

A woman in profile, facing left, wearing a dark blue hat and large red earrings. The background is a gradient of dark grey to black.

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 2024

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2024

Issue	Distr Day	Deadline	Theme
1	Jan 24	5 jan	Nordic trade issue A/W 24 - 25, CPH and Stockholm Fashion Week, Apparel, Footwear and Accessories
2	May 3	Apr 15	HR, Recruitment, Fashion and Sustainable Qualifications & Leadership within Fashion
3	Jul 12	Jun 25	Nordic trade issue S/S 24 - 25, CPH and Stockholm Fashion Week, Apparel, Footwear and Accessories
4	Nov 8	Oct 22	Sustainable innovations & Sustainable development in manufacturing, textile and fashion
1 (2025)	Jan 24	Jan 3 25	Nordic trade A/W 25-26 – 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

SPREAD Bleed format: 450x297 mm*	1/1-PAGE Bleed format: 225x297 mm*	Cover 4: 225x297 mm	1/2-PAGE 225x146mm*	108x297 mm*	1/3-PAGE 60x269 mm 190x86mm	1/4-PAGE 3x125 mm 190x60mm
---	---	------------------------	-----------------------------------	-------------	--	---

4-col or b/w:

SEK 66 458

4-col or b/w:

SEK 42 977

4-col or b/w:

SEK 30 822

4-col or b/w:
SEK 14 854

4-col or b/w:
SEK 17 082

* Allow for 5 mm trim

Attraktiva placeringar

Cover 4 SEK 74 037

Cover 2–3 SEK 48 268

Spread 1 SEK 76 258

Spread 2–3 SEK 71 997

Page opposite editor
in chiefs column:

