

MEDIA KIT 2019

TCU

ABOUT TØJ – FASHION & BUSINESS TRENDS

TØJ – Fashion & Business Trends provides knowledge to 91 percent of the Danish fashion industry both offline and online by means of a printed trade magazine and an online news portal with a related newsletter.

We provide information about design, trends, lifestyle, consumption and economy. We write about people in the industry, brands and products as well as seasonal trends and colours. Moreover, we cover the most important events and fashion fairs.

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

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

Terms and conditions

- Invoicing on date of publication: 8 days net.
- Invoice fee: 6,72 Euro
- Reservations made for strikes, lockouts and force majeure.

Prices ex. VAT



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WHY TØJ – FASHION & BUSINESS TRENDS?

TØJ – Fashion & Business Trends is targeted producers, retailers, wholesalers, agents and subcontractors in all areas of the fashion industry.

The readers of TØJ – Fashion & Business Trends are mainly working as top or middle managers. Therefore, we provide targeted access to communicate your message to the decision-makers in the Danish fashion industry.

The media is subscription-based and has existed for more than 40 years, which means that the target group is highly focused. The readers has chosen to follow TØJ – Fashion & Business Trends, and you will therefore have dedicated and committed readers.



45%

open rate
newsletter



30,723

readers
per week



1,500

printed trade magazines
per publication*



HIGH STORAGE VALUE

an average of five readers
per magazine



STRONG

target group with
decision-makers



DEDICATED

and committed readers:
Hit your target group



*Create awareness
with a banner on
branchebladettoj.dk
and/or in the newsletter
and add to immersion
with an advertisement
in the printed trade
magazine!*

PRINT FORMATS AND PRICES

TØJ – Fashion & Business Trends presents four annual issues of a printed trade magazine. In the printed trade magazines, we go behind the scenes in the fashion industry as we bring in depth portraits and focuses on themes that are relevant for the fashion industry. Two times a year, the printed trade magazine consists of three sections, of which two of them are related to the biannual fashion fairs. The fair sections are sent to all the subscribers as well as the readers of the TØJ – Fashion & Business Trends newsletter. With an advertisement in one of these sections, you have the opportunity to reach more than 35,000 readers.



YOUR
ADVERTISEMENT

ADVERTISEMENTS IN THE PRINTED TRADE MAGAZINE

Format	Format (WxH)	€ (Euro)
1/1	220 x 280 mm.	1,890
1/1 - back cover	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., portrait format
- Silk paper (coated)
- 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.

PUBLICATIONS 2019

Issue	Deadline	Publication
TØJ no. 1 2019* <small>Fair issue with three sections</small>	7/1-19	23/1-19
TØJ no. 2 2019	2/5-19	21/5-19
TØJ no. 3 2019* <small>Fair issue with three sections</small>	8/7-19	26/7-19
TØJ no. 4 2019 <small>Top 150 in the fashion industry</small>	14/11-19	29/11-19

