

MEDIA KIT 2016

**TCJ**

**FASHION & BUSINESS TRENDS**



[pejgruppen.com](http://pejgruppen.com)

## **Vision**

The readers demand fast and selected information, perspective and knowledge from an independent source with key insights and experience with the fashion industry. TØJ provides all of that – both online and offline.

Our vision is to be the best at covering the decision makers' need for targeted knowledge about the fashion industry. We provide the readers with news via the daily newsletter and keep the readers up to date on the online portal. Moreover, the readers get background stories, knowledge and trends via the printed edition.

TØJ is a professional trade magazine – written by professional journalists and experts – and we put great emphasis on the editorial level.

## **Editorial profile**

In TØJ you can read about economy – both concerning the industry and the companies – product news, people, shop design and merchandising, market, figures and analyses, marketing and sales, trend and colours.

We make a virtue of being a business magazine for the fashion industry. We write about the most important fashion fairs in the industry – primarily before the fairs are held. On the online portal there are lots of background stories, analyses and much more.

## **Target group**

TØJ is written for owners, CEOs, chain managers, store managers, purchase managers, sales managers, marketers, designers and product developers.

Our subscribers include producers, wholesalers, agents, subsuppliers as well as retailers in all areas of the fashion industry. TØJ is for everyone involved in mens, womens and kids fashion as well as accessories.

## Publication schedule 2016

Issue	Deadline	Publication date
TØJ no. 1 (fair issue)	11 January	25 January
TØJ no. 2	13 May	31 May
TØJ no. 3 (fair issue)*	11 July	27 July
TØJ no. 4	14 November	30 November

\* We reserve the right to change the publication date for TØJ no. 3 depending on the dates of the Danish fashion week

## Technical specifications

Size: 220 x 280 mm, folded and trimmed

## Circulation

Four annual issues: 1,000

Two fair issues: 5,000

Distribution in Denmark, Norway and Sweden



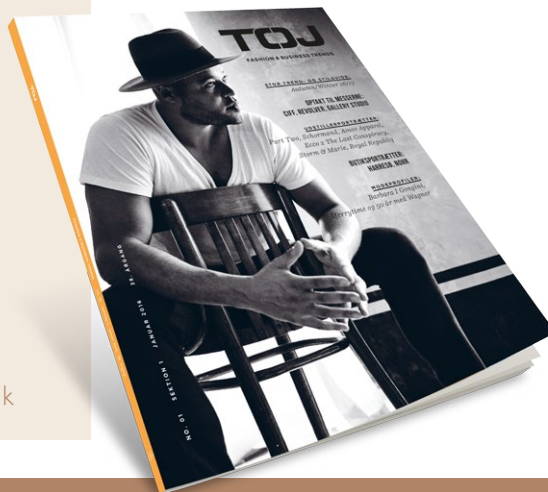
## Materials

- » High resolution PDF files in CMYK. On CD (please enclose a print), in Dropbox ([www.dropbox.com](http://www.dropbox.com)) or send to mail: [produktion@pejgruppen.dk](mailto:produktion@pejgruppen.dk)
- » All advertisements: + 3 mm bleed
- » Stitching, inserts etc., please contact the sales department for individual offers.
- » Prices are based on 100 percent finished material, delivered according to the technical specifications.
- » Where corrections to the material are required, these will be incorporated time permitting and where technically possible. Hourly rate: EURO 110.

### Advertising rates in the printed edition

Format	EURO
1/1	1,820
2/1 (double page spread)	3,640
1/2	1,010
1/4	580
Backcover	2,150

All advertisements: + 3 mm bleed  
 For ordering inserts, please contact [salg@pejgruppen.dk](mailto:salg@pejgruppen.dk)



### Banners on the online portal

Months	EURO
12 months	2,300
6 months	1,500
3 months	810
1 month	400

Size: 316 x 168 pxl. / Material: Jpg file and preferred link/URL

25,000 readers per week



### Banners in the newsletter - price per day

Position	EURO
Top:	82
Middle:	68
Bottom:	55

Size: 600 x 140 pxl. / Material: Jpg file and preferred link/URL

Open rate: 43 %



## Formats in the printed issue

Format	Size (width x height)
1/1	220 x 280 mm.
2/1	440 x 280 mm.
1/2 - landscape	173 x 124 mm.
1/2 - portrait	85 x 250 mm.
1/4 - portrait	85 x 124 mm.

