

INTERNATIONAL *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

habit.se

MEDIA INFO 2021

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2021

Issue	Distr Day	Deadline	Theme
1	26 jan	5 jan	Nordic trade season, autumn / winter 21-22 - Kph & Sthlm / Apparel, Shoes & Accessories
2	19 apr	26 mar	Habit international spring / summer 22
3	19 juli	29 juni	Nordic trade season, spring / summer 22 - Kph & Sthlm / Apparel, Shoes & Accessories
4	28 okt	8 okt	Habit International Fall / Winter 22-23
1 (2022)	24 jan	30 dec	Nordic trade season, autumn / winter 22 -23 - Kph & Sthlm / Apparel, Shoes & Accessories

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

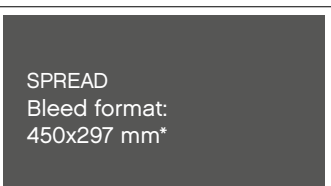
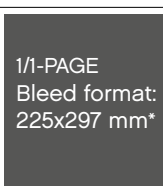




PRICES

All prices exclusive of VAT.

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

FORMATS & PRICES

 <p>SPREAD Bleed format: 450x297 mm*</p> <p>Cover 4: 225x297 mm</p>	 <p>1/1-PAGE Bleed format: 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:	SEK 14,431	4-col or b/w:	SEK 16,459

* Allow for 5 mm trim

Attraktiva placeringar

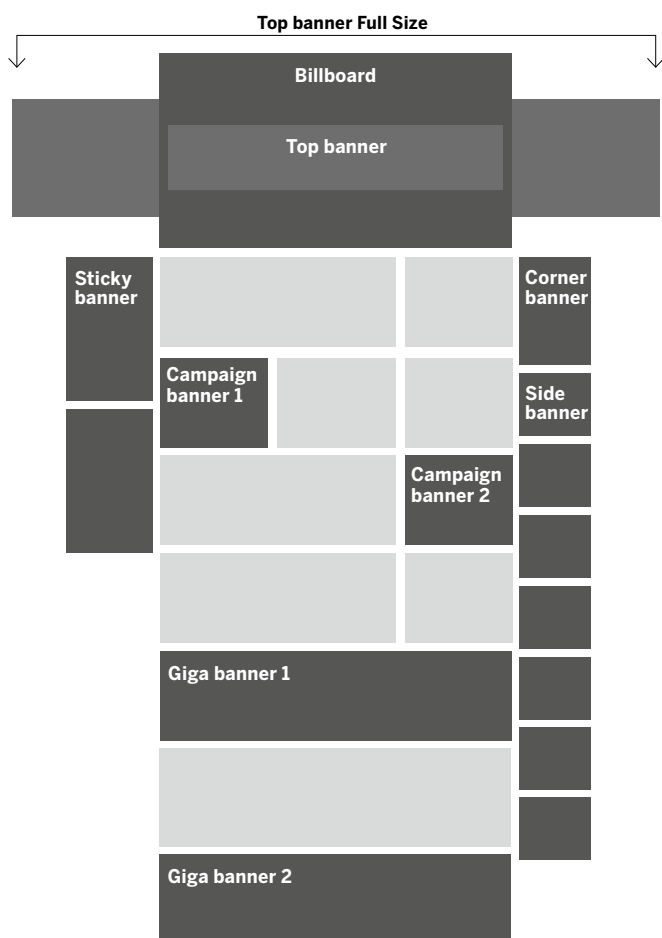
Cover 4	SEK 64,380
Cover 2-3	SEK 41,973
Spread 1	SEK 66,311
Spread 2-3	SEK 62,067
Page opposite editor in chiefs column:	SEK 41,951

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
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 9.500
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 8.800
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 12.000
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 8.500

* 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) Script

All banners must be responsive. Animations should keep within 20 seconds.

Design of the ads included in the price.

