

*habit*

SKO&MODE

 Nordiske Medier

**DIGITAL PRESENCE**

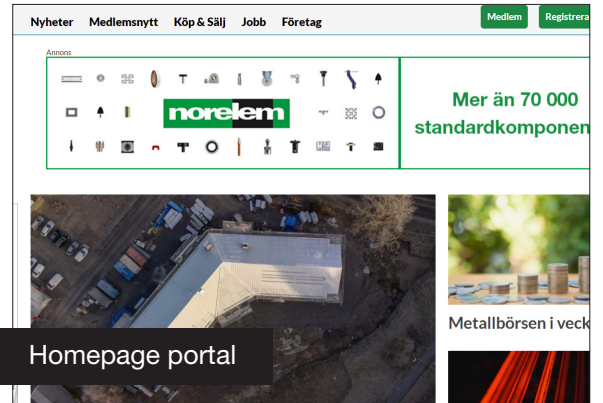
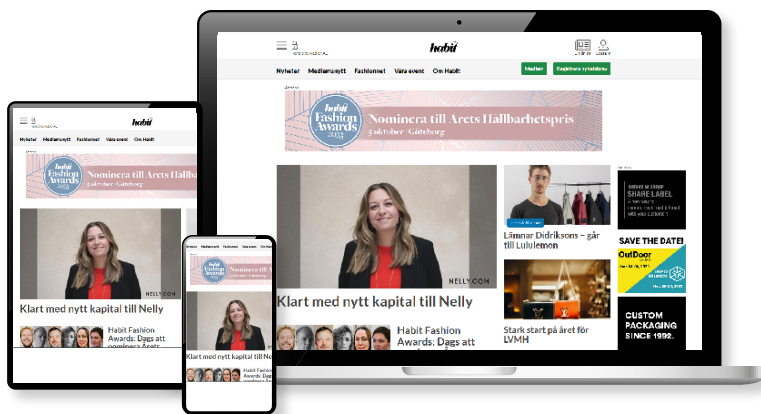
# Become a member of Habit

With a membership with us, your business reaches the right target group and you can create new contacts within the industry.

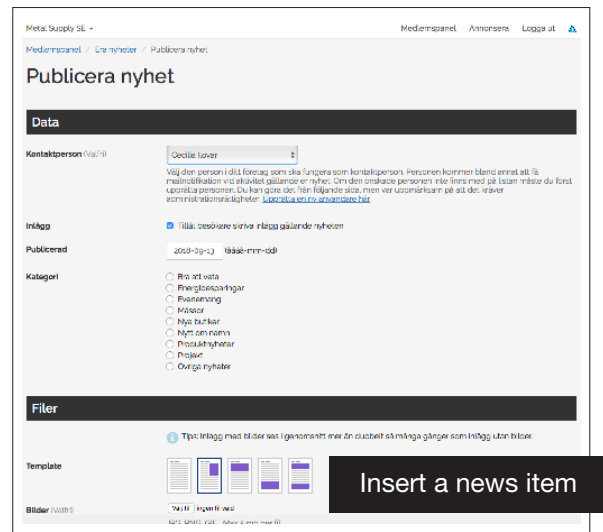
## Member benefits

- ✓ Log-in to all functions on the portal
- ✓ Increased online visibility through a complete company profile, link to your website, etc.
- ✓ Publish your own news directly to your target group under the heading "News from the members"
- ✓ Free posting of job ads
- ✓ Present courses and trade participation
- ✓ Advertise at member rates
- ✓ Complete your posts with pictures, videos, etc.
- ✓ Free posting of advertisements on machines, products and services under the heading "Buy and sell"
- ✓ Access to locked editorial material

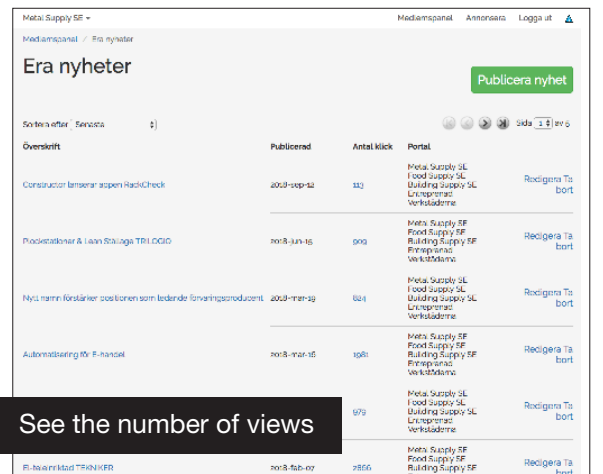
12 995 SEK/year



Homepage portal



Insert a news item



See the number of views

# Your possibilities

You have the opportunity to be seen with banners on the portal and with advertisements in our newsletter which is sent out to decision makers in the industry.

