

TÜJ



MEDIA KIT 2021

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 and a daily newsletter.

We provide information about design, trends, lifestyle, consumer behaviour 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 emphasize appropriate and relevant editorial content, 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

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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

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Facts

WHAT, HOW MUCH AND WHY

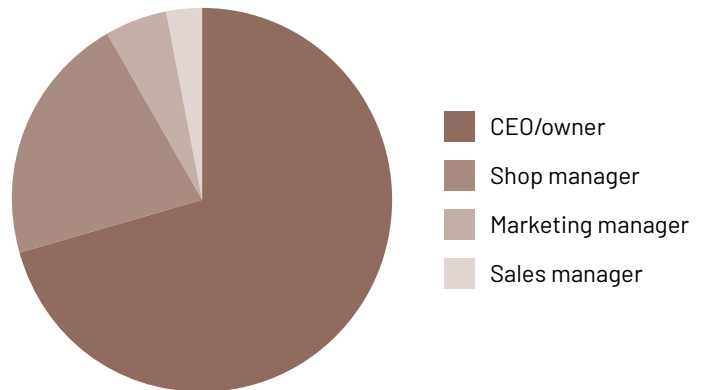
Why TØJ – Fashion & Business Trends?

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

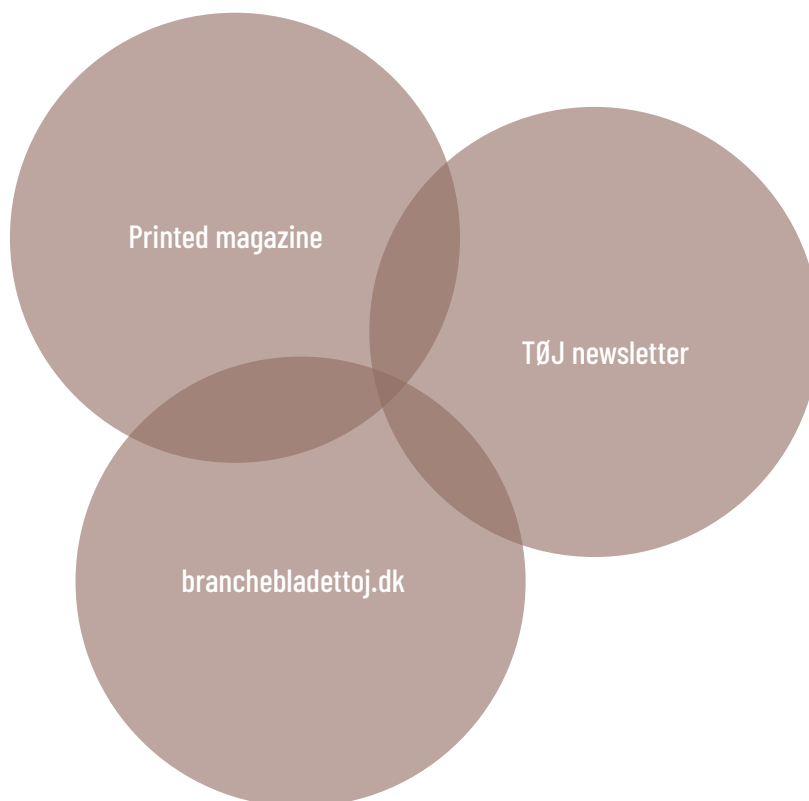
The readers of TØJ – Fashion & Business Trends are mainly working as top or middle managers. Therefore, we provide targeted access to communicate your message to the decision-makers in the Danish fashion industry.

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. This is the best form of permission marketing!

DECISION MAKERS



More than 30.000 readers



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Print

FORMATS AND PRICES

Print

Formats and prices

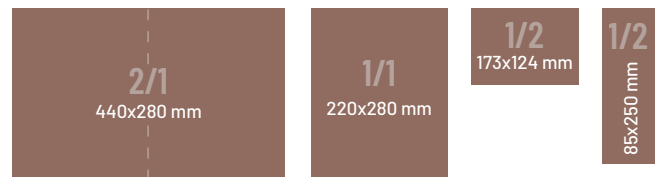
TØJ – Fashion & Business Trends provides four annual issues of a printed trade magazine where we go behind the scenes in the fashion industry as we bring in depth portraits and focuses on themes that are relevant for the fashion industry.

Two times a year, the printed magazine consists of two additional sections related to the Copenhagen Fashion Week and the biannual fashion fairs. This section is 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 2021

Issue	Deadline	Publication
TØJ nr. 1 2021* <small>Fair issue - two sections</small>	11.01.21	25.01.21
Retail Mag nr. 1 2021	18.03.21	06.04.21
TØJ nr. 2 2021	07.05.21	26.05.21
TØJ nr. 3 2021* <small>Fair issue - two sections</small>	09.07.21	27.07.21
Retail Mag nr. 2 2021	15.09.21	01.10.21
TØJ nr. 4 2021 <small>Top 150 in the fashion industry</small>	15.11.21	29.11.21

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

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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.



**45,9%
OPENING
RATE**

BANNERS FOR THE NEWSLETTER

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

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

BANNERS FOR THE ONLINE NEWS PORTAL

Sidebar banner	300x250px
12 months	€2,420
6 months	€1,615
3 months	€945
1 month	€542

Top banner	930x600px
1 week	€1,075

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



**31,123
READERS
PER WEEK**

BUY ACCESS TO THE DIGITAL ARTICLES

The editorial content in the printed issues are all published online on the news portal and are included in the newsletters. You can buy advertisement in correlation to the online articles and create additional attention to your brand/company. Contact us for more information and prices at salg@pejgruppen.dk.

Editorial content

All editorial content is created by and owned by pejgruppen. Sharing editorial content in a commercial capacity with a broad audience – online or offline – is therefore not allowed.

Permission to share article can be granted in special situations or by paying a fixed sum that transfers the ownership to the company/brand/person in the article.

The price for the article includes editorial and graphic work and will vary due to different formats and types of articles.

Please contact us for more information and for a quote via redaktion@pejgruppen.dk.

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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



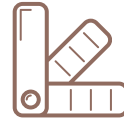
Access to top 150
in the fashion
industry



Five weekly
newsletters
with 3-4 articles



Surveillance of
financial reports
in the industry



Seasonal trend-
and colour guide by
pej gruppen



Retail Mag with
two annual issues

€290

PER YEAR EX. VAT

“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)