

INTERNATIONAL *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 2023

Magazine

Web

Newsletter

Events

EDITORIAL PROGRAMME 2023

Issue	Distr Day	Deadline	Theme
1	Jan 26	Jan 4	Nordic trade issue A/W 23 - 24, CPH and Stockholm Fashion Week, Apparel, Footwear and Accessories
2	May 2	Apr 6	HR, Recruitment, Fashion and Sustainable Qualifications & Leadership within Fashion
3	Jul 12	Jun 21	Nordic trade issue S/S 23 - 24, CPH and Stockholm Fashion Week, Apparel, Footwear and Accessories
4	Nov 8	Oct 18	Sustainable innovations & Sustainable development in manufacturing, textile and fashion
1 (2024)	Jan 24	Jan 3 24	Nordic trade A/W 24-25 – 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
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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:

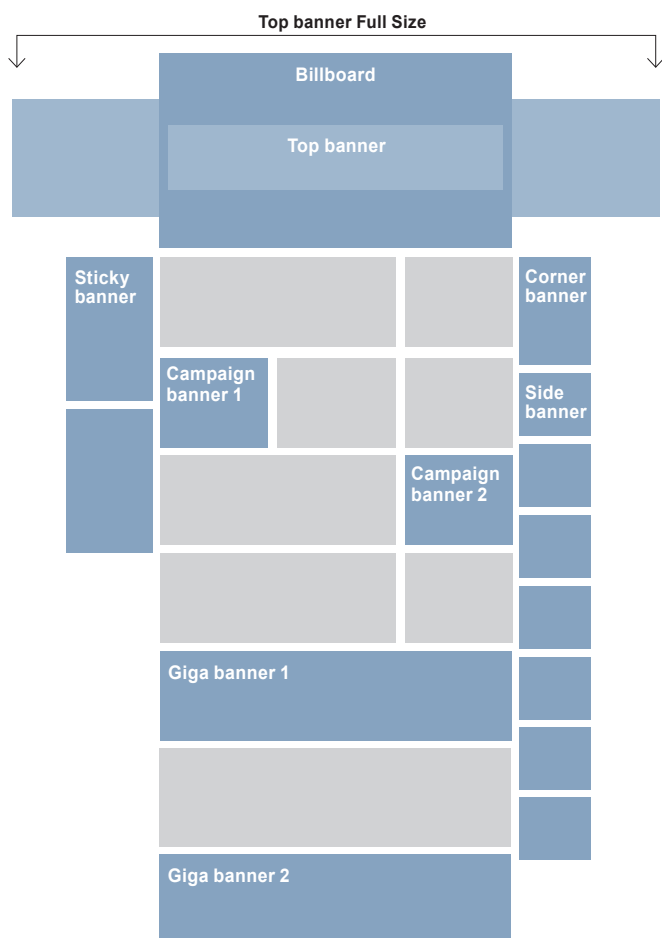
SEK 48 244

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

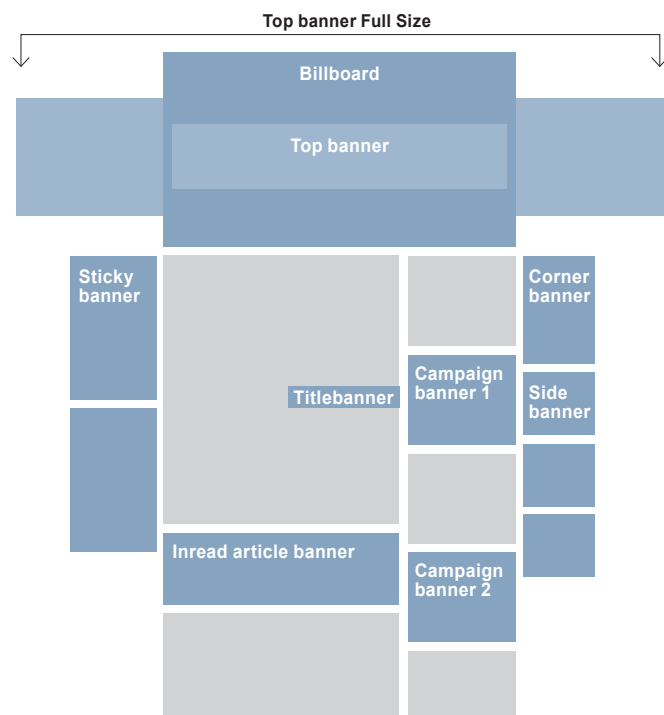
File types

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 11 995/year

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

habit
SKO&MODE

- * Source: Survey on clothing and shoes 2015 Habit Sko&Mode.

- ▶ 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.

Take control over your company communication with the help of an advertorial or a native article.

Create relevant content and communicate your industry benefits adapted to the Scandinavian fashion industry with an sponsored article

[illegible]

SENIOR ACCOUNT MANAGER
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