Our sites are responsive, which means that they adapt to the screen they are displayed on. Html and script banners must be adapted to responsive display. Remember that the ad must be legible even when viewed on a mobile screen.

Advertisements and banners are linked to your website, it is also fine to attach another link when you submit your material.

**We offer beneficial advertising packages which includes membership.**

## Contact us!

Our sales department is here if you want to know more.

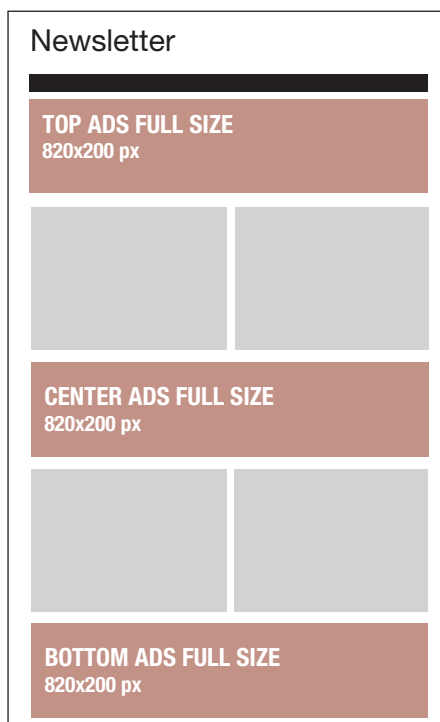
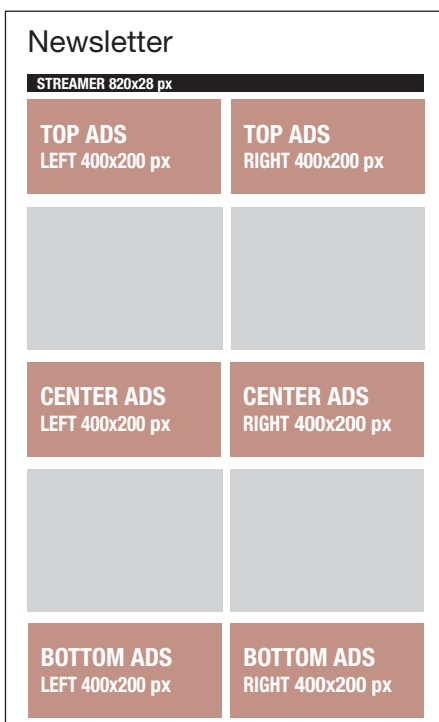
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## Advertising newsletter



Habit's main target group is professionals in the fashion, ready-to-wear and textile industry in the Scandinavian countries as well as others with interest in the sector.

We are the first with the trends and the fastest with the industry news, but we also monitor everything from statistics to silhouettes, from trend forecasts to the economy, from store interior to the catwalk.

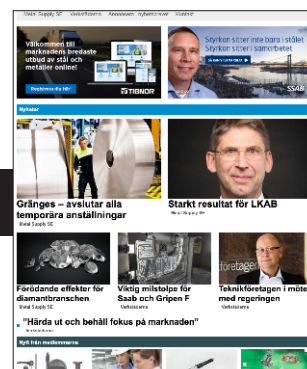
The website has approx. 40,000 unique visitors/month. Our newsletter reaches over 13,000 recipients/dispatches and is sent out 2 times a week. Habit Sko & Mode functions as a marketplace for companies in the fashion segment

<b>Streamer</b> 820x28 px, static, max 50 kb. Price per week .....	15 000 SEK
<b>Top ads Full Size</b> 820x200 px, static, max 50 kb.....	14 000 SEK
<b>Top ads</b> 400x200 px, static, max 50 kb .....	8 000 SEK
<b>Center ads</b> 400x200 px, static, max 50 kb .....	6 000 SEK
<b>Bottom ads</b> 400x200 px, static, max 50 kb.....	4 000 SEK



