



### Publication schedule 2018

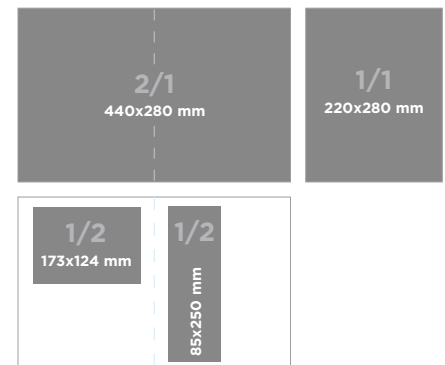
Issue	Deadline	Publication date
365DESIGN no. 1 2018	12 December 2017	29 December 2017
365DESIGN no. 2 2018	12 April 2018	30 April 2018
365DESIGN no. 3 2018	18 June 2018	4 July 2018
365DESIGN no. 4 2018	27 September 2018	12 October 2018
365DESIGN no. 1 2019	10 December 2018	28 December 2018

### Circulation

Four annual issues: 1.000 stk. Distribution in Denmark and Norway

### Formats in the printed issue

Format	Size (width x height)	Euro
1/1	220 x 280 mm.	1,650
1/1 - backcover	220 x 280 mm.	2,300
2/1 - spread	440 x 280 mm.	3,000
1/2 - landscape	173 x 124 mm.	1,200
1/2 - portrait	85 x 250 mm.	1,200



### Technical specifications

- » Size: 220 x 280 mm., folded and trimmed.
- » Coated offset paper.
- » High resolution PDF file in CMYK. Send to email: [produktion@pejgruppen.dk](mailto: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.



# 365 DESIGN

## MEDIA KIT 2018



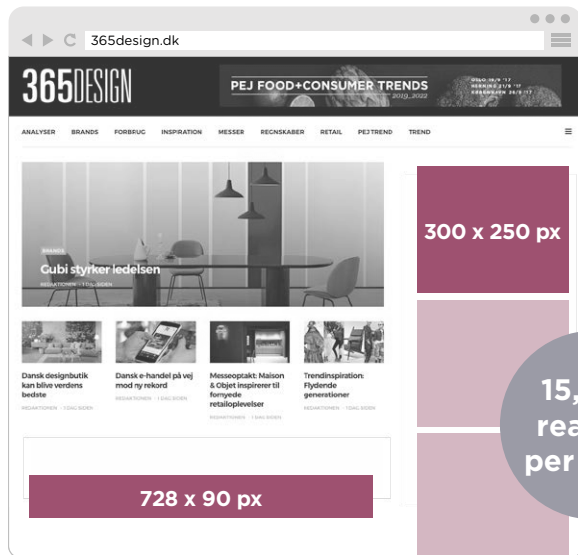
### Online portal

**Size: (width x height)**

300 x 250 px

728 x 90 px

Material: Jpg or Gif file and preferred link/URL

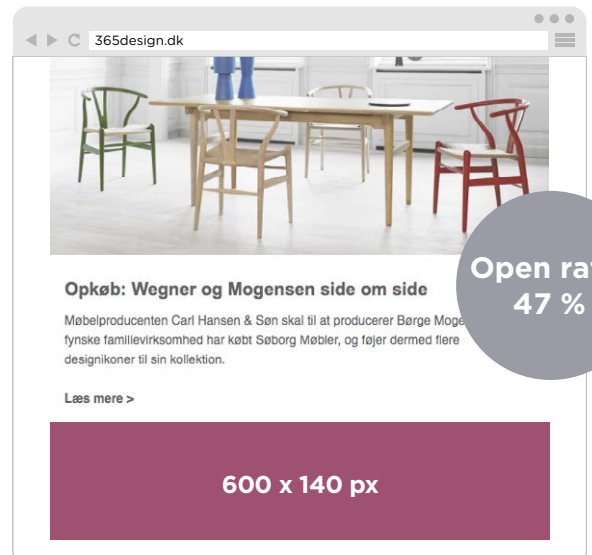


### Online newsletter

**Size: (width x height)**

600 x 140 px

Material: Jpg file and preferred link/URL



### Banners on the online portal - Euro

Months	300x250px	728x90px
12 months	2,300	-
6 months	1,500	1,880
3 months	810	1,075
1 months	400	540

### Banners in the newsletter - price per day

Position	Euro
Top:	96
Middle:	83
Bottom:	70

### Annual subscription:

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: Euro 270)
- » Four annual issues of 365DESIGN in April, July, October and December.
- » Access to all issues online.
- » Access to the large online portal [www.365design.dk](http://www.365design.dk)
- » Three weekly newsletters with the most important news and events.
- » Discount on selected seminars.

**Price: Euro 249**



PEJGRUPPEN.COM

# 365 DESIGN

## Vision

Our vision is to be the best at covering the decision makers' need for targeted knowledge about the design, furniture and interior industry.

365DESIGN is an informative universe for professionals in the industry that consists of printed trade magazines, an online news portal – 365design.dk – and newsletters.

## Editorial profile

365DESIGN communicates knowledge about design, trends, lifestyle, consumption, and economy. We write about people in the industry, brands, and products as well as seasonal trends and colours. We cover the most important events and design, furniture and interior fairs, before they are held, provide an overview of dates and exhibitors, and on 365design.dk we bring the most important news from the events and fairs.

365DESIGN is a professional trade magazine – written by professional journalists and experts – and we put great emphasis on the editorial level and professional competence.

## Target group

365DESIGN is written for owners, CEOs, chain managers, store managers, buying managers, sales managers, marketers, designers, product developers, and professionals in the contract market as well as everyone interested in design, who wants to stay informed about the industry as a whole, but also about new companies, new products, trends, colours etc.

## Advertising profile

365DESIGN focuses on hitting the target group as precisely as possible in order to offer targeted advertising. Advertisements in the printed trade magazines as well as on 365design.dk provide visibility with great effect towards decision-makers within the design, furniture and interior industry.

As an advertiser, it is possible to use print and online advertising. In the printed trade magazines, the advertisement can be placed in connection with relevant editorial content including themes relevant for the industry, which can give increased credibility to the advertisement and ensure that it will be read and not only seen.



# 365 DESIGN

## Sales

Bente Bitsch Nielsen  
Line Kassentoft Johansen  
Email: salg@pejgruppen.dk

## Production

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

## Editor

Louise Byg Kongsholm, editor in chief  
Helene Mathiasen, editor  
Katrine Rosgaard Klemmensen, editor  
Email: redaktionen@pejgruppen.dk  
Portal: www.365design.dk

## Terms and Conditions

Invoicing on date of publication: 8 days net.  
Invoice fee: Euro 6,72  
Reservations made for strikes, lockouts  
and force majeure.

## pej gruppen

Bitsovvej 2  
DK-7400 Herning

Email: info@pejgruppen.com  
www.pejgruppen.dk  
Phone: +45 97 11 89 00  
CVR-no.: DK-84552828

*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 and 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](http://www.pejgruppen.com)*

