



habit

*Scandinavian
Fashion Business*
THE NEW RELIGION WORLDWIDE

Editorial Program

Special Themes

**Sizes
and prices**

www.habit.se

MEDIA INFO 2017

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2017

Issue	Distr Day	Deadline	Tecial theme
1	26 Jan	3 Jan	CPH & Stockholm Fashion Week 2017
2	15 March	21 Feb	Exhibition report – Omnichannel – Security
3	27 April	3 April	Fashion report part 1 – Almedalen – Sport/Outdoor
4	30 May	5 May	Habit International Summer 2018
5	18 July	26 June	Preview CPH & Stockholm Fashion Week Trends F/W 18/19
6	26 Sept	4 Sept	Fashion report part 2 – Exhibition Report – Logistic
7	6 Dec	14 Nov	Habit Fashion Award 2016 – E-commerce Fashion fair preview F/W 2017/18
8	9 Jan	13 Dec	Habit International Winter 2018

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TECHNICAL INFORMATION

ADVERTISING MATERIAL FOR PRINT

Print optimized PDF.

Material address: annons.habit@mentoronline.se

ADVERTISING MATERIAL FOR INTERNET

File format: jpeg, gif, flash

Material address: webannons@mentoronline.se

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 9,200 copies including habit digital edition.



Habit business guide

An advert in the trade guide includes appearance in both the magazine and on habit.se

Price: **SEK 347**/headline and issue for yearly booking
SEK 55 includes appearance on habit.se

The price includes company name, address, phone, fax, e-mail and Internet address.

Extra line: **SEK 58:-/58/headline** and issue.

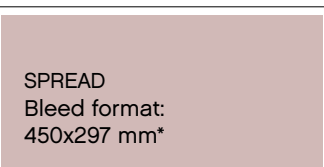
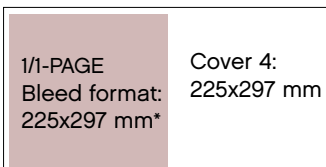
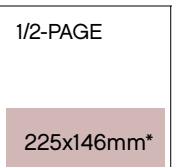
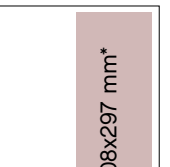
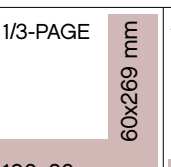

Link from habit.se: **SEK 1,101/year**

Tax included VAT excluded

Booking will run until it is cancelled.

10 issues: **SEK 4,572**

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:	SEK 54,473	4-col or b/w:	SEK 35,228	4-col or b/w:	SEK 25,265	4-col or b/w:	SEK 15,980	4-col or b/w:	SEK 14,011

* Allow for 5 mm trim

Spread 1	SEK 62,505
Spread 2-3	SEK 58,505
Cover 4	SEK 43,511
Cover 2-3	SEK 39,556
Page opposite editor in chiefs column:	SEK 39,544

Requested placement 1/2-page or larger: + 20 % supplements.

Please contact the sales department

CLASSIFIED ADVERTISEMENTS

<p>1/1-PAGE SIZE: 190X248 MM</p>	<p>1/2-PAGE</p> <p>190x122 mm</p>	<p>93x248 mm</p>	<p>1/4-PAGE</p> <p>190x58 mm</p>	<p>93x122 mm</p>	<p>1/8-PAGE</p> <p>93x58 mm</p>
4-col or b/w: SEK 33,867	4-col or b/w:	SEK 16,602	4-col or b/w:	SEK 9,827	4-col or b/w: SEK 7,642

Classified advertisements
Size 1 column: width 91 mm
Size 2 columns: width 186 mm
Min/max height: 54 mm/228 mm

SEK 68 per column and mm
Includes fashionnet.se

All prices are excl. VAT.

fashionnet.se
Skandinaviens ledande rekryteringssajt och nätverk för dig
som är verksam inom sko- och modebranschen!

Advertising Fashionnet 30/days **SEK 9,295**

habit.se

News and information for the fashion industry is published on daily basis by Habit on habit.se.

A 980 x 120 pixlar: **SEK 8,900:-/w**
B 468 x 120 pixlar: **SEK 4,700:-/w**



Newsletter

Twice a week
(Tuesday and Thursday)
B 468 x 120 pixlar: **SEK 10,961**

Market square
60x32 mm/square
SEK 1,250/logotype and
issue.

Booking will run
until it is cancelled

10 issues. **SEK 12,500**



Native advertising

News!

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.

Advertorials

Habit offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

For more information and quotation, please contact the marketing department.

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 10,500 unique visitors in the fashion industry. habit.se has over 5000 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 2017

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.

THE ALMEDALEN WEEK:

Almedalsveckan is an annual event taking place in week 27 in and around Almedalen a park in the city of Visby on the Swedish island of Gotland.

With speeches, seminars and other political activities, it is considered to be the most important forum in Swedish politics. During the week, representatives from the major political parties of Sweden take turns to make speeches in Almedalen.

In recent years the landscape changes and the business community has been present during the Almedalen week with the goal of lobbying its own agenda to the political establishment.

Habit will take part of the arena in order to highlight the Swedish fashion industries most valuable subjects and issues. Habit will invite partners and sponsors to take part of Habits own platform with seminars, workshops and networking opportunities.



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