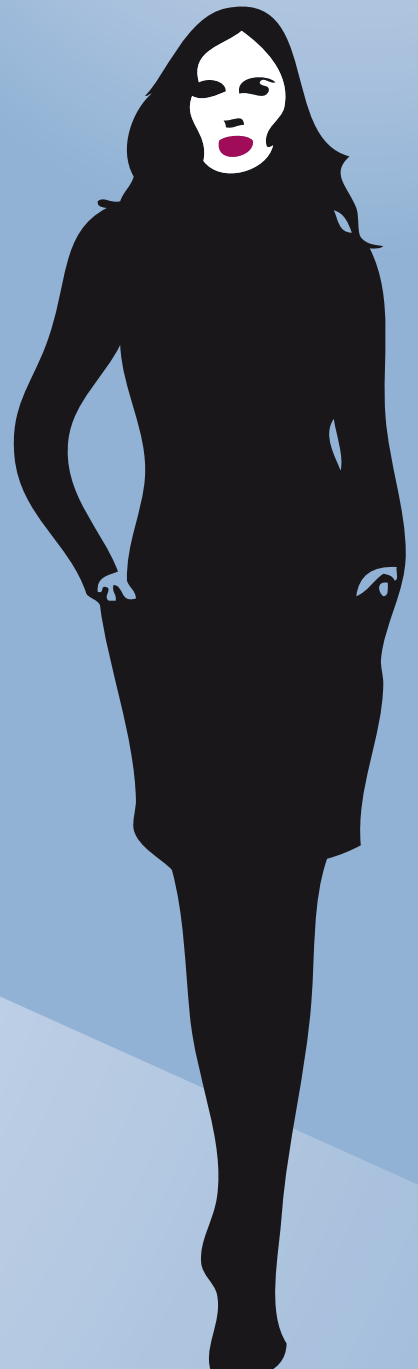


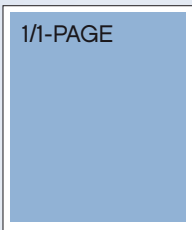
PRICELIST &  
MEDIA INFORMATION  
2010



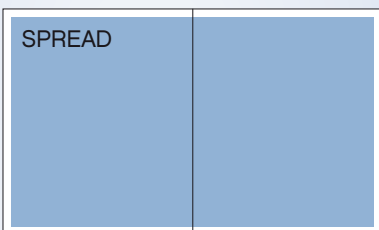
*habit*  
FASHION & BUSINESS



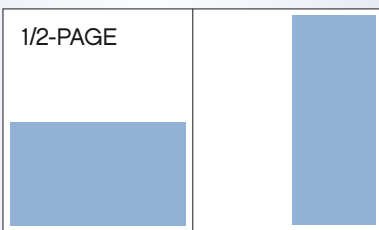
# PRICELIST



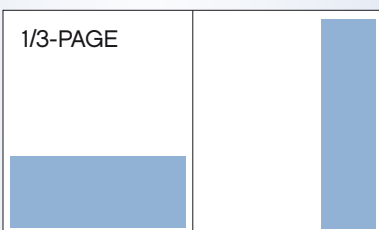
Size: 194x276mm  
Bleed: 215x290mm  
add 3mm trim on all sides  
4-colour/b/w: **SEK 29 795**



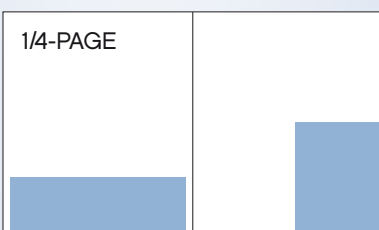
Size: 416x276mm  
Bleed: 430x290mm  
add 3mm trim on all sides  
4-colour/b/w: **SEK 45 795**



