

TUJ



MEDIA KIT 2020



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.

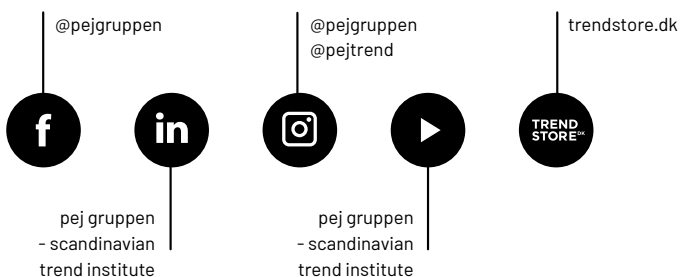
TØJ – Fashion & Business Trends is a professional trade magazine – written by professional journalists and experts – and we put great emphasis on the editorial level, independence and professional competence.

Terms and conditions

- Invoicing on date of publication: 8 days net.
- Invoice fee: 10,3 Euro
- Reservations made for strikes, lockouts and force majeure.

Prices ex. VAT

Follow us:



Louise Byg Kongsholm
Editor in Chief



Helene Mathiasen
Editor
(redaktionen@pejgruppen.dk)



Pernille Maibom Christensen
Editor



Katrine Rosgaard Klemmensen
Editor – maternity leave



Bente Bitsch Nielsen
Media Manager
(bbn@pejgruppen.dk)



Line Kassentoft Johansen
Sales and Marketing Coordinator
(lj@pejgruppen.dk)



Anja Bloch-Hamre
Art Director & Photographer



Anette Faarup
Graphic Designer



pej gruppen
Bitsovvej 2
DK-7400 Herning

Email: info@pejgruppen.dk
www.pejgruppen.com
Tel.: +45 97 11 89 00
CVR-nr.: DK-84552828

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

FACTS



WHAT, HOW MUCH AND WHY



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.



45,7%
open rate
newsletter



30,937
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

*The two fair issues are published in an edition of 5,000 copies

PRINT



FORMATS AND PRICES



PRINT FORMATS AND PRICES

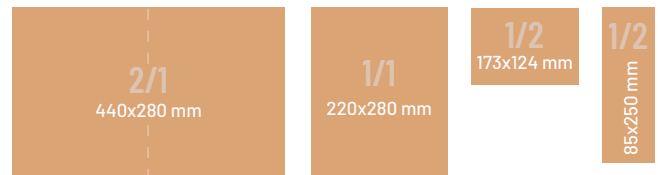
TØJ – Fashion & Business Trends presents four annual issues of a printed trade magazine. In the printed magazines, we go behind the scenes in the fashion industry as we bring in depth portraits and focuses on themes that are relevant for the fashion industry.

Two times a year, the printed magazine consists of two sections, of which one are related to the Copenhagen Fashion Week and the biannual fashion fairs. This section are sent to all the subscribers as well as the readers of the TØJ – Fashion & Business Trends newsletter and are handed out at selected fairs and showrooms.



ADVERTISEMENTS IN THE PRINTED TRADE MAGAZINE

Format	Format (WxH)	€ (Euro)
1/1	220 x 280 mm.	2,020
1/1 - back cover	220 x 280 mm.	2,420
2/1 - spread	440 x 280 mm.	3,900
1/2 - landscape	173 x 124 mm.	1,210
1/2 - portrait	85 x 250 mm.	1,210



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 2020

Udgave	Deadline	Udg. dato
TØJ nr. 1 2020* Fair issue - two sections	9/1-20	23/1-20
TØJ nr. 2 2020	1/5-20	19/5-20
TØJ nr. 3 2020* Fair issue - two sections	3/7-20	23/7-20
TØJ nr. 4 2020 Top 150 in the fashion industry	16/11-20	30/11-20

*An edition of 5,000 copies + more than 30,000 readers

ONLINE



FORMATS AND PRICES



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.

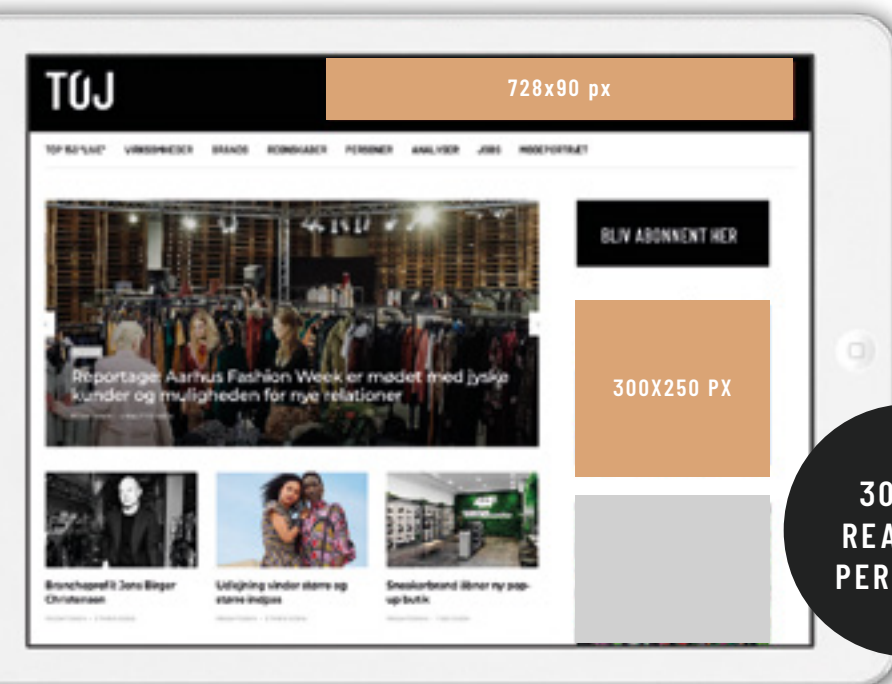
BANNERS FOR THE NEWSLETTER

Position	600x140px
Top:	€125
Middle:	€112
Bottom:	€100

Important: Banners must be in jpg, with link to destination



**45,7%
OPENING
RATE**



**30,937
READERS
PER WEEK**

BANNERS FOR THE ONLINE NEWS PORTAL

Months	300x250px	728x90px
12 months	€2,420	-
6 months	€1,615	€2,020
3 months	€945	€1,210
1 month	€542	€675

Important: Banners must be in jpg or gif, with link to destination

SUBSCRIPTION



WHAT YOU GET



SUBSCRIPTION



Ticket to
Kick Off seminar
(Worth: 270 Euro)



Access to all
locked articles on
branchebladettoj.dk
(5 logins)



Four annual issues
of the printed trade
magazine



Read all
issues online



Access to top 150
in the fashion
industry



Five weekly
newsletters
with 3-4 articles



Surveillance of
financial reports
in the industry



pej gruppens
Trend- and
colourguide



Retail Mag
Two annual issues

290

EURO PER YEAR EX. VAT

“I use TOJ 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)