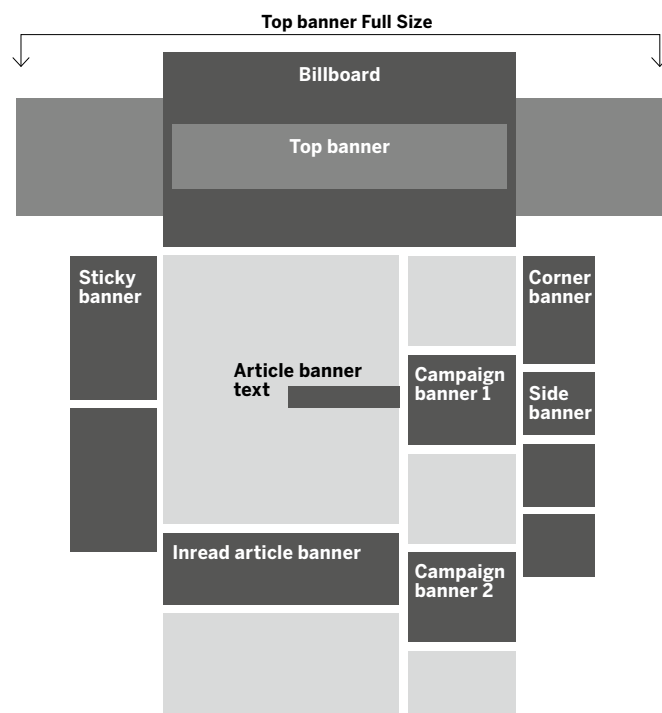
NATIVE ADVERTISING

Native Advertising is a sponsored text on habitse 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 9 800/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
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
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
Article banner text 300x60 px, static, max 20 kb	SEK 13.000
Inread article banner 660x200 px, static or animated, max 100 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	

Streamer 820x28 px	7 500 kr *
Top ad Full Size 820x200 px .	6 000 kr
Top ad 400x200 px	3 000 kr
Middle ad 400x200 px	2 000 kr
Bottom ad 400x200 px	1 500 kr

* Price per week

The newsletter is distributed three times a week.

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".

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.

* **Source:** Survey on clothing and shoes 2015 Habit Sko&Mode.

- ♦ **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-

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

Annons

Digitaliseringen hjälper till att sälja drömmar

"Sportbranschen ska sälja drömmar snarare än produkter. Branschen digitalisering skapar stora möjligheter att förverkliga dessa drömmar, menar Christoph Rapp, förläggarschef för SFO Digital Summit och uppmärksam alla som vill utveckla sin digitala affärsmodell på branschen."

Rappens ordförande (ordföranden) har i år gjort till München och har varit i Sverige till 15 oktober och har varit i Sverige till 15 oktober och har varit i Sverige till 15 oktober.

När det gäller digitaliseringen, så är det en fråga som berör alla. Det är en fråga som berör alla. Det är en fråga som berör alla. Det är en fråga som berör alla.

SFO Digital Summit
Hör och lär av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

Don't miss a Call
Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

Digital Talent & Recruiting
Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

Change Management & Digital Culture
Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

Digital Infrastructure
Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

For more information on SFO Digital Summit
www.sfo.se/conferences/digital-summit

Annons

It's the small details that matter

Below zero and a little bit windy. The construction worker naps up all of the buttons on his jacket and knows that they will work perfectly, and that he will feel the same. This is how Wasa Sweden wants to be perceived, as a company that delivers quality in all forms, down to the smallest button.

The successful company Wasa Sweden has been for more than 100 years. It is a company that has been successful for more than 100 years. It is a company that has been successful for more than 100 years.

Wasa Sweden's range is extremely wide and it is mainly tailored to European sport, outdoor and work clothing. It is a company that has been successful for more than 100 years.

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THIS IS WASA SWEDEN
Det är en möjlighet att lära sig av de bästa i branschen. Det är en möjlighet att lära sig av de bästa i branschen.

For more information
www.wasa.se

Annons

Morgondagens mode tillverkas på Texprocess

Anticell intelligens, digitalisering och superultra lågtryck - den nya modeindustrin väntar på massan Texprocess i Fianfleur. En av världens största textilfabriker i världen.

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Experter berättar om ny teknik
Texprocess är en internationell mäss för de senaste tekniska innovationerna inom textil- och textilindustrin. Det är en möjlighet att lära sig av de bästa i branschen.

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For more information
www.texprocess.com

ADVERTISING DEPARTMENT

MEDIA MANAGER
FREDDY BUSTOS
Mobile +46 736-82 53 13
freddy.bustos@nordiskemedier.se

JOB ADVERTISEMENTS/FASHIONNET
FREDDY BUSTOS
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freddy.bustos@nordiskemedier.se