H: 194x136mm V: 95x276mm  
4-colour/b/w: **SEK 21 195**

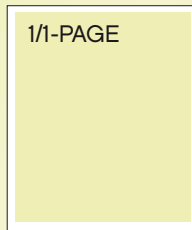


H: 194x90mm V: 61x276mm  
4-colour/b/w: **SEK 13 395**

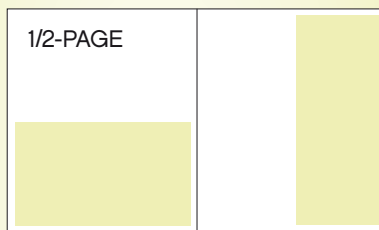


H: 194x66mm V: 95x136mm  
4-colour/b/w: **SEK 11 795**

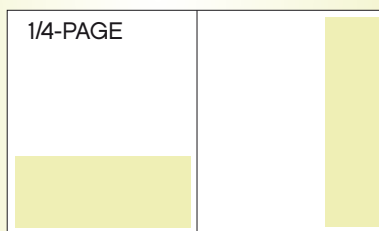
## CLASSIFIED ADVERTISEMENTS



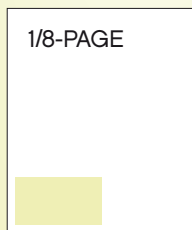
Size: 186x228 mm  
4-färg eller Sv/v: **SEK 30 995**



H: 186x112mm  
V: 91x228mm  
4-colour/b/w: **SEK 15 195**



H: 186x54mm  
V: 91x112mm  
4-colour/b/w: **SEK 7 595**



Satsyta:  
91x54 mm  
4-colour/b/w: **SEK 3 795**

Cover 2-4: **SEK 34 295.**

Page opposite editor in chiefs  
column: **SEK 31 195.**

### Requested placement

1/2-page or larger:  
+20% **supplements.** Please contact  
the sales department.

### Classified advertisements

Price: **SEK 68/spalt mm** colour/ b/w  
Size 1 column: width 91 mm  
Size 2 column: width 186 mm  
Min/maxheight: 54 mm/228 mm

### The Trade guide

An ad in the trade guide includes ap-  
pearance in both the magazine and  
on *habit.se*

Price: **SEK 285/headline** and issue  
for yealy booking. (SEK 50 includes  
appearance on *habit.se*)

The price includes company name,  
address, phone, fax, e-mail and Inter-  
netaddress.

Extra line: **SEK 50/headline** and issue.

Link from *habit.se*: **SEK 875/year**  
Tax included VAT excluded.

Booking will run until it is cancelled

### The fashion web

60x30mm/square **SEK 825/logotype**  
and issue, booking will run until it is  
cancelled.

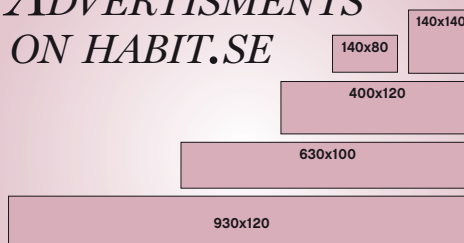
### Advertisements on Habit.se

News and information for the fashion  
industry is published on daily basis by  
Habit on *habit.se*.

930 x 120 pixles: **SEK 9 795**  
630 x 100 pixles: **SEK 7 195**  
400 x 120 pixles: **SEK 5 595**

140 x 140 pixles: **SEK 4 695**  
140 x 80 pixles: **SEK 3 595**

## ADVERTISEMENTS ON HABIT.SE



### PLACE AN AD IN THE E-LETTER OF HABIT

Twice a week,  
400 x 120 pixles: **SEK 7 995**

All prices are excl. VAT and is valid  
from 2009-09-01 tom 2010-12-31

# EVENTS & CUSTOMERS ACTIVITIES

## habit Fashion Awards

Habit Fashion Awards – the Fashion Industry’s own Gala Night. 20 sought-after statuettes are being presented to the best, most innovative, and most passionate fashion retailers and suppliers in Sweden. From the largest retail chains to fledgling independents, the cross-section of businesses gathered at the City Hall in Stockholm, will give a unique snapshot of our ever-changing fashion industry.

Wouldn't you love to be a sponsor to Habit Fashion Awards and Habit Fashion Summit?



## habit FASHION SUMMIT modebranschens dag

Habit Fashion Summit – the Fashion Industry’s Day is a forum and a meeting place for decision makers in the Scandinavian Fashion Industry. A forum that, once a year, gathers the industry’s leading actors to bring to the forefront, and put a focus on, important issues in the industry – threats and opportunities.

The conference is aimed at both suppliers and retailers, small and large. Also targeted are organisations and institutions connected to the fashion industry. A unique opportunity for sponsors to build their brand awareness with one-on-one communication.

