

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

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 print magazine Habit Sko & Mode reach 22 000 decision-makers.
- Habits weekly newsletter reaches over 13,000 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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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 2022

Magazine Web Newsletter Events

EDITORIAL PROGRAMME 2022

Issue	Distr Day	Deadline	Theme
1	Jan 24	Jan 5	Nordic trade Issue A/W 22-23 – CPH & Sthlm/Apparel, Footwear & Accessories
2	May 10	Apr 19	HR, Recruitment, Fashion competence. Leadership in Fashion
3	Jul 11	Jun 20	Nordic trade Issue S/S 22-23 – CPH & Sthlm/Apparel, Footwear & Accessories
4	Nov 30	Nov 9	Fashion Tech, Tech innovations, Retail Tech, Digital innovation in Fashion
1 (2023)	Jan 26	Jan 4	Nordic trade A/W 23-24 – CPH & Sthlm/Apparel, Footwear & Accessories

Utgåva	Tema
Oneshot	Habit sustainable production day/ Sustainable innovations, Sustainable development in Fashion and Textiles
Oneshot	Nordic trade A/W 23-24 – CPH & Sthlm/Apparel, Footwear & 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

<div>SPREAD Bleed format: 450x297 mm*</div>	<div>1/1-PAGE Bleed format: 225x297 mm*</div> <div>Cover 4: 225x297 mm</div>	<div>1/2-PAGE</div> <div>225x146mm*</div> <div>108x297 mm*</div>	<div>1/3-PAGE</div> <div>60x269 mm</div> <div>190x86mm</div>	<div>1/4-PAGE</div> <div>3x125 mm</div> <div>190x60mm</div>
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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: 4-col or b/w:

* Allow for 5 mm trim

Attraktiva placeringar

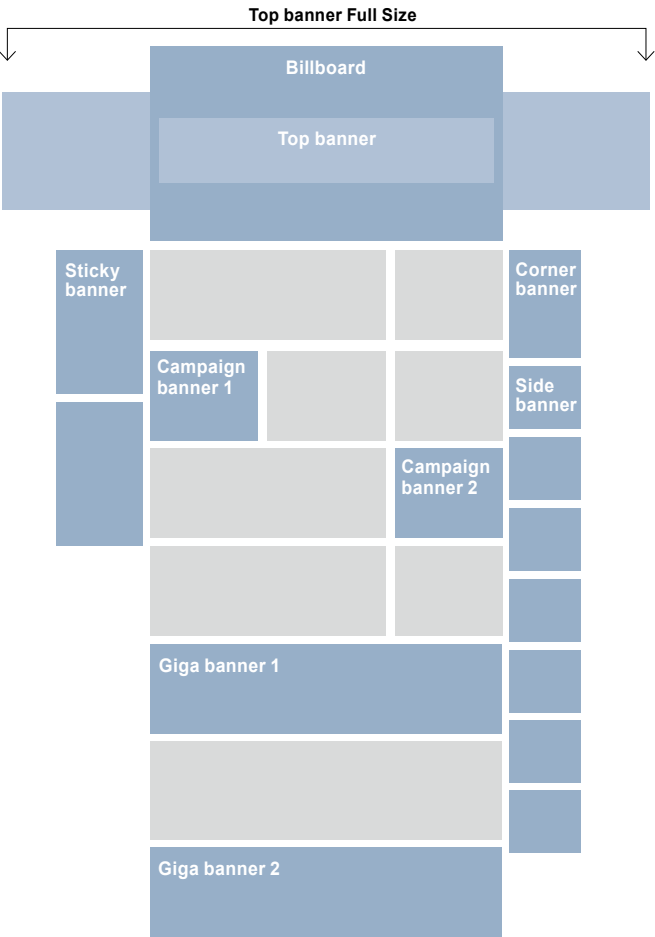
Cover 4	SEK 64,380
Cover 2–3	SEK 41,973
Spread 1	SEK 66,311
Spread 2–3	SEK 62,067
Page opposite editor in chiefs column:	SEK 41,951

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 24.000
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

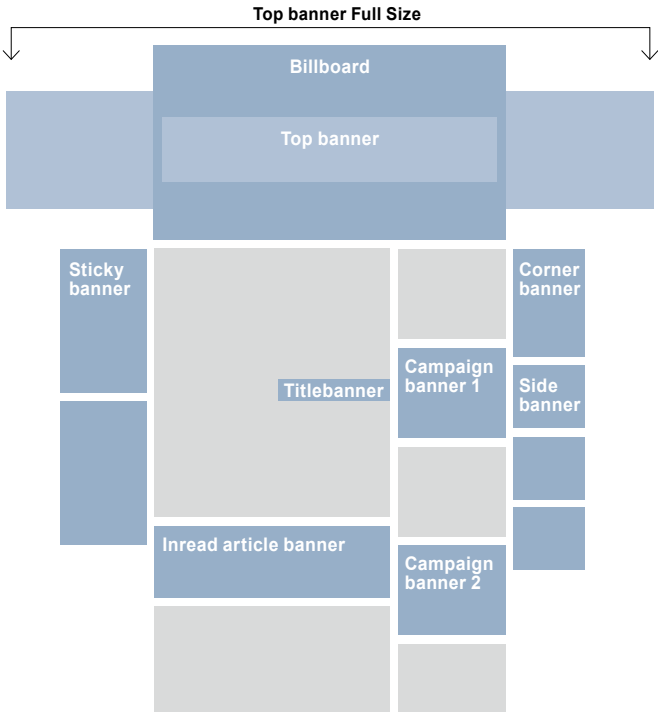
* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page
** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

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 are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

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 24.000
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
Title banner 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 are included in the price (one proof, then SEK 1.000 per started hour)
Sticky banner, corner banner and side banner are only showed on desktop.

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..... SEK 15 000
Top ad Full Size 820x200 px .. SEK 12 000
Top ad 400x200 px..... SEK 6000
Middle ad 400x200 px..... SEK 6000
Bottom ad 400x200 px SEK 6000

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".

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.

Membership

SEK 9 800/year

All advertising prices are member prices. Prices for non-members are double. Contact us for more information.