

MEDIA KIT 2017

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**TID & TENDENSER**  
ZEITGEIST, SOCIETY, CONSUMPTION & DESIGN



PEJGRUPPEN.COM

## **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, logistics, retail, culture and religion.

## **Consumption & Lifestyle**

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 industries and write about the trends within sales channels, advertising, communication, technology, lifestyle, travel, design 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 lifestyle 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 2017

Issue	Deadline	Publication date
TID & tendenser no. 1	6 February	28 February
TID & tendenser no. 2	1 May	17 May
TID & tendenser no. 3	30 August	15 September
TID & tendenser no. 4	2 November	17 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](http://www.dropbox.com)) or send to mail: [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.

### Advertising rates in the printed edition

Format	EURO
1/1	1,200
2/1 (double page spread)	2,100

All advertisements + 3 mm bleed

For ordering inserts, please contact [salg@pejgruppen.dk](mailto:salg@pejgruppen.dk)



### Banners on the online portal

Months	EURO
12 months	1,350
6 months	950
3 months	600
1 month	400

Size: 316 x 168 pxl. / Material: Jpg file and preferred link/URL



### 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



## Formats in the printed issue

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.

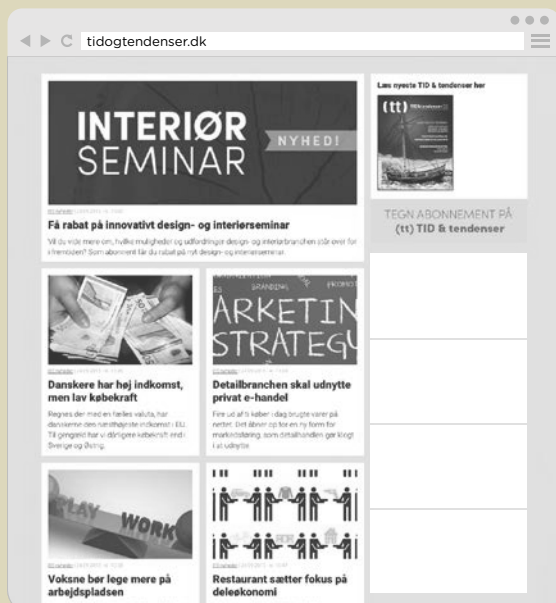
Materials: High resolution PDF files in CMYK



## Online portal

Size (width x height)  
316 x 168 pxl.

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

EURO  
**400**

Price: EURO 400

**A subscription to TID & tendenser includes the following:**

- » Access to annual Kick Off Seminar in December for one person per subscription. (Worth: EURO 270)
- » Four yearly issues – each with 132 pages
- » Access to all issues online
- » Access to article archive divided in themes
- » Newsletter every week with trends, tendencies, analyses etc.
- » 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

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### Terms and Conditions

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 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 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)*





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