

MEDIA KIT 2015

365 DESIGN

{ NEWS · TRENDS · DESIGN · E-SHOWROOM · SEMINARS }



pej gruppen
scandinavian
trend
institute

www.pejgruppen.com

Vision

365DESIGN is a new media platform containing a printed trade magazine, an online portal, newsletters, trend updates and seminars.

The platform contains two printed editions as well as online portal with news from the interior and design industry, economy and figures, consumer and design analyses and trend inspiration from all over the world.

Our vision is to strengthen the level of knowledge and innovation, and cover the decision makers' needs for knowledge and inspiration about the interior and design industry – and give it to them!

Target group

365DESIGN is targeted and written for retailers, directors, chain managers, store managers, purchase managers, sales managers, marketers, designers, product developers and everyone interested in design, who want to stay informed about the industry as a whole, but also about new companies, new products, trends, colours etc.

Editorial profile

365DESIGN communicates knowledge about and insight into trends, consumer behaviour, lifestyle, design, economy etc. We write about fairs, products, news and brands as well as trends and colours of the season – focusing on what people in the industry require.

We cover the most important design and interior fairs, before the fairs are held, give an overview of dates, events and exhibitors and follow up on the online portal with the most important news from the different fairs.

Publication schedule 2014/2015

Issue	Deadline	Publication date
365DESIGN no. 1 2015	10 December 2014	29 December 2014
365DESIGN no. 2 2015	17 June 2015	3 July 2015
365DESIGN no. 1 2016	10 December 2015	29 December 2015

Technical specifications

Size: 220 x 280 mm, folded and trimmed

Circulation

5,000

Distribution in Denmark, Norway and Sweden.

Materials

- » High resolution PDF files in CMYK. On CD (please enclose a print), in Dropbox (www.dropbox.com) or send to mail: produktion@pejgruppen.dk
- » All advertisements: + 3 mm bleed
- » Stitching, inserts etc., please contact the advertising 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.

Advertising rates in the printed edition

Format	EURO
1/1	1,400
2/1 (double page spread)	2,700
1/2	1,000
Backcover	2,000

All advertisements: + 3 mm bleed

Banners on the online portal

Months	EURO
12 months	2,140
6 months	1,340
3 months	670
1 month	270

Size: 316 x 168 pxl. / Material: Jpg file and preferred link/URL

Banners in the newsletter – price per day

Position	EURO
Top:	67
Middle:	54
Bottom:	40

Size: 600 x 140 pxl. / Material: Jpg file and preferred link/URL

Formats in the printed edition

Format	Size (width x height)
1/1	220 x 280 mm.
2/1	440 x 280 mm.
1/2 - landscape	173 x 124 mm.
1/2 - portrait	85 x 250 mm.
1/4 - portrait	85 x 124 mm.

Materials: High resolution PDF files in CMYK.

Online portal

Size (width x height)	316 x 168 pxl.
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Materials: Jpg file and preferred link/URL

Online newsletter

Size (width x height)	600 x 140 pxl.
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Materials: Jpg file and preferred link/URL

Annual subscription

Price: € 130

EURO
130

A subscription to 365DESIGN contains the following:

- » Two issues of 365DESIGN in June and December
- » Access to all issues online
- » Access to the online portal
- » Background articles, portraits and trends online
- » Two weekly newsletter with the most important news and events
- » Free access to annual Kick Off Seminar in December/January for one person per subscription.

SIGN UP TO A SUBSCRIPTION AND YOU WILL GET:

THE MOST IMPORTANT INTERNATIONAL TRENDS
INPUT FOR INNOVATION AND DEVELOPMENT
AWARENESS ABOUT AN EVER CHANGING WORLD
» INSIGHT INTO THE KNOWLEDGE THAT PEJ GRUPPEN
HAS GAINED THROUGH ALMOST 40 YEARS

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Terms and Conditions

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Reservations made for strikes, lockouts and force majeure.

pej gruppen is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption in fashion, interior, design, food, media and advertising. Our product portfolio consists of trade magazines, lectures, speeches, counseling, advice, publications, trendstore, trend materials and conferences. We are a permanent staff of 17 plus a number of freelancers and have our offices in inspiring surroundings in a renovated farmhouse just outside Herning. Read more about pej gruppen's business platform and products at www.pejgruppen.com



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