



pej gruppen
scandinavian
trend
institute

www.pejgruppen.com

MEDIA KIT 2015

(tt)

TID & TENDENSER

ZEITGEIST, LIFESTYLE, CONSUMPTION, DESIGN

Zeitgeist & Society

Keep up to date with the latest trends within politics, media, marketing, management, life stages, generations, demographics, gender, economy, moral, ethics, prosperity, health, food, teaching, education, energy, transport, culture and religion.

Consumption & Life style

TID & tendenser describes the development in economic trends, we analyse and describe the latest figures and statistics, we relate to the development of the life style branches and write about the trends within sales channels, advertising, communication, technology, life style, travels and consumption.

Design, products & services in the future

TID & tendenser describes trends within product development, innovation, aesthetics, architecture, art, food, interior, fashion, colours, stylistic expressions, fairs, conferences and exhibitions.

TID & tendenser prepares the readers for the future

TID & tendenser is the only publication in Scandinavia, which decodes zeitgeist, society and life style trends – and brings into focus the consequences regarding consumption, retail and design. TID & tendenser also brings articles from pej gruppen's think tank: Fremtids-tanken.

Target group: Opinion makers

TID & tendenser is written for opinion makers in private businesses as well as in the public sector.

TID & tendenser's subscribers include:

- » Media managers/editors
- » Ministers and public top leaders
- » Design and purchase managers
- » Chain managers
- » CEOs
- » Marketing and sales managers
- » HR/personnel managers
- » Product and concept developers
- » Professional board members

IN OTHER WORDS: TID & TENDENSER'S SUBSCRIBERS INCLUDE EVERYONE WITH A NEED FOR BACKGROUND KNOWLEDGE AND INPUT FOR DEVELOPMENT.

Publication schedule 2015

Issue	Deadline	Publication date
TID & tendenser no. 1	18 February	6 March
TID & tendenser no. 2	28 April	18 May
TID & tendenser no. 3	27 August	14 September
TID & tendenser no. 4	4 November	20 November

Technical specifications

Size: 220 x 280 mm, folded and trimmed

Circulation

1,000

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 sent 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	1,070
2/1 (double page spread)	1,940

All advertisements + 3 mm bleed

Banners on the portal

Months	EURO
12 months	1,200
6 months	800
3 months	540
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)
Back cover	220 x 280 mm.
1/1	220 x 280 mm.
2/1 (double page spread)	440 x 280 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: € 400

EURO
400

A subscription to TID & tendenser includes the following:

- » Four yearly issues – each with 148 pages
- » Electronic edition with search function
- » Access to article archive divided in themes
- » Newsletter every week with trends, tendencies, analyses etc.
- » 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

Production

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

Sales

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

Editor

Louise Byg Kongsholm
Email: redaktionen@pejgruppen.dk

pej gruppen

Bitsovvej 2
DK-7400 Herning

Email: info@pejgruppen.dk
www.pejgruppen.com
Tel.: +45 9711 8900
CVR-no. DK-84552828

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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