

# 365 DESIGN



MEDIA KIT 2021

# About 365design

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

We provide information about design, trends, lifestyle, consumer behaviour, retail, eetail 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 and provide valuable analysis of performance across the sectors in the industry.

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

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

## Terms and conditions

- Invoicing on date of publication: 8 days net.
- Invoice fee: 10,5 Euro
- Reservations made for strikes, lockouts and force majeure.

Prices ex. VAT



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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)

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# Facts

WHAT, HOW MUCH AND WHY

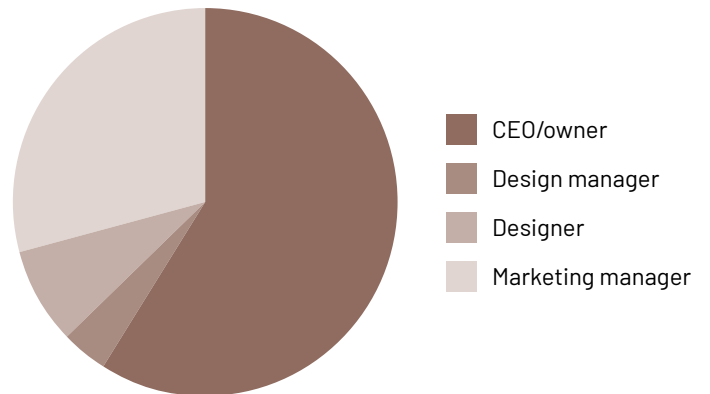
# Why 365design?

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

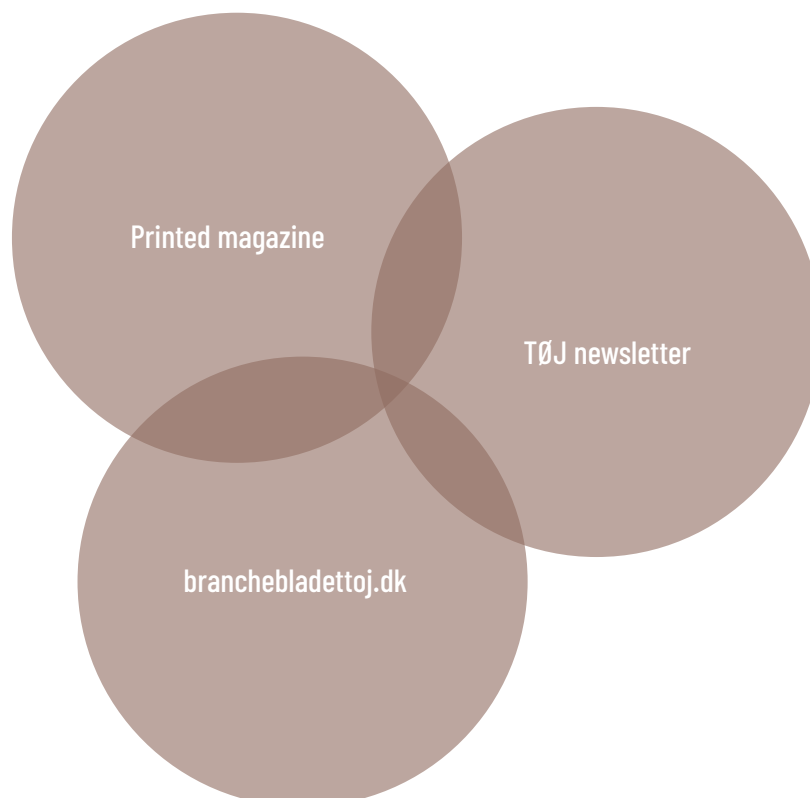
The readers of 365DESIGN are mainly creatives, designers, top or middle managers. Therefore, we provide targeted access to communicate your message to the decision-makers in the Danish design, furniture and interior industry.

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

## DECISION MAKERS



## More than 18.000 readers



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# Print

FORMATS AND PRICES

# Print

## Formats and prices



365DESIGN comprises of four annual issues of a theinted 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.

Twice a year 365DESIGN published an additional magazine focusing on the Danish interior fair Formland.

### ADVERTISEMENTS IN THE PRINTED MAGAZINE

Format	Format (WxH)	€ (Euro)
1/1	220 x 280 mm.	1,770
1/1 - back cover	220 x 280 mm.	2,460
2/1 - spread	440 x 280 mm.	3,250
1/2 - landscape	173 x 124 mm.	1,210
1/2 - portrait	85 x 250 mm.	1,210



### PUBLICATIONS 2021

Issue	Deadline	Publication
365DESIGN no. 1 2021* + Formland issue <small>Focus on winter and spring fairs</small>	7/12-20	30/12-20
Retail Mag no. 1 2021	18.03.21	06.04.21
365DESIGN no. 2 2021 <small>Focus on Trends &amp; Traditions and 3 Days of Design</small>	31.03.21	20.04.21
365DESIGN no. 3 2021* + Formland issue <small>Focus on summer and autumn fairs</small>	17.06.21	02.07.21
Retail Mag nr. 2 2021	15.09.21	01.10.21
365DESIGN no. 4 2021	22.09.21	08.10.21
365DESIGN no. 1 2022* <small>Focus on the winter and spring fairs</small>	08.12.21	30.12.21

\* Published together with a separate Formland fair magazine

\*\* The largest publication by pej gruppen: Is sent to selected companies in the retail industry, subscribers of Retail Mag and our three other magazines and are handed out to participants at our retail-conference.