Materials: High resolution PDF files in CMYK

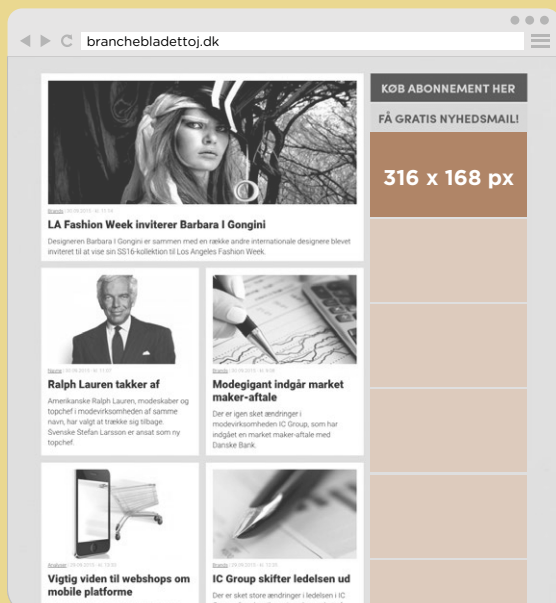


## Online portal

**Size (width x height)**

316 x 168 pxl.

Materials: Jpg file and preferred link/URL

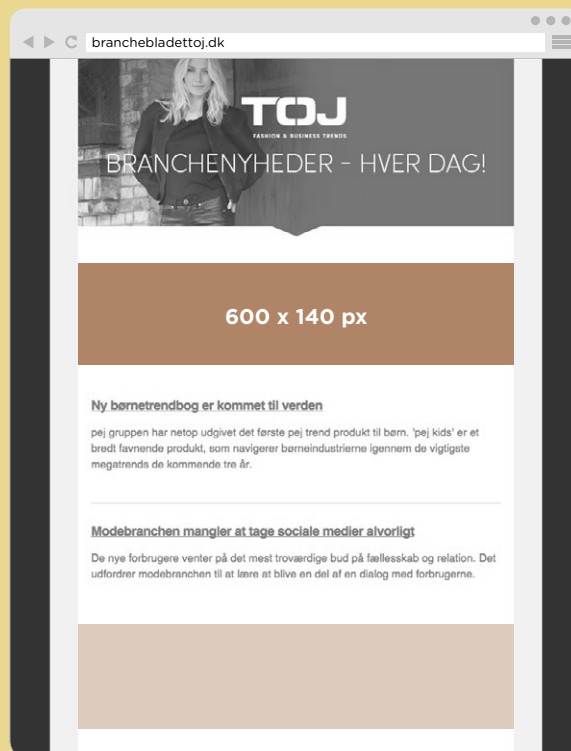


## Online newsletter

**Size (width x height)**

600 x 140 pxl.

