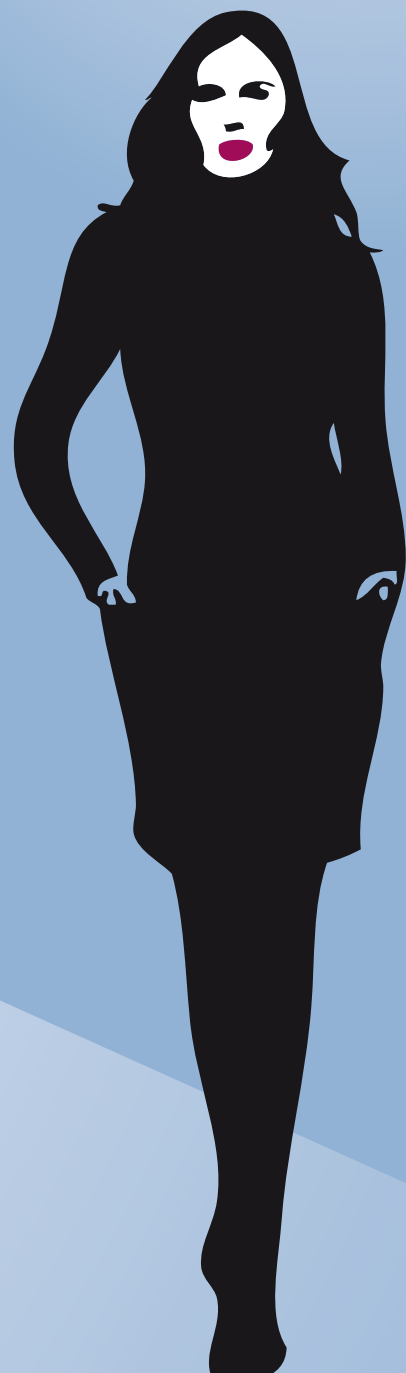
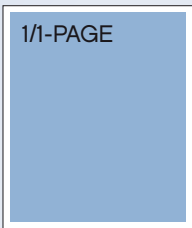


PRICELIST **ਏ**
MEDIA INFORMATION
2010

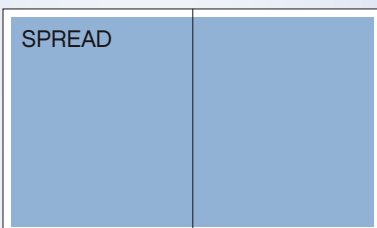


habit
SKO&MODE

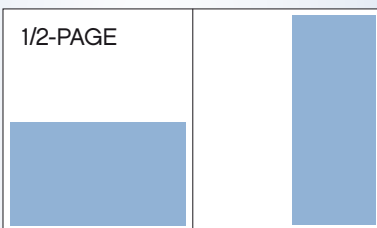
PRICELIST



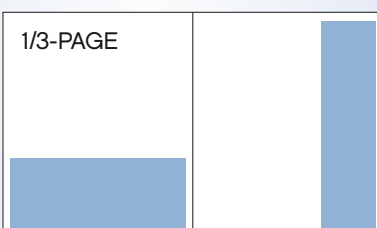
Size: 194x276mm
Bleed: 215x290mm
add 3mm trim on all sides
4-colour/b/w: **SEK 29 795**



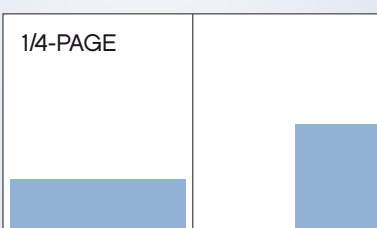
Size: 416x276mm
Bleed: 430x290mm
add 3mm trim on all sides
4-colour/b/w: **SEK 45 795**



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

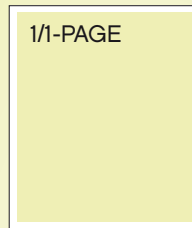


H: 194x90mm V: 61x276mm
4-colour/b/w: **SEK 13 395**

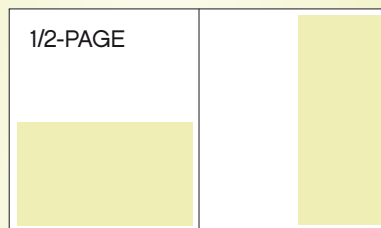


H: 194x66mm V: 95x136mm
4-colour/b/w: **SEK 11 795**

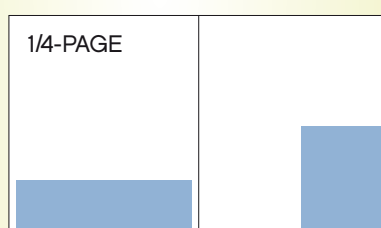
CLASSIFIED ADVERTISEMENTS



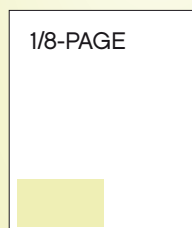
Size: 186x228 mm
4-färg eller Sv/v: **SEK 30 995**



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
appearance in both the magazine
and on *habit.se*

Price: **SEK 285/headline** and issue
for yearly 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**

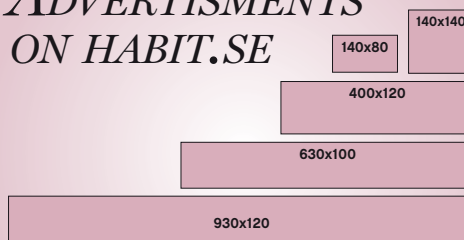
630 x 100 pixles: **SEK 7 195**

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 sko&modebranschdagen

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.

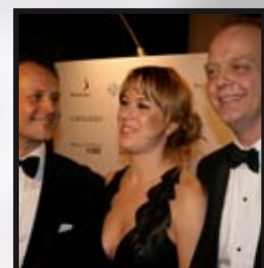


habit BESPOKE FORUMS

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 Habit Sko&Mode 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 Habit Sko&Mode is read by 4 people on average
- **70%** of the readers of Habit Sko&Mode are in a managing position.
- **Each issue** of Habit Sko&Mode 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 |

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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 Sko&Mode 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.