

habit

SKO&MODE

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

www.habit.se

MEDIA INFO 2020

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2020

Issue	Distr Day	Deadline	Theme
1	Jan 27	Jan 7	Scandinavian Fashion Week Edition - Buying season autumn / winter 20/21 - Latest trends CPH & Sthlm apparel, shoes and accessories
2	March 9	Feb 17	Fashion trade-show report, summation of the fashion weeks / HR, management, recruitment & education within fashion and textile.
3	April 17	March 30	Store and retail suppliers / Retail Report - Euro Shop
4	May 29	May 11	Habit International - Sustainability - Sustainable production and manufacture
5	July 9	June 18	Scandinavian Fashion Week Edition - Buying season spring /summer 20/21 Latest trends CPH & Sthlm apparel, shoes and accessories
6	Oct 9	Sept 21	Digital consumption, consumption trends / Market report E-commerce and retail chains
7	Nov 20	Nov 2	Market report suppliers - Export markets, / Finance, - currency fluctuations and financial impact
8	Dec 16	Nov 26	Habit international Autumn / Winter 21/22
9	Dec 16	Nov 26	Habit # 1, Nordic Fashion Week Edition -2021 Autumn / Winter 21/22

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
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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:

SEK 14,431

4-col or b/w:

SEK 16,459

* Allow for 5 mm trim

Attraktiva placeringar

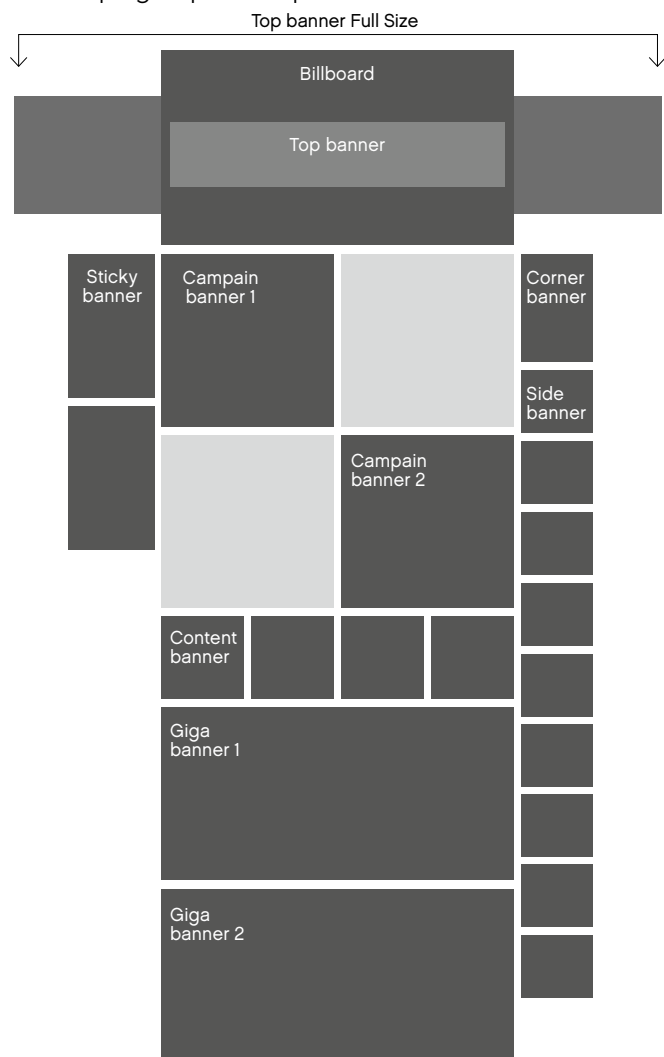
Cover 4	SEK 64,380
Cover 2-3	SEK 41,973
Spread 1	SEK 66,311
Spread 2-3	SEK 62,067
Page opposite editor in chiefs column:	SEK 41,951

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 980x450 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
Content banner 230x230 px, static, max 55 kb	SEK 3.750
Campaign banner 1 480x480 px, static or animated, max 75 kb	SEK 9.500
Campaign banner 2 480x480 px, static or animated, max 75 kb	SEK 8.800
Giga banner 1 980x480 px, static or animated, max 150 kb	SEK 12.000
Giga banner 2 980x480 px, static or animated, max 150 kb	SEK 8.500