Materials: Jpg-file and preferred link/URL



## Annual subscription

Price: EURO 270

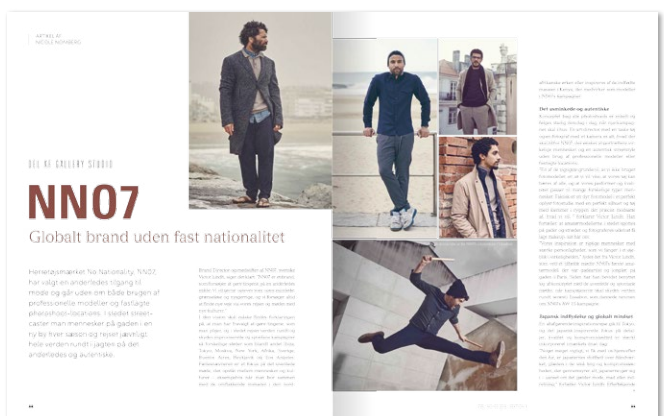
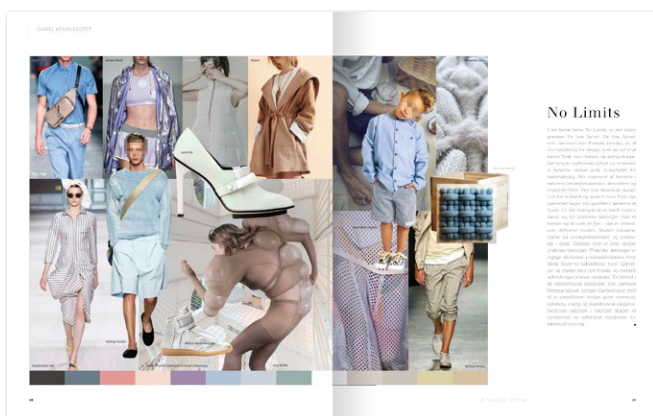


### **A subscription to TØJ contains the following:**

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: EURO 270)
- » Four printed issues of TØJ per year - including two large fair issues
- » Access to all issues online
- » Access to the large online portal with portraits, background etc.
- » Daily newsletter with top stories in your inbox
- » TØJ's trend & colour guide + TØJ's fashion guide in the two fair issues
- » Discount on selected seminars
- » Advertising on the job portal

## SIGN UP TO A SUBSCRIPTION AND YOU WILL GET:

*The most important international trends  
 Input for innovation and development  
 Awareness about an ever changing world  
 Insight into the knowledge pej gruppen has gained through more than 40 years*



**Production**

Anja Bloch-Hamre and Anette Faarup  
Email: produktion@pejgruppen.dk

**Sales**

Bente Bitsch Nielsen and Søren Langager  
Email: salg@pejgruppen.dk

**Editor**

Louise Byg Kongsholm  
Email: redaktionen@pejgruppen.dk  
Portal: www.branchebladettoj.dk

**Terms and Conditions**

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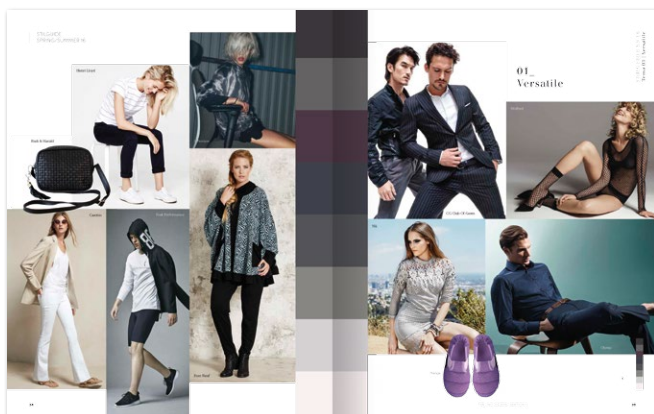
**pej gruppen**

Bitsovvej 2  
DK-7400 Herning

Email: info@pejgruppen.dk  
www.pejgruppen.com  
Tel.: +45 9711 8900  
CVR-no.: DK-84552828

*pej gruppen is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption in fashion, interior, design, food, media and advertising. Our product portfolio consists of trade magazines, lectures, speeches, counseling, advice, publications, trendstore, trend materials and conferences.*

*We are a permanent staff of 17 plus a number of freelancers and our office is placed in inspiring surroundings in a renovated farmhouse just outside Herning. Read more about pej gruppen's business platform and products at [www.pejgruppen.com](http://www.pejgruppen.com)*





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