



Publication schedule 2018

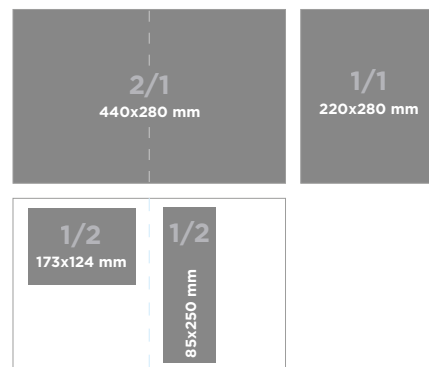
Issue	Deadline	Publication date
TØJ no. 1 (fair issue)	8 January 2018	19 January 2018
TØJ no. 2	15 May 2018	30 May 2018
TØJ no. 3 (fair issue)	9 July 2018	25 July 2018
TØJ no. 4	15 November 2018	29 November 2018

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.	1,890
1/1 - backcover	220 x 280 mm.	2,290
2/1 - spread	440 x 280 mm.	3,640
1/2 - landscape	173 x 124 mm.	1,150
1/2 - portrait	85 x 250 mm.	1,150



Technical specifications

- » Size: 220 x 280 mm, folded and trimmed.
- » Coated offset papir.
- » 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.



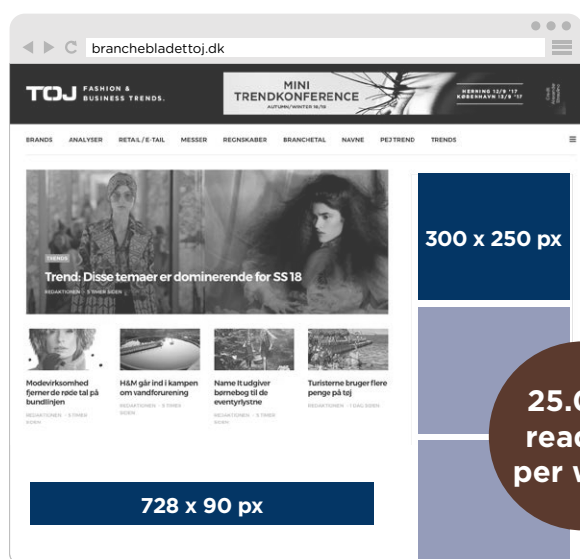


Online portal

Size (width x height)

300 x 250 px
728 x 90 px

Materials: Jpg or Gif file and preferred link/URL



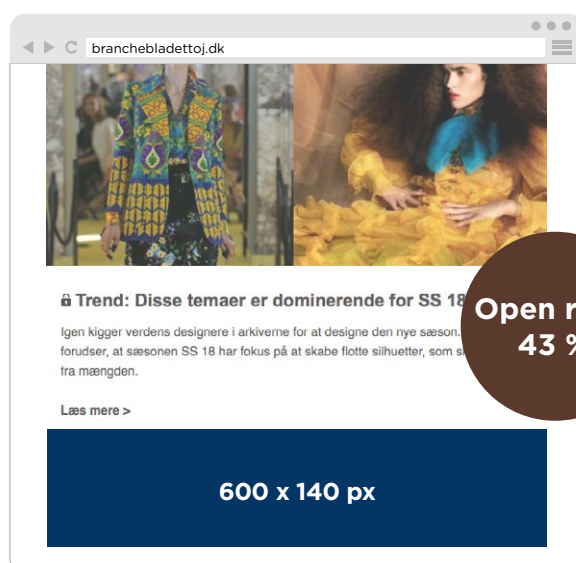
25.000 readers per week

Online newsletter

Size (width x height)

600 x 140 px

Materials: Jpg file and preferred link/URL



Open rate: 43 %

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:	96
Middle:	83
Bottom:	70

Annual subscription:

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: Euro 270)
- » Four annual issues of TØJ per year - including two large fair issues.
- » Access to all issues online.
- » Access to the large online portal www.branchebladettoj.dk
- » 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

Our vision is to be the best at covering the decision makers' need for targeted knowledge about the fashion industry.

TØJ - Fashion & Business Trends is an informative universe for professionals in the fashion industry that consists of printed trade magazines, an online news portal - branchebladettoj.dk - and newsletters.

Editorial profile

TØJ - Fashion & Business Trends communicates knowledge about design, trends, lifestyle, consumption, and economy. We write about people in the industry, brands, and products as well as seasonal trends and colours.

We cover the most important events and fashion fairs in the industry, before they are held, provide an overview of dates and exhibitors, and on branchebladettoj.dk we bring the most important news from the events and fairs.

TØJ - Fashion & Business Trend is a professional trade magazine - written by professional journalists and experts - and we put great emphasis on the editorial level and professional competence.

Target group

TØJ - Fashion & Business Trends is written for owners, CEOs, chain managers, store managers, buying managers, sales managers, marketers, designers, and product developers.

Our subscribers include producers, wholesalers, agents, subcontractors as well as retailers in all areas of the fashion industry. TØJ - Fashion & Business Trends is for everyone involved in men's, women's and kids fashion as well as accessories.

Advertising profile

TØJ - Fashion & Business Trends focuses on hitting the target group as precisely as possible in order to offer targeted advertising. Advertisements in the printed trade magazines as well as on branchebladettoj.dk provide visibility with great effect towards decision-makers within the fashion industry.

As an advertiser, it is possible to use print and online advertising. In the printed trade magazines, the advertisement can be placed in the two fair issues before the Danish fashion fairs in order use visible and relevant marketing towards the industry at the right time.



TOJ

FASHION & BUSINESS TRENDS

Sales

Bente Bitsch Nielsen
Line Kassentoft Johansen
Email: salg@pejgruppen.dk

Production

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

Editor

Louise Byg Kongsholm, editor in chief
Helene Mathiasen, editor
Katrine Rosgaard Klemmensen, editor
Email: redaktionen@pejgruppen.dk
Portal: www.branchebladettoj.dk

Terms and Conditions

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and force majeure.

pej gruppen

Bitsovvej 2
DK-7400 Herning

Email: info@pejgruppen.dk
www.pejgruppen.com
Phone: +45 97 11 89 00
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 and 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