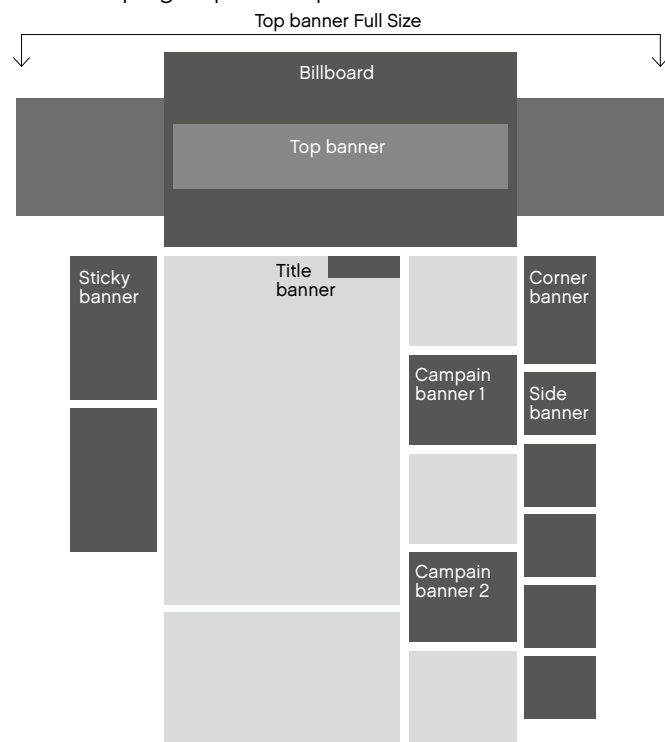
File types

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.

Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 29.500
Billboard 980x450 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
Title banner 200x60 px, static, max 20 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 Full Size
Top advert left	Top advert right	
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".

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 8 800/year

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

FACTS ABOUT HABIT SKO&MODE

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 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. Branschens digitalisering skapar stora möjligheter att förverkliga dessa drömmar, menar Christoph Rapp, föreläsare vid SFO Digital Summit och uppenbarligen som vill utveckla sin digitala affärsmodell ett bra stycke längre.

Rappens senaste föreläsning har i år ägnats till München och hans namn, Christoph Rapp, har varit en del av SFO Digital Summit i över tio år. Till detta utvecklingssamman har han tagit med sig sina bästa tips för att lyckas i den digitala världen.

– Den digitala utvecklingen kommer fortsätta att förändra hela sportbranschen och kommer för oss att bli en av de största utmaningarna för de kommande åren, säger Rapp. För att lyckas i den digitala världen måste vi förstå vad som fungerar och vad som inte fungerar. Vi måste förstå vad som fungerar och vad som inte fungerar. Vi måste förstå vad som fungerar och vad som inte fungerar.

SFO DIGITAL SUMMIT
Hör FTA TÄMMAN!

Don't Argue & C&M
The world is moving fast and you need to keep up. Don't Argue & C&M is the only way to stay ahead of the curve. Don't Argue & C&M is the only way to stay ahead of the curve.

Digital Talent & Recruiting
The world is moving fast and you need to keep up. Don't Argue & C&M is the only way to stay ahead of the curve. Don't Argue & C&M is the only way to stay ahead of the curve.

Change Management & Digital Culture
The world is moving fast and you need to keep up. Don't Argue & C&M is the only way to stay ahead of the curve. Don't Argue & C&M is the only way to stay ahead of the curve.

Digital Infrastructure
The world is moving fast and you need to keep up. Don't Argue & C&M is the only way to stay ahead of the curve. Don't Argue & C&M is the only way to stay ahead of the curve.

For more information on SFO Digital Summit
Go to 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 stay warm. 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 in all of its operations. They have a long history of producing high-quality products and services. They have a long history of producing high-quality products and services.

Wasa Sweden's range is extremely wide and it is mainly divided into three main areas: outdoor and work clothing, outdoor and work clothing, outdoor and work clothing. They have a long history of producing high-quality products and services.

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THIS IS WASA SWEDEN
The world is moving fast and you need to keep up. Don't Argue & C&M is the only way to stay ahead of the curve. Don't Argue & C&M is the only way to stay ahead of the curve.

For more information
Go to www.wasa.se

Annons



Morgondagens mode tillverkas på Texprocess

Artificiell intelligens, digitalisering och superfabrika ledde till nya mödemodeller visade på mässan Texprocess i Frankfurt. En av mässans spännande utställare är svenska Texprocess i Göteborg.

Texprocess i Göteborg har varit en del av SFO Digital Summit i över tio år. Till detta utvecklingssamman har han tagit med sig sina bästa tips för att lyckas i den digitala världen.

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Experterna berättar om ny teknik
Texprocess är en internationell mäss för de senaste tekniska utvecklingarna inom kläd- och textilindustrin. Här designas tillverkningsmetoder och tekniska lösningar.

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For more information
Go to www.texprocess.se

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