

Become a member at Habit

As a member your company reach out directly to your target group and you can establish new contacts within the branch.

## Benefits as a member

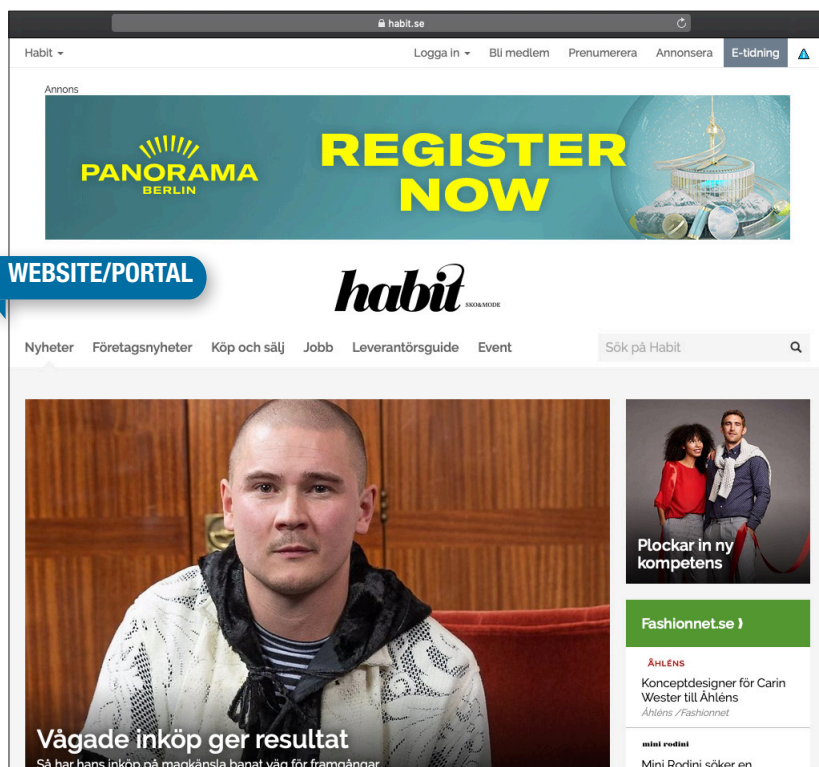
- ✓ Log-in to all the functions on the portal
- ✓ Increased online visibility with a complete company profile, link to your website, etc.
- ✓ Your news directly to your target group in the section "News from Members"
- ✓ Place job adverts for free
- ✓ Inform about events and courses
- ✓ Advertise at member prices
- ✓ Complete your posts with photos, videos, etc.
- ✓ Free posts of ads on machines, products and services under the heading "Buy and Sell"



Membership SEK 11.995/year

## MEMBERSHIP

BUSINESS PORTAL - Advertising, company news etc.



### Publicera nyhet

**Data**

Kontaktperson (Valfr)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få nyhet. Om den önskade personen inte finns med på listan måste du först tillägga data, mer var uppmärksam på att det krävs en användare namn.

**Publicerad** 2018-09-13 (ÅÅÅÅ-mm-dd)

**Kategori**

- ☐ Bra att veta
- ☐ Energibesparingar
- ☐ Evenemang
- ☐ Maskin
- ☐ Nya butiker
- ☐ Nytt om namn
- ☐ Produktnyheter
- ☐ Projekt
- ☐ Övriga nyheter

**Filer**

Tips: Inlägg med bilder ses i genomsnitt mer än dubbelt så många gånger som inlägg utan bilder.

**Template**

**Bilder** (Valfr)

Välj fi Ingen fi vald  
JPG, PNG, GIF... Max 5 mib per fil.  
Du kan ladda upp max 20 bilder.

**Kataloger mm.** (Valfr)

Välj fi Ingen fi vald  
PDF, DOC, ZIP... Max 10 mib per fil.  
Du kan ladda upp max 5 kataloger.

**Video** (Valfr)

http://  
Ange länken till en YouTube/Vimeo video som visas tillsammans med ditt inlägg.

**Text**

**Överskrift**

**Resumé**

**Beskrivning**

## NEWS FROM THE MEMBERS

## NEWS FROM THE EDITORS



NEWSLETTER  
- the industry's news by mail

### Era nyheter

Sortera efter: Senaste

Överskrift	Publicerad	Antal klick	Portal	
Constructor lanserar appen RackCheck	2018-sep-12	113	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Plockstationer & Lean Ställage TRILLOG	2018-jun-15	909	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Nytt namn förstärker positionen som ledande förvaringsproducent	2018-mar-19	804	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Automatisering för E-handel	2018-mar-15	1981	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Begagnad IPN Paternoster till salu!			Verkstäderna	
El-teknikrad TENNIKER	2018-feb-07	2866	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort

See the number of views



You have the possibility to appear with banners on the portal and with ads in our newsletter sent to decision makers in the industry.

