

# *habit*

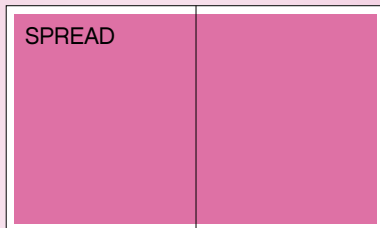
SKO & MODE

- // EDITORIAL PROGRAMME
- // SPECIAL THEMES
- // SIZES AND PRICES

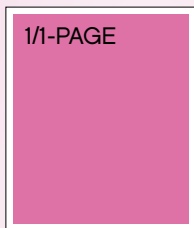
**MEDIA INFO** 2012

MAGAZINE WEB NEWSLETTER EVENTS

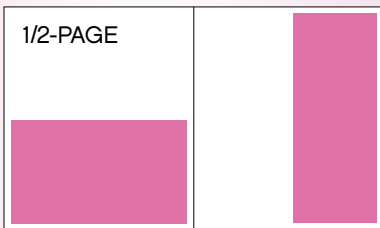
# PRICELIST 2012



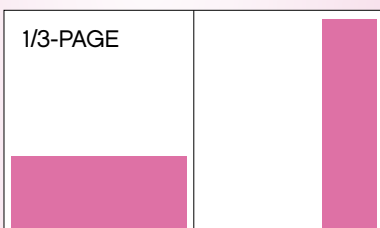
Size: 416x276mm  
Bleed: 430x290mm  
add 3 mm trim on all sides  
4-colour or b/w: **SEK 48 400**



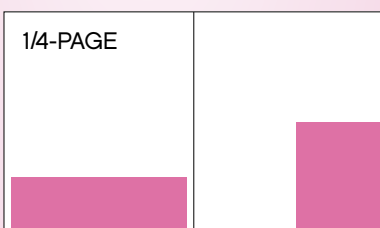
Size: 194x276mm  
Bleed: 215x290mm  
(Cover 4: 215x270 mm)  
add 3 mm trim on all sides  
4-colour or b/w: **SEK 31 300**



H: 194x136mm V: 95x276mm  
4-colour or b/w: **SEK 22 450**

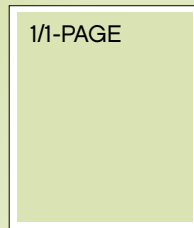


H: 194x90mm V: 61x276mm  
4-colour or b/w: **SEK 14 200**

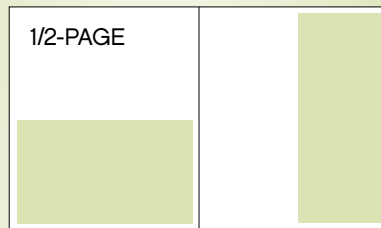


H: 194x66mm V: 95x136mm  
4-colour or b/w: **SEK 12 450**

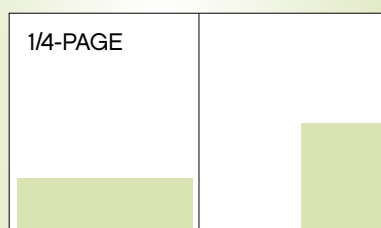
## CLASSIFIED ADVERTISEMENTS



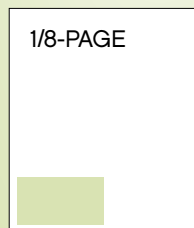
Size: 186x228 mm  
4-colour or b/w: **SEK 30 995**



H: 186x112mm  
V: 91x228mm  
4-colour or b/w: **SEK 15 195**



H: 186x54mm  
V: 91x112mm  
4-colour or b/w: **SEK 7 595**



Size: 91x54 mm  
4-colour or b/w: **SEK 6 995**

Cover 2-4: **SEK 36 200**  
Page opposite editor in chiefs  
column: **SEK 32 900**

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

Please contact the sales department

### 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*

### The Trade guide

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

Price: **SEK 300/headline** and issue for yearly booking. **SEK 50** includes appearance on habit.se

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

Extra line: **SEK 50/headline** and issue.

Link from habit.se: **SEK 950/year**  
Tax included VAT excluded

Booking will run until it is cancelled.

### The fashion web

60x30mm/square **SEK 875/logotype and issue.**  
Booking will run until it is cancelled.

