

MEDIA KIT 2019

# 365 DESIGN



# ABOUT 365DESIGN

365DESIGN provides knowledge to 63 percent of the Danish design, furniture and interior industry both offline and online by means of a printed trade magazine and an online news portal with a related newsletter.

We provide information about design, trends, lifestyle, consumption and economy. We write about people in the industry, brands and products as well as seasonal trends and colours. Moreover, we cover the most important events and fairs in the industry.

The vision of 365DESIGN is to strengthen the level of knowledge and the ability of innovate as well as to cover the readers' need for inspiration and knowledge about the industry.

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

## Terms and conditions

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

Prices ex. VAT



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# WHY 365DESIGN?

365DESIGN is targeted at everyone working professionally with/in/with the design, furniture and interior industry, including producers, retailers, agents as well as professionals in the contract market.

The readers of 365DESIGN are mainly working as top or middle managers. Therefore, we provide targeted access to communicate your message to the decision-makers in the Danish design, furniture and interior industry.

The media is subscription-based, which means that the target group is highly focused. The readers has chosen to follow 365DESIGN, and you will therefore have dedicated and committed readers.



**47%**

open rate  
newsletter



**16,255**

readers  
per week



**1,500**

printed trade magazines  
per publication\*



**HIGH STORAGE VALUE**

an average of five readers  
per magazine



**STRONG**

target group with  
decision-makers



**DEDICATED**

and committed readers:  
Hit your target group

\*The Formland fair magazine is published in an edition of 6,500 copies.



*Create awareness  
with a banner on  
365design.dk and/or  
in the newsletter and  
add to immersion with  
an advertisement  
in the printed trade  
magazine!*

# PRINT

## FORMATS AND PRICES



YOUR  
ADVERTISEMENT

365DESIGN presents four annual issues of a printed trade magazine. In the printed trade magazines, we go behind the scenes in the industry as we bring in depth portraits and focuses on themes that are relevant for the industry.

### ADVERTISEMENTS IN THE PRINTED MAGAZINE

Format	Format (WxH)	€ (Euro)
1/1	220 x 280 mm.	1,650
1/1 - back cover	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., portrait format
- Silk paper (coated)
- 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.

### PUBLICATIONS 2019

Issue	Deadline	Publication
365DESIGN no. 1 2019* Focus on the winter and spring fairs	10/12-18	28/12-18
365DESIGN no. 2 2019 Focus on Trends & Traditions and 3 Days of Design	4/4-19	23/4-19
365DESIGN no. 3 2019* Focus on the summer and autumn fairs	17/6-19	4/7-19
365DESIGN no. 4 2019	26/09-19	10/10-19
365DESIGN no. 1 2020* Focus on the winter and spring fairs	9/12-19	30/12-19

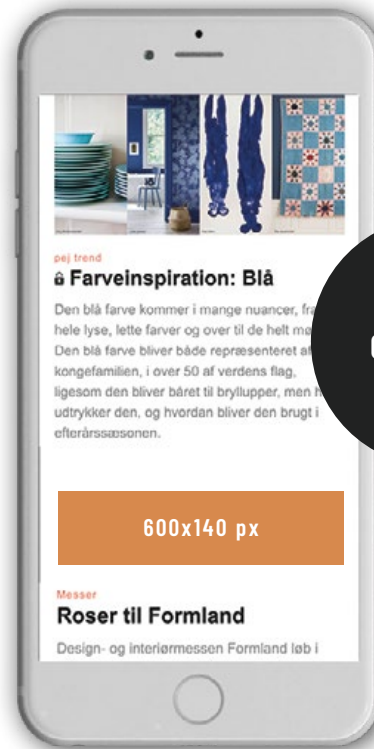
\*Published together with a separate Formland fair magazine

# ONLINE FORMATS AND PRICES

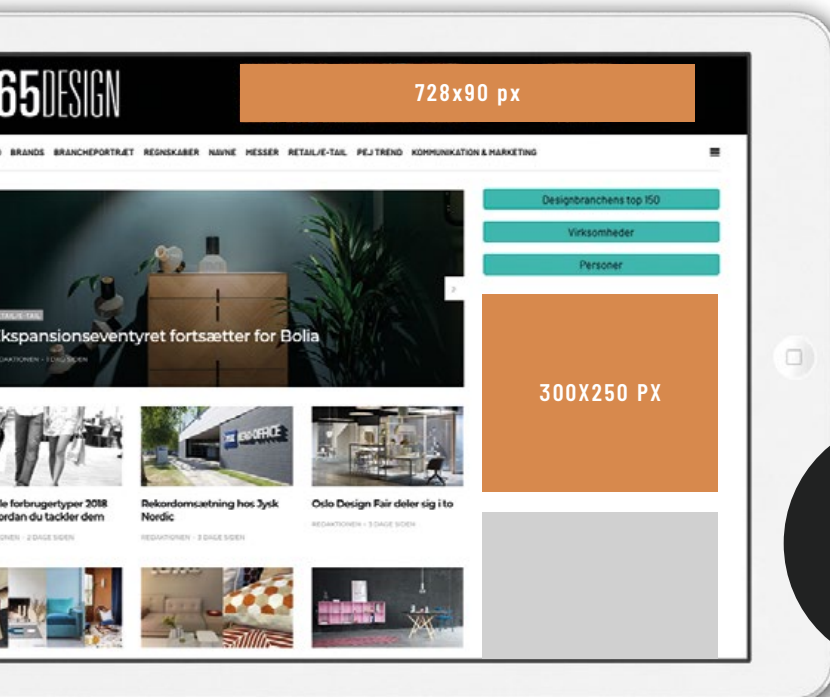
365DESIGN keeps the readers updated on the online news portal 365design.dk and through three weekly newsletters. You can therefore also create awareness about a specific message with online advertising – and even better with a combination of print and online advertising.