Our site is responsive and banners adapt to the screen they are displayed on. Html and script banners should be adapted to responsive viewing.

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

Banners and adverts are linked to your homepage. If you want another link, attach it when you send your material.

## Member package

12 months side banner on web

1 top advert in newsletter

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

**SEK 24.000**

All banners are sharing their spot with up to three others, except Sticky banner that are sharing it's spot with up to two others. Rotation is executed after page reload.

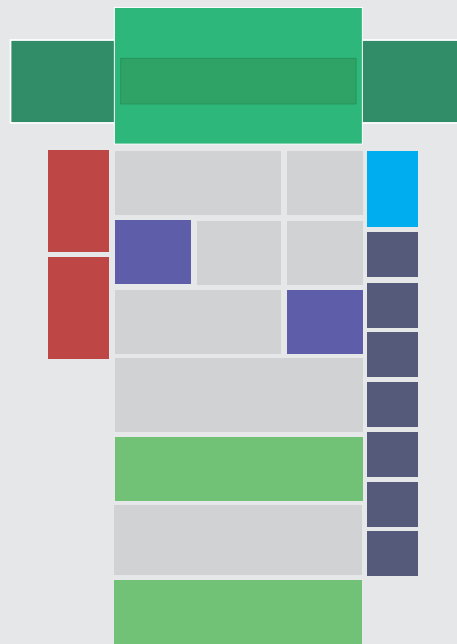
### Animated banners:

Animations should keep within 20 seconds.