### Advertisements on habit.se

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

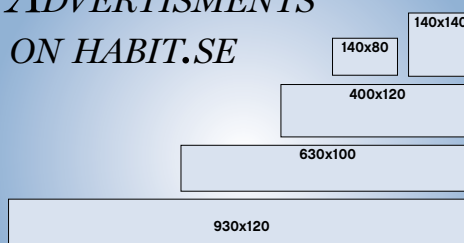
930 x 120 pixles: **SEK 5 140 / week**  
630 x 100 pixles: **SEK 3 800 / week**  
400 x 120 pixles: **SEK 2 950 / week**  
140 x 140 pixles: **SEK 2 450 / week**  
140 x 80 pixles: **SEK 1 900 / week**

### PLACE AN AD IN THE E-LETTER OF HABIT

Twice a week,  
400 x 120 pixles: **SEK 8 200**

*All prices are excl. VAT and is valid from 2012-01-01 to 2012-12-31.*

## ADVERTISEMENTS ON HABIT.SE



# EDITORIAL PROGRAMME 2012

ISSUE	SPECIAL THEME	DISTRIBUTION DAY	AD DEADLINE
1-2	Cph- & Sthlm Fashion Week A/W 2012	Jan 26	Jan 2
3	Exhibition report	March 8	Feb 15
4	CSR • Advice guide	April 12	March 22
5	Shop Interiors • Sports	May 16	April 23
6	Market Survey 11 • Designer about S/S 2013	June 14	May 15
7-8	Cph- & Sthlm Fashion Week S/S 2013	July 26	July 2
9	Fashion report 2011 • Exhibition report	Sept 13	Aug 23
10	Shop Interiors	Oct 18	Sept 27
11	It • Logistics	Nov 22	Nov 1
12	Trends S/S 2014 • Sports	Dec 13	Nov 22

**Every issue of Habit Sko & Mode includes: News • Shop openings • Recruitments • Exhibition calendar • Portait • Fashion**

## 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 SKOP 2007

### TECHNICAL INFORMATION

#### ADVERTISING MATERIAL – PRINT

PDF in high resolution, according to the specs.

#### ADVERTISING MATERIAL – HABIT.SE

Weight: max 20kB

File format: jpeg, gif, flash

Send to: webannons@mentoronline.se Marked "Habit"

#### PROOFS

Can not be guaranteed if advertising copy arrives after deadline.

#### ADVERTISING MATERIAL

will be kept for no more than six months after the insertion date.

#### THE ADVERTISING PRICE

do not include taxes, production- or invoicefees.

#### SURCHARGES

We will charge advertisers for any extra work during handling of not print-ready material.

#### CANCELLATION

No cancellation accepted after the stated last material day. If advertising material is not delivered or delivered too late for publication in the confirmed issue, 50% of the advertising price will be debited.

#### LIABILITY FOR ERRORS

The publisher assumes no liability for any injury suffered by an advertiser or third party as a consequence of errors in advertisements or insertions of ads on a date other than requested by the advertiser. The publisher assumes no liability for errors in advertisements, nor for errors in phoned in advertisements, nor for errors in advertisements for which proofs have been approved by the advertiser or his agency. The liability assumed by the publisher shall on no case exceed the cost of the advertisement concerned.

#### PLEASE, NOTE!

The order confirmation may not serve as payment data. Invoice will be sent to You after the publication of the magazine.

**Reach 35 000 decision makers within the fashion industry!**

# EVENTS & CUSTOMER ACTIVITIES 2012



## habit MODE 2012 GALAN

Habit Fashion Awards – the Fashion Industry's own Gala Night. 18 sought-after statuettes are being presented to the best, most innovative, and most passionate fashion retailers and suppliers in Sweden. From the largest retail chains to fledgling independents, the cross-section of businesses gathered at the City Hall in Stockholm, will give a unique snapshot of our ever-changing fashion industry.



Wouldn't you love to be a sponsor to Habit Fashion Awards and Habit Fashion Summit?



## habit FASHION SUMMIT sko&modebranschdagen

Habit Fashion Summit – the Fashion Industry's Day is a forum and a meeting place for decision makers in the Scandinavian Fashion Industry. A forum that, once a year, gathers the industry's leading actors to bring to the forefront, and put a focus on, important issues in the industry – threats and opportunities.



The conference is aimed at both suppliers and retailers, small and large. Also targeted are organisations and institutions connected to the fashion industry. A unique opportunity for sponsors to build their brand awareness with one-on-one communication.



## habit BESPOKE FORUMS

Habit Bespoke Forums is a highly experienced group within Habit Scandinavian Conferences & Events focused on creating and organising high-level, strategic, custom events for the Scandinavian Fashion and Retail Business Community.

Programs are devised in consultation with your company and the editorial and marketing team at Habit.

Formats are tailored to your specific needs and can include breakfast, seminars, networking luncheons, dinner programs or awards or educational conferences.



### ADVERTISING DEPARTMENT

#### MEDIA MANAGER

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DANIEL ÅGREN  
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E-mail. hans.f@mentoronline.se

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VIKTOR KVANT  
Brun Mediaproduktion AB  
Phone. 042-400 83 14  
E-mail. annons.habit@mentoronline.se

#### ADVERTISING MATERIAL

All advertising material should be marked "Advertising material Habit" and sent to:  
Brun Mediaproduktion AB  
Ekslingan 10  
S-254 67 Helsingborg  
Sweden