## BANNERS FOR THE NEWSLETTER

Position	600x140px
Top:	€96
Middle:	€83
Bottom:	€70



47%  
OPENING  
RATE



## BANNERS FOR THE ONLINE NEWS PORTAL

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

16.255  
READERS  
PER WEEK

# FORMLAND FAIR MAGAZINE

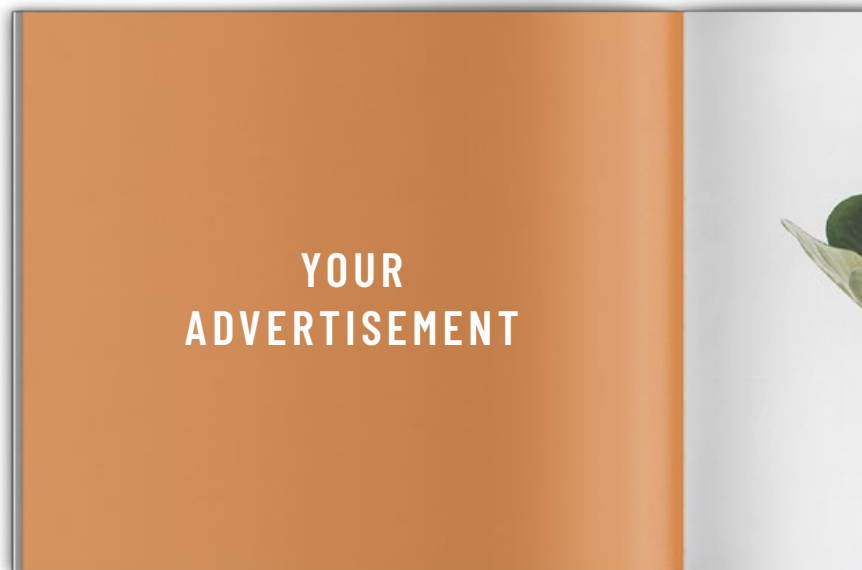
## FORMATS AND PRICES

*With an advertisement in the fair issue, you have the possibility to be exposed to more than*

***20,000 readers***

In connection with the Formland fairs, 365DESIGN publishes a fair magazine. The fair magazine is published in an edition of 6,500 copies and is distributed to all visitors and exhibitors at Formland.

Moreover, the fair magazine is sent to all subscribers of 365DESIGN and an online version in e-pages is available to all the readers of the 365DESIGN and TID & tendenser newsletters.



### TECHNICAL SPECIFICATIONS

- Size: 220 x 280 mm., landscape format
- Silk paper (coated)
- 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.

### ADVERTISEMENT IN THE PRINTED MAGAZINE

Format	Format (WxH)	€ (Euro)
1/1 (landscape)	280 x 200 mm.	1,600

### PUBLICATIONS 2019

Issue	Deadline	Publication
Formland Spring 2019 <small>Add on for 365DESIGN no. 1 - 2019</small>	10/12-18	28/12-18
Formland Autumn 2019 <small>Add on for 365DESIGN no. 3 - 2019</small>	17/6-19	4/7-19
Formland Spring 2020 <small>Add on for 365DESIGN no. 1 - 2020</small>	9/12-19	30/12-19

# SUBSCRIPTION



## A SUBSCRIPTION COSTS 270 EURO PER YEAR AND CONTAINS:

- Four annual issues of the printed trade magazine – April, July, October, December
- Access to all former printed issues of the trade magazine in e-pages
- Three weekly newsletters
- Access to top 150 in the industry on 365design.dk
- Access to all locked articles on 365design.dk
- Free access for one person at pej gruppen's annual Kick off seminar in Herning or Copenhagen (Worth: 270 Euro)

*365DESIGN is part of pej gruppen, which is northern Europe's largest company within trend spotting and inspiration. We provide information about trends and consumption within fashion, interior, design, food, media and advertising through trade magazines, journals, lectures, counseling, publications, trendstore, online shop, trend materials and conferences. We are a permanent staff of 17 and a number of freelancers and 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 [pejgruppen.com](http://pejgruppen.com)*

"We use 365DESIGN to stay updated on the design industry in general. The media has great in-depth articles that are professionally written. We consider 365DESIGN to be a trustworthy source of knowledge."

– *Bolia, CEO Lars Lyse Hansen (Subscriber)*

"365DESIGN is an important media for us to be visible in as we thereby reach the entire industry in a readable environment. We follow 365DESIGN with great interest as the media contains lots of relevant knowledge within our field."

– *Rosendahl Design Group, Executive Vice President Charlotte Fly Andersen*