



Publication schedule 2017

Issue	Deadline	Publication date
TØJ no. 1 (fair issue)	6 January 2017	20 January 2017
TØJ no. 2	10 May 2017	30 May 2017
TØJ no. 3 (fair issue)*	7 July 2017	26 July 2017
TØJ no. 4	10 November 2017	29 November 2017

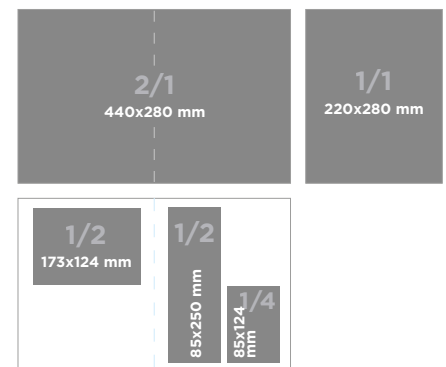
* We reserve the right to change the publication date for TØJ no. 3 depending on the dates of the Danish fashion week

Circulation

Four annual issues: 1,000. Two fair issues: 5,000
Distribution in Denmark, Norway and Sweden.

Advertising formats and rates for the printed edition

Format	Size (width x height)	Euro
1/1	220 x 280 mm.	1,820
1/1 - backcover	220 x 280 mm.	2,150
2/1 - spread	440 x 280 mm.	3,640
1/2 - landscape	173 x 124 mm.	1,010
1/2 - portrait	85 x 250 mm.	1,010
1/4 - portrait	85 x 124 mm.	580



Technical specifications

- » Size: 220 x 280 mm, folded and trimmed.
- » Uncoated offset paper.
- » High resolution PDF file in CMYK. Send to email: 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.



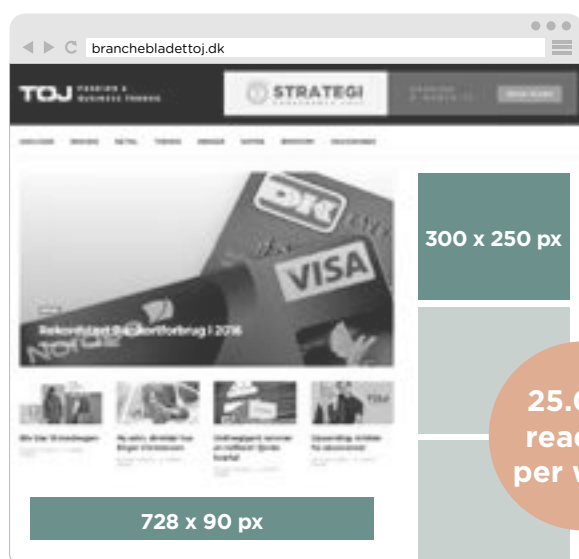


Online portal

Size (width x height)

300 x 250 px
728 x 90 px

Materials: Jpg file and preferred link/URL

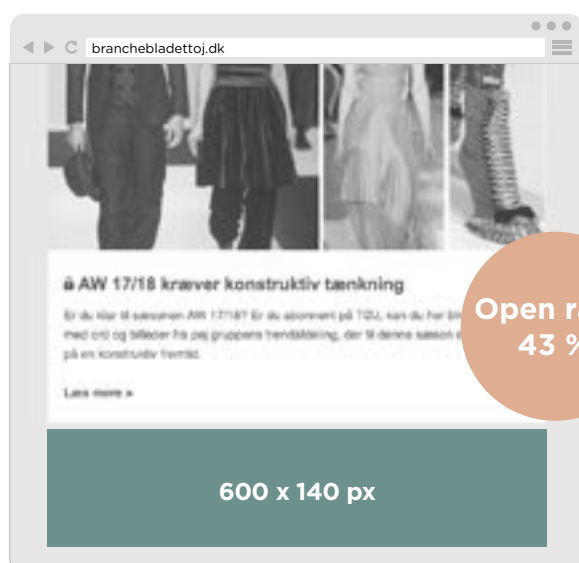


Online newsletter

Size (width x height)

600 x 140 px

Materials: Jpg file and preferred link/URL



Banners on the online portal - Euro

Months	300x250px	728x90px
12 months	2,300	-
6 months	1,500	1,880
3 months	810	1,075
1 months	400	540

Banners in the newsletter - price per day

Position	Euro
Top:	82
Middle:	68
Bottom:	55

Annual subscription:

- » 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
- » Surveillance of financial report from fashion companies.
- » TØJ's trend & colour guide + TØJ's fashion guide in the two fair issues
- » Discount on selected seminars

Price: Euro 270



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.



TOJ

FASHION & BUSINESS TRENDS

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Terms and Conditions

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Reservations made for strikes, lockouts
and force majeure.

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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

