

MEDIA KIT 2016

365 DESIGN



pejgruppen.com

Vision

365DESIGN is a new media platform for the interior and design industry with trend updates, news and seminars – both offline and online.

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 as well as to cover the decision makers' needs for knowledge and inspiration about the interior and design industry – and give it to them!

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.

Target group

365DESIGN is targeted and written for retailers, CEOs, 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.

Publication schedule 2016

Issue	Deadline	Publication date
365DESIGN no. 1 2016	10 December 2015	29 December 2015
365DESIGN no. 2 2016	11 April 2016	28 April 2016
365DESIGN no. 3 2016	20 June 2016	6 July 2016
365DESIGN no. 4 2016	26 September 2016	12 October 2016
365DESIGN no. 1 2017	8 December 2016	28 December 2016

Technical specifications

Size: 220 x 280 mm, folded and trimmed

Circulation

2,000

Distribution in Denmark and Norway



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 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.

Advertising rates in the printed edition

Format	EURO
1/1	1,500
2/1 (double page spread)	3,000
1/2	1,100
Backcover	2,150

All advertisements: + 3 mm bleed

For ordering inserts, please contact salg@pejgruppen.dk



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

15,000
readers
per week



Banners in the newsletter - price per day

Position	EURO
Top:	82
Middle:	68
Bottom:	55

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

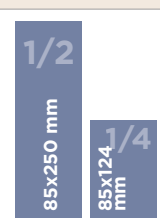
Open rate:
47 %



Formats in the printed issue

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.

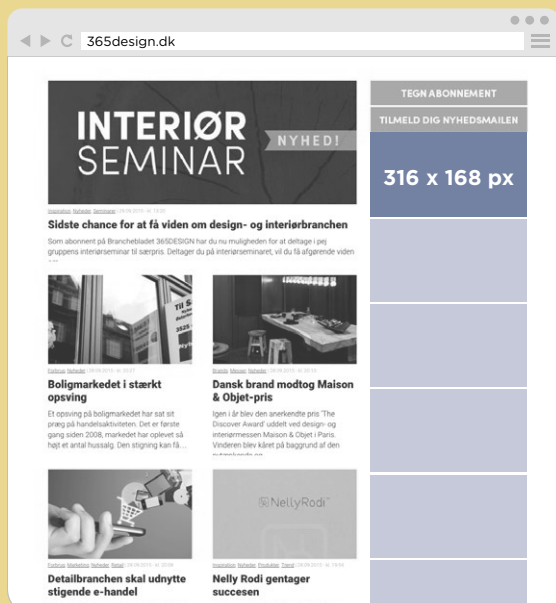
Materials: High resolution PDF files in CMYK.



Online portal

Size (width x height)
316 x 168 pxl.

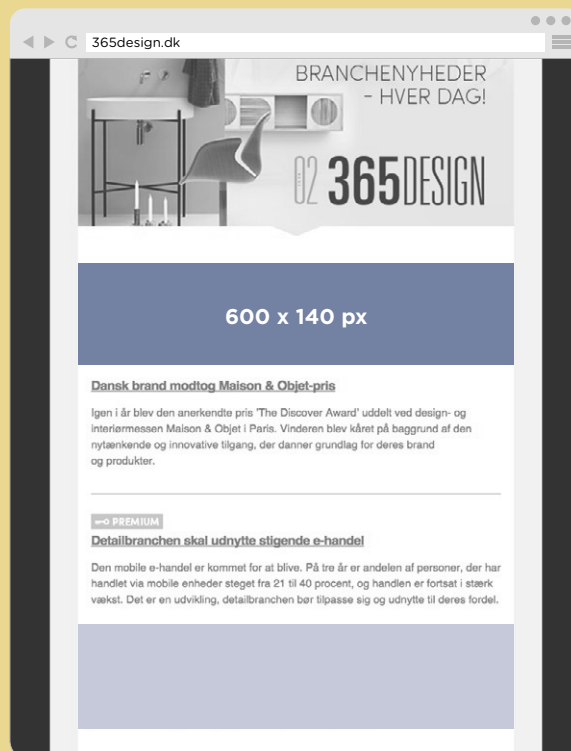
Materials: Jpg file and preferred link/URL



Online newsletter

Size (width x height)
600 x 140 pxl.

Materials: Jpg file and preferred link/URL



Annual subscription

Price: EURO 249



A subscription to 365DESIGN contains the following:

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: EURO 270)
- » Four issues of 365DESIGN in April, July, October and December
- » Access to all issues online
- » Access to the large online portal with portraits, background etc.
- » Two weekly newsletters with the most important news and events
- » Discount on selected seminars

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 pej gruppen has gained through more than 40 years*



Production

Anja Bloch-Hamre and Anette Faarup
 Email: produktion@pejgruppen.dk

Salgsafdeling

Bente Bitsch Nielsen and Søren Langager
 Email: salg@pejgruppen.dk

Redaktion

Louise Byg Kongsholm
 Email: redaktionen@pejgruppen.dk
 Portal: www.365design.dk

Handelsbetingelser

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

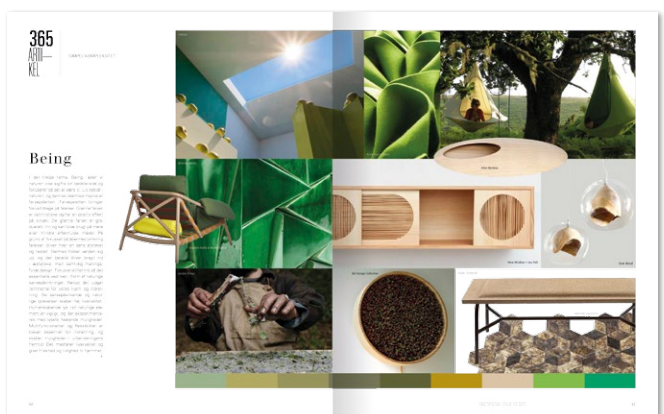
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pej gruppen is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption in fashion, interior, design, food, media and advertising. Our product portfolio consists of trade magazines, 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 office is placed 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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