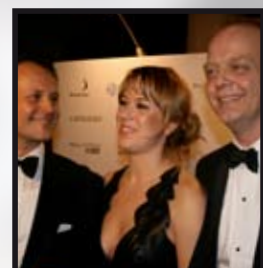


## habit BESPOKE FORUMS

Habit Bespoke Forums is a highly experienced group within Habit Scandinavian Conferences & Events focused on creating and organising high-level, strategic, custom events for the Scandinavian Fashion and Retail Business Community.

Programs are devised in consultation with your company and the editorial and marketing team at Habit.

Formats are tailored to your specific needs and can include breakfast, seminars, networking luncheons, dinner programs or awards or educational conferences.



## FACTS ABOUT HABIT\*

- **75% of the readers of HABIL work in a retail store** for men, women, youth and children clothing, shoes and accessories. Increase your circulation with our weekly news e-mail! Increase your exposure with an ad on **habit.se**
- **Each issue** of HABIL is read by 4 people on average
- **70%** of the readers of HABIL are in a managing position.
- **Each issue** of HABIL is read for **38 minutes** on average.

\* Source SKOP 2007

Reach 50 000 decision makers within the fashion industry!

# EDITORIAL PROGRAMME 2010



ISSUE	SPECIAL THEME	DISTRIBUTION DAY	AD DEADLINE
1-2	Cph & Sthlm Fashion Week	28 Jan	4 Jan
3	Exhibition report • Shoes • Childrens fashion	11 Mar	19 Feb
4	Logistics	15 Apr	26 Mar
5	Shop Interiors	20 May	27 Apr
6	Trends S/S 2011 • Market Survey 09	17 Jun	18 May
7-8	Cph & Sthlm Fashion Week	29 July	5 July
9	Fashion report 2009	16 Sep	25 Aug
10	Shop Interiors • Fabrics Preview	21 Oct	30 Sep
11	Logistics	25 Nov	4 Nov
12	Leather • Trends S/S 2012	16 Dec	25 Nov

## ADVERTISING DEPARTMENT

### SALES MANAGER

JIMMY PANAGIOTOPOULOS  
Phone. +46 8-670 41 57 Fax. +46 8-661 64 55  
E-mail. jimmy.p@mentoronline.se

### MEDIA MANAGER

CAROLINA RAMSTEN  
Phone. +46 8-670 41 69 Fax +46 8-661 64 55  
E-mail carolina.r@mentoronline.se

### MEDIA SALES

ANNALENA RAMSTEN  
Phone. +46 8-670 41 16 Fax. +46 8-661 64 55  
E-mail. annalena.r@mentoronline.se

### CLASSIFIED ADS

HANS FALK  
Phone. +46 8-670 41 93 Fax. +46 8-661 64 55  
E-mail. hans.f@mentoronline.se

### TECHNICAL INFORMATION

VIKTOR KVANT  
Brun Mediaproduktion AB  
Phone. +46 42-400 83 14  
E-mail. annons.habit@mentoronline.se

### ADVERTISING MATERIAL

All advertising material should be marked "Advertising material Habit" and sent to:  
Brun Mediaproduktion AB  
Ekslingan 10  
254 67 Helsingborg



Habit is published by Mentor Communications AB  
– a company within Mentor Online AB



## TECHNICAL INFORMATION

### ADVERTISING MATERIAL

PDF in high resolution, according to the specs.

### ADVERTISING MATERIAL – HABIT.SE

Weight: max 20kB  
Fil format: jpeg, gif, flash  
Send to: webannons@mentoronline.se  
Marked "Habit"

### PROOFS

Cannot be guaranteed if advertising copy arrives after deadline.

### ADVERTISING MATERIAL

will be kept for no more than six months after the insertion date.

### THE ADVERTISING PRICE

do not include taxes, production- or invoicefees.

### SURCHARGES

We will charge advertisers for any extra work during handling of not print-ready material.

### CANCELLATION

No cancellation accepted after the stated last material day. If advertising material is not delivered or delivered too late for publication in the confirmed issue, 50% of the advertising price will be debited.

### LIABILITY FOR ERRORS

The publisher assumes no liability for any injury suffered by an advertiser or third party as a consequence of errors in advertisements or insertions of ads on a date other than requested by the advertiser. The publisher assumes no liability for errors in phoned in advertisements, nor for errors in advertisements for which proofs have been approved by the advertiser or his agency. The liability assumed by the publisher shall in no case exceed the cost of the advertisement concerned.

### PLEASE, NOTE!

The order confirmation may not serve as payment data. Invoice will be sent to You after the publication of the magazine.