### 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.

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# Online

FORMATS AND PRICES

# Online

## Formats and prices

365DESIGN keeps the readers updated via the online news portal [365design.dk](http://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:	€125
Middle:	€112
Bottom:	€100

Important: Banners must be in jpg, with link to destination



47,5%  
OPENING  
RATE

### BANNERS FOR THE ONLINE NEWS PORTAL

Months	300x250px
12 months	€2,420
6 months	€1,615
3 months	€945
1 month	€542

Important: Banners must be in jpg or gif, with link to destination

### BUY ACCESS TO THE DIGITAL ARTICLES

The editorial content in the printed issues are all published online on the news portal and are included in the newsletters. You can buy advertisement in correlation to the online articles and create additional attention to your brand/company. Contact us for more information and prices at [salg@pejgruppen.dk](mailto:salg@pejgruppen.dk).



18.114  
READERS  
PER WEEK



# Editorial content

All editorial content is created by and owned by pejgruppen. Sharing editorial content in a commercial capacity with a broad audience – online or offline – is therefore not allowed.

Permission to share article can be granted in special situations or by paying a fixed sum that transfers the ownership to the company/brand/person in the article.

The price for the article includes editorial and graphic work and will vary due to different formats and types of articles.

Please contact us for more information and for a quote via [redaktion@pejgruppen.dk](mailto:redaktion@pejgruppen.dk).

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# Formland fair magazine

FORMATS AND PRICES

# Formland fair magazine

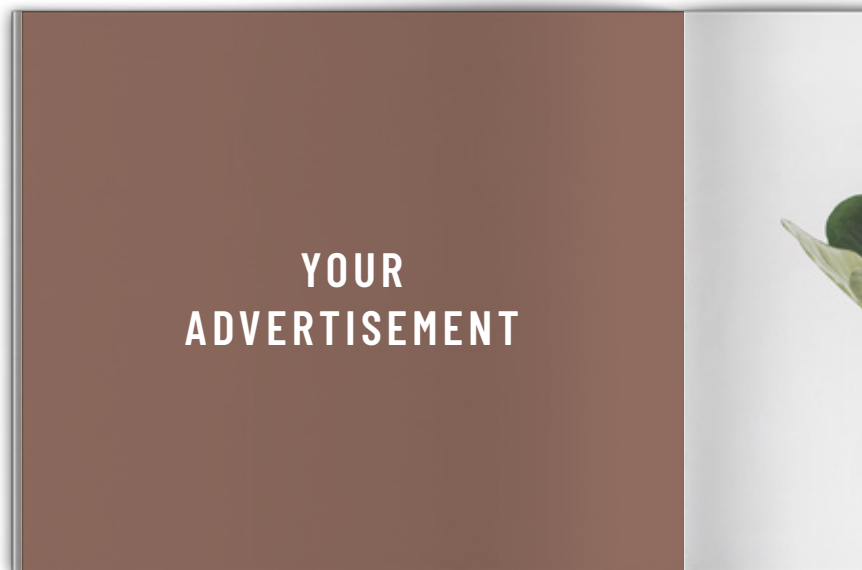
## Formats and prices

*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 with a circulation 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 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.	1,720

### PUBLICATIONS 2020

Issue	Deadline	Publication
Formland Spring 2021 <small>Add on for 365DESIGN no. 1 - 2021</small>	7/12-20	30/12-20
Formland Autumn 2021 <small>Add on for 365DESIGN no. 3 - 2021</small>	17.06.21	02.07.21
Formland Spring 2022 <small>Add on for 365DESIGN no. 1 - 2022</small>	08.12.21	30.12.21

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# Subscription

WHAT YOU GET

# Subscription

If you are already a subscriber to 365DESIGN you can upgrade to a Business version with more users, additional features and get ahead of your competitors.

## FREE

Free access to news  
(limited use)

Daily newsletter with  
some free content

0,-

pr. år.

## PRO

Access to the most important  
news and insights

5 users that can read all news,  
four magazines and two fair  
editions, ticket to yearly kick off,  
Top 100 analysis LIVE and more

2.000,-

pr. år.

## BUSINESS

Full access to all information, news and  
key indicators for the industry

10 users that can read all news,  
four magazines and two fair  
editions, ticket to yearly kick  
off, Top 150 analysis LIVE and  
more

7.500,-

pr. år.

"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)

"The sales organisation at F&H get great value from 365DESIGN, including insights in the coming design- and material trends, and we get all of the news about the retail and etail chains and the rest of the industry."

– F&H, sales director, Morten Hansen