

habit

SKO&MODE Nr. 1 2018

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 2018

Magazine

Web

Newsletter

Events

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-commerce – 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 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 9,000 copies including habit digital edition.

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>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

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

AD FORMAT & PRICES WEB/NEWSLETTER

START PAGE

Top banner 930x180 px, SEK 12,000/month	Corner banner 150x300 SEK 6,500 /month
Campaign banner 1 480x480 px SEK 9,500/month	Side banner 150x175 SEK 2,000 /month
Gigabanner 1 1 980x480 px, SEK 12,000/month	Side banner
Campaign banner 2 480x480 px SEK 8,500/month	Side banner
Gigabanner 2 1 980x480 px, SEK 8,500/month	Side banner

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.

ARTICLE PAGE

Top banner 930x180 px, SEK 12,000/month	Corner banner 150x300 SEK 6,500 /month
Title banner 200x60 SEK 13,000 /month	Campaign banner 1 1 300x250 px SEK 7,750 /month
Campaign banner 2 2 300x250 px SEK 6,000 /month	Sid-banner 150x175 SEK 2,000 /month
	Side banner
	Side banner
	Side banner
	Side banner

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.

NEWSLETTER

Top Ad left 400x200 px SEK 3,000/day	Top Ad right 400x200 px SEK 3,000/day
Mid Ad left 490x147 px, SEK 2 000/day	Mid Ad right 310x235 px SEK 2,000/day
After Ad left 490x147 px, SEK 1 500/day	After ad right 310x235 px SEK 1,500/day

File types

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

MEMBERSHIP SEK 6 800 /YEAR

All advertising prices are member prices.
 Prices for non-members are double.

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.
- **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 2018

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 which 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

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