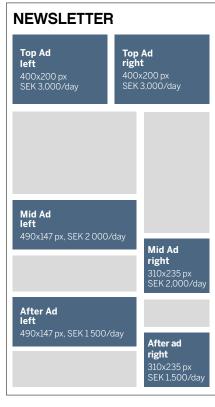
Animations should keep within 20 seconds.

Design of the ads included in the price.

MEMBERSHIP SEK 6800/year

member prices.

Prices for non-members



File types

Static jpg, gif or png.

All banners should be static.

Design of the ads included in the price.

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.

ADVERTISING DEPARTMENT

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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 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,

- 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.
- 95 % of Habit Sko&Modes issue is paying subscribers.
- * Source: Survey on clothing and shoes 2015 Habit Sko&Mode.
 - 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 2018

HABIT FASHION AWARDS:

Habit Fashion Awards provide each year a large number of prestigious industrial prices in order to draw attention, reward and stimulate the industry and it players. Habit Fashion Award has been carried out successfully for 10 year 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 inovation as co-organizer for the event Habit Breakfast Forum.

The co-organizer is offered a physical industry platform for presentation and narration towardst 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 premisses. 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-inviation and other digital marketing connected to the event Habit breakfast forum are linked directly to the promotion webpage Habitfrukostforum.se