**Sponsored content 20.000 SEK/week**

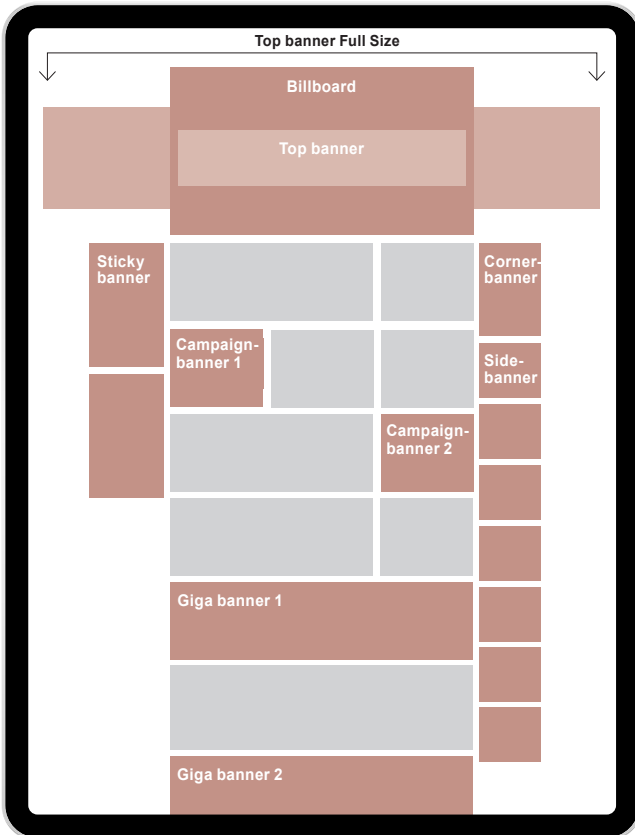
**Native ad**  
(Sponsored content)  
will be included in a newsletter during booked week.



# Advertising website



## Start page, prices for non-members/month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	59 000 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	51 000 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	24 000 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	20 000 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	13 000 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	4 000 SEK
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb ...	19 000 SEK
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb ..	14 000 SEK
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	24 000 SEK
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	18 000 SEK

\* 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 with all material), script animations should keep within 20 seconds. Sticky, corner banner and side banner are only displayed on desktop.

<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	59 000 SEK
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	51 000 SEK
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	24 000 SEK
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	20 000 SEK
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	13 000 SEK
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	4 000 SEK
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	19 000 SEK
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	14 000 SEK
<b>Titel banner</b> 300x60 px, static, max 20 kb .....	13 000 SEK
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	13 000 SEK

### File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds. Sticky, corner banner and side banner are only displayed on desktop.

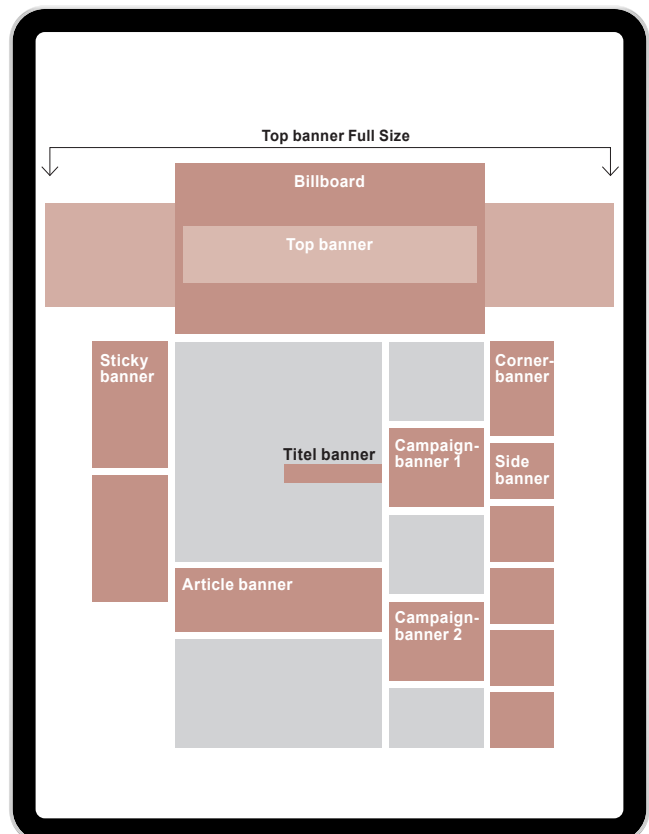
**OBS:** Banners on the portal share space with up to three others. Except sticky banner that shares space with up to two others. Banners rotate on page change.

### Animated banners

The animation should stay within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip with all material), Script.

## Article page, prices for members/month



# Membership package

We offer beneficial packages for you who become a member. In addition to a year's membership, you also get banners on the portal and advertisements in the newsletter

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## SMALL

12 months page banner on the portal  
1 top ad in the newsletter  
2 center ads in the newsletter  
2 bottom ads in the newsletter  
1 year membership

**Price: 24.000 SEK**

## MEDIUM

1 month top banner on the portal  
12 months page banner on the portal  
2 top ads in the newsletter  
2 center ads in the newsletter  
2 bottom ads in the newsletter  
1 year membership

**Price: 40.000 SEK**

## LARGE

3 months top banner on the portal  
12 months page banner on the portal  
5 top ads in the newsletter  
5 center ads in the newsletter  
5 bottom ads in the newsletter  
1 year membership

**Price: 68.000 SEK**