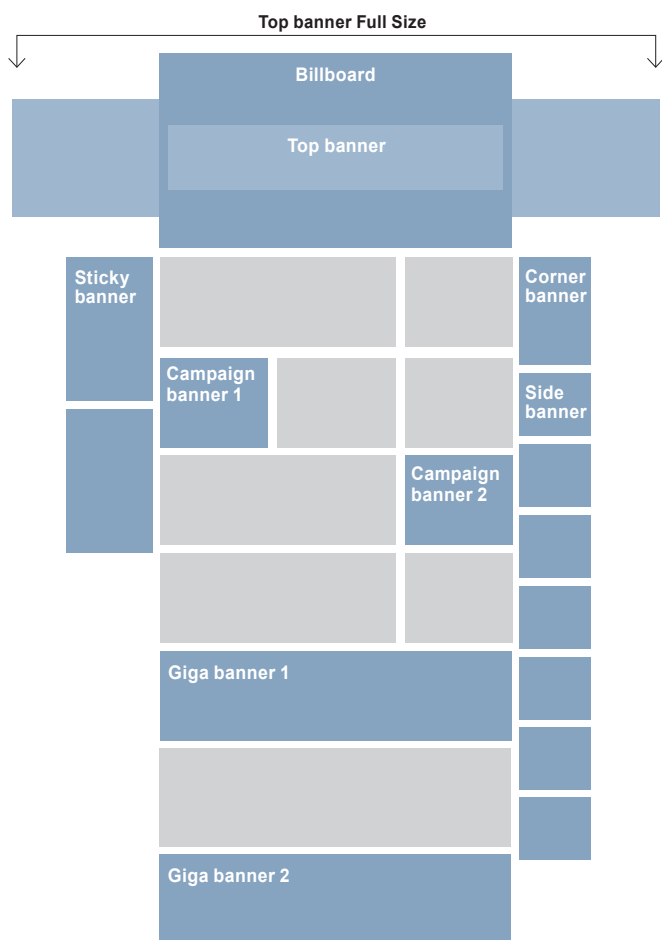
SEK 48 244

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

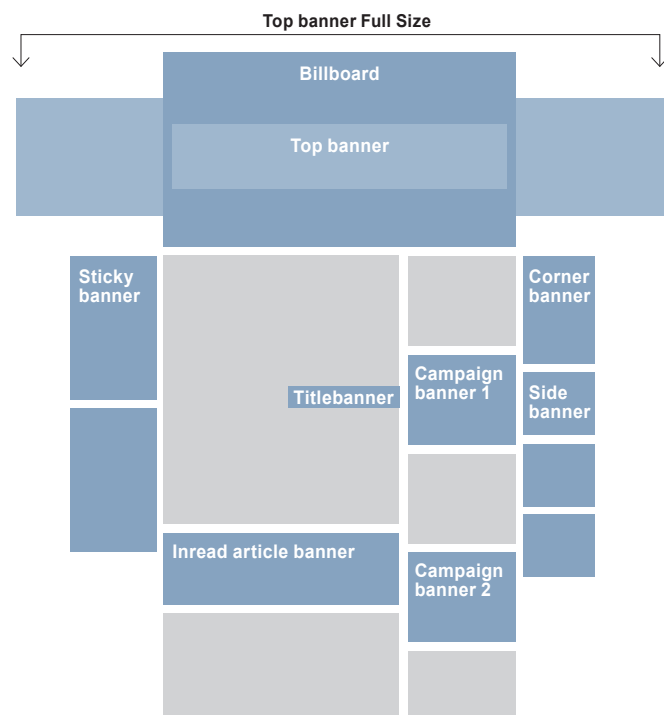
File types

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 12 995/year

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

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 30,000 recipients. Habit.se has over 10,000 weekly unique visitors each week and 35 000 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 (svara på produkter). Branschens digitalisering skapar stora möjligheter att förverkliga dessa drömmar, menar Christoffer Rapp, föreläsare på IFA Digital Summit och uppgifterna alla som vill utveckla sin digitala affärsmodell att blicka det svaret.

Rapporten om Digitaliseringen har 14 stycken till 14 stycken och har sammanfattat de viktigaste inslagen i den digitala omställningen. Den innehåller bland annat en översikt över de viktigaste trenderna i den digitala omställningen, en översikt över de viktigaste utmaningarna i den digitala omställningen, och en översikt över de viktigaste möjligheterna i den digitala omställningen.

IFA Digital Summit
Här får du veta mer om den digitala omställningen och hur du kan utnyttja den till din fördel.

Data Analytics & CRM
Data Analytics & CRM är en viktig del av den digitala omställningen. Det handlar om att samla in data om dina kunder och använda den till att förbättra din verksamhet.

Digital Trends & Research
Digital Trends & Research är en viktig del av den digitala omställningen. Det handlar om att följa de senaste trenderna i den digitala omställningen och använda den till att förbättra din verksamhet.

Change Management & Digital Culture
Change Management & Digital Culture är en viktig del av den digitala omställningen. Det handlar om att förbereda dina medarbetare för den digitala omställningen och använda den till att förbättra din verksamhet.

Digital Innovation
Digital Innovation är en viktig del av den digitala omställningen. Det handlar om att utveckla nya produkter och tjänster som kan hjälpa dina kunder att lösa sina problem.

For more information on IFA Digital Summit
www.ifa.se

Annons

It's the small details that matter

Below zero and a little bit windy. The construction worker says it's all about the details and knows that they will not work perfectly, and that he will stay warm. This is how Volvo Sweden wants to be perceived, as a company that delivers quality in all forms, down to the smallest detail.

The smallest company that Sweden has these days is a small company in all of its operations. Ray, Sell and Jensen.

Ray, Sell and Jensen is a company that works with car detailing, both in Sweden and abroad. However, the products themselves are not the focus of the company. Instead, it is the service that the company provides that is the focus.

Ray, Sell and Jensen is a company that works with car detailing, both in Sweden and abroad. However, the products themselves are not the focus of the company. Instead, it is the service that the company provides that is the focus.

THIS IS VOLVO SWEDEN
Volvo Sweden is a company that works with car detailing, both in Sweden and abroad. However, the products themselves are not the focus of the company. Instead, it is the service that the company provides that is the focus.

Annons

Morgondagens mode tillverkas på Texprocess

Artificiell intelligens, digitalisering och superhållbara ledtider - den nya modusdrifkraften visar på mässan Texprocess i Frankfurt. En av mässans pågående utställare är svenska Colson.

Colson har länge varit en av de största aktörerna i den svenska textilindustrin. Men det är inte bara Colson som är en av de största aktörerna i den svenska textilindustrin. Det är också Texprocess som är en av de största aktörerna i den svenska textilindustrin.

Experterna berättar om ny teknik
Texprocess är en internationell mäss för design till efterbehandling och logistik. Den innehåller bland annat en översikt över de senaste trenderna i den digitala omställningen, en översikt över de senaste utmaningarna i den digitala omställningen, och en översikt över de senaste möjligheterna i den digitala omställningen.

ADVERTISING DEPARTMENT

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

KEY ACCOUNT MANAGER
Anna Fagerström
Mobile +46 700-41 74 33
anna.fagerstrom@nordiskemedier.se

KEY ACCOUNT MANAGER
PLATSANNONSER/FASHIONNET
Robin Levisson Mobile +46702265798
robin.levisson@nordiskemedier.se