**File types:** Static: jpg - Animated: gif, Html (zip-file), Script

# ADVERTISING ON THE WEBSITE

## Front page



Top banner  
930x180 px



Billboard  
980x540 px



Top banner Full Size  
1800x450 px



Sticky banner  
240x400 ppx



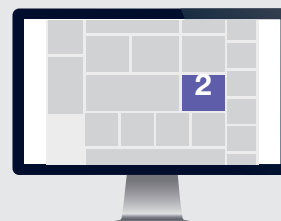
Corner banner  
200x300 px



Side banner  
200x175 px



Campaign banner 1\*  
– Front page 300x250 px



Campaign banner 2\*\*  
– Front page 300x250 px

\* 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

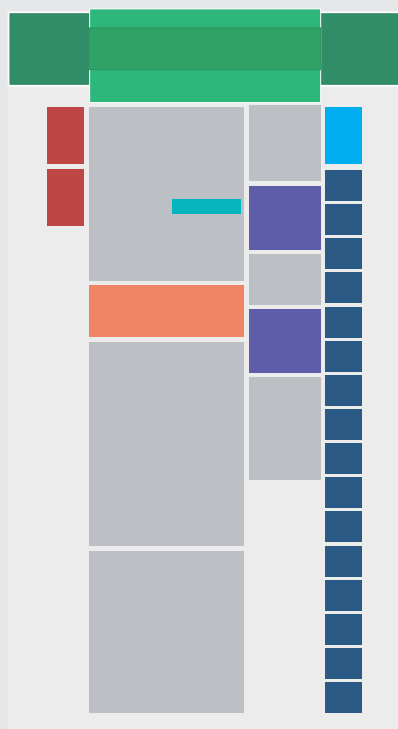


Mega banner - Front page  
930x250 px

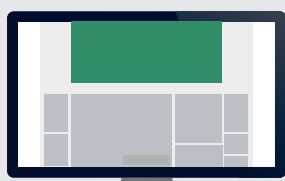


Mega banner - Front page  
930x250 px

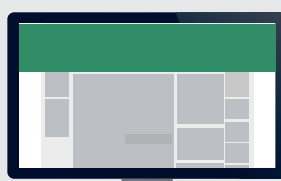
## Article page



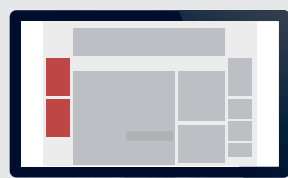
Top banner  
930x180 px



Billboard  
980x540 px



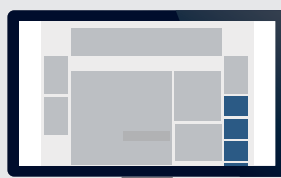
Top banner Full Size  
1800x450 px



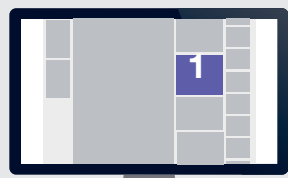
Sticky banner  
240x400 px



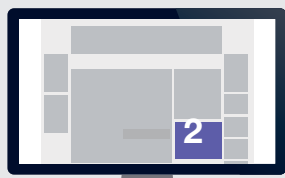
Corner banner  
200x300 px



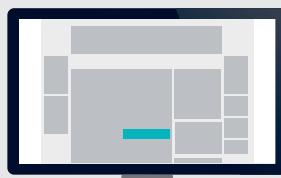
Side banner  
200x175 px



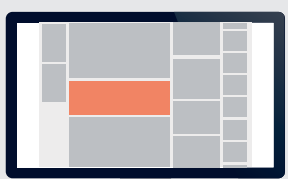
Campaign banner  
300x250 px



Campaign banner  
300x250 px



Article banner text  
300x60 px



Inread article banner  
660x200 px

\* Sticky, corner banner and side banner are only readable on desktop.

## Banner specifications

Prices for members per month.

### Top banner

Static or animated, max 70 Kb

Article page **SEK 12.000**

Front page + all other pages **SEK 12.000**

### Billboard

Static or animated, max 150 Kb

Article page **SEK 25.500**

Front page + all other pages **SEK 25.500**

### Top banner Full Size

Static, max 250 Kb

Article page **SEK 29.500**

Front page + all other pages **SEK 29.500**

### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 10.000**

Front page + all other pages **SEK 10.000**

### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 6.500**

Front page + all other pages **SEK 6.500**

### Side banner

Static or animated, max 40 Kb

Article page **SEK 2.000**

Front page + all other pages **SEK 2.000**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page 300x250 px **SEK 9.500**

Article page 300x250 px **SEK 7.750**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page 300x250 px **SEK 7.000**

Article page 300x250 px **SEK 6.200**

### Giga banner pos 1

Static or animated, max 70 Kb

Front page **SEK 12.000**

### Giga banner pos 2

Static or animated, max 70 Kb

Front page **SEK 7.000**

### Article banner text – Article page

Static, max 20 Kb

Article page **SEK 13.000**

### Inread article banner – Article page

Static or animated, max 100 Kb

Article page **SEK 13.000**

# ADVERTISING IN THE NEWSLETTER

The newsletter is sent by mail and contains relevant industry news.

**Newsletter**

STREAMER 820x28 px

<b>TOP ADVERT</b> LEFT 400x200 px	<b>TOP ADVERT</b> RIGHT 400x200 px
<b>MIDDLE ADVERT</b> LEFT 400x200 px	<b>MIDDLE ADVERT</b> RIGHT 400x200 px
<b>BOTTOM ADVERT</b> LEFT 400x200 px	<b>BOTTOM ADVERT</b> RIGHT 400x200 px

**Newsletter**

<b>TOP ADVERT FULL SIZE</b> 820x200 px
<b>MIDDLE ADVERT FULL SIZE</b> 820x200 px
<b>BOTTOM ADVERT FULL SIZE</b> 820x200 px

**Sponsored article**  
**15.000 SEK/week**

Native advertisement (sponsored article) will be published in one newsletter the booked week.

## Streamer

Price per week **SEK 15.000**

## Top advert

Price per mailing **SEK 6.000**

## Top advert Full size

Price per mailing **SEK 12.000**

## Middle advert

Price per mailing **SEK 6.000**

## Middle advert Full size

Price per mailing **SEK 6.000**

## Bottom advert

Price per mailing **SEK 6.000**

## Bottom advert Full size

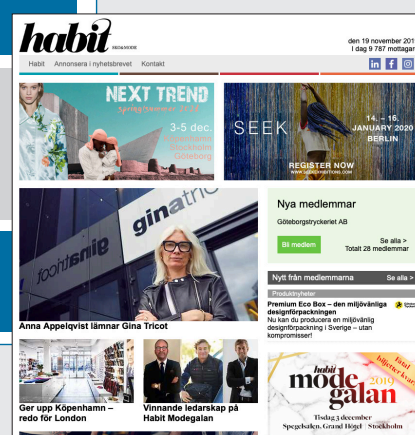
Price per mailing **SEK 6.000**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

**Prices for members.**



**Habit is the fashion and textile industry B2B platform for professionals in the clothing, shoes and accessories segment in the fashion industry.**

Habit 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.se has 40,000 unique visitors each month.

Habits newsletter reaches over 9,500 unique recipients in the fashion industry.

Habit 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.