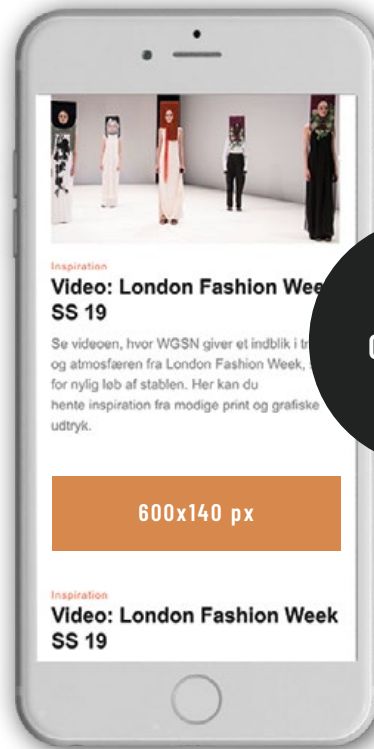
*An edition of 5,000 copies

ONLINE FORMATS AND PRICES

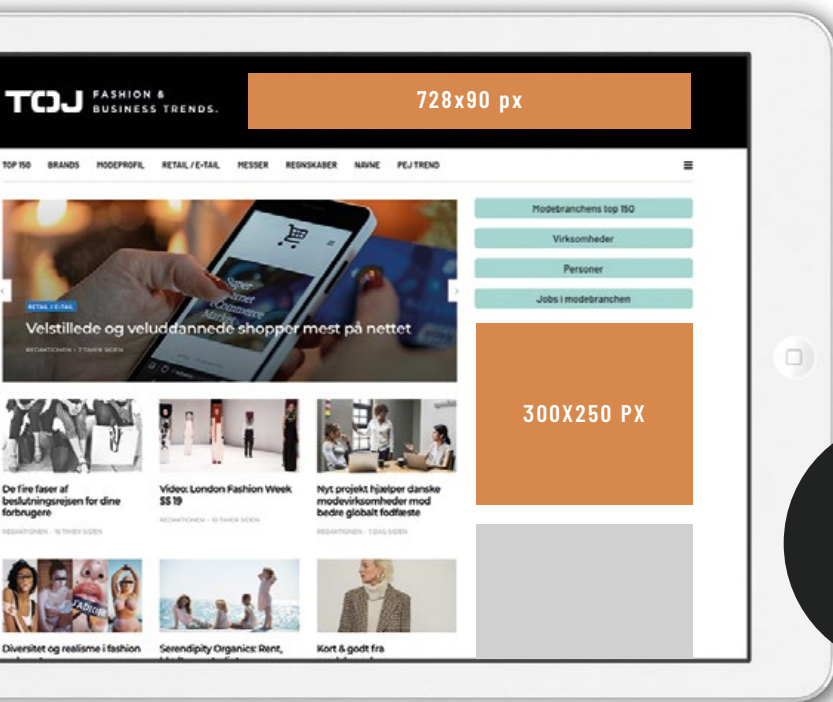
TØJ – Fashion & Business Trends keeps the readers updated on the online news portal branchebladettoj.dk and through five weekly newsletters. You can therefore also create awareness about a specific message with online advertising – and even better with a combination of print and online advertising.

BANNERS FOR THE NEWSLETTER

Position	600x140px
Top:	€96
Middle:	€83
Bottom:	€70



**45%
OPENING
RATE**



BANNERS FOR THE ONLINE NEWS PORTAL

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

**30,723
READERS
PER WEEK**

SUBSCRIPTION



A SUBSCRIPTION COSTS 270 EURO PER YEAR AND CONTAINS:

- Four annual issues of the printed trade magazine – January, May, July, November
- Access to top 150 in the fashion industry on branchebladettoj.dk as well as an annual analysis in the printed trade magazine
- Five weekly newsletters
- Access to all locked articles on branchebladettoj.dk
- Free access for one person at *pej gruppen's* annual Kick off seminar in Herning or Copenhagen (Worth: 270 Euro)

*TØJ – Fashion & Business Trends is part of *pej gruppen*, which is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption within fashion, interior, design, food, media and advertising through trade magazines, journals, lectures, counseling, publications, trendstore, online shop, 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 pejgruppen.com*

"I use TØJ and their online update to a great extent to get the latest information about what is happening in the fashion industry. This gives me a concrete insight into how my dear colleagues are doing, what they are up to with exciting new initiatives, and not least what is going on at the moment. And then I always look forward to get their fair issue in my hand and read the good and exciting articles focusing on new initiatives from various brands."

– Preben Laust, CEO at Second Female (Subscriber)

"It has been very easy for us to choose *pej gruppen*, as the industries that we are working with are present here – among these the fashion industry. Our target group tells us that they notice us in *pej gruppen's* universe and this is of great value to us. We are very pleased with the long-term cooperation with *pej gruppen*, where they have always been forthcoming, helpful and competent. We look forward to more years of good cooperation"

– Cornator, Per Brix (Advertiser)