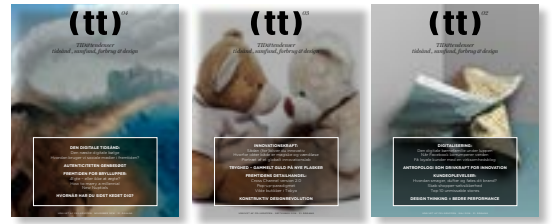




MEDIA KIT 2017

TID & TENDENSER
TIDSÅND, SAMFUND, FORBRUG & DESIGN



Publication schedule 2017

Issue	Deadline	Publication date
TID & tendenser no. 1	6 February 2017	28 February 2017
TID & tendenser no. 2	1 May 2017	17 May 2017
TID & tendenser no. 3	30 August 2017	15 September 2017
TID & tendenser no. 4	2 November 2017	17 November 2017

Circulation

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

Advertising rates and formats in the printed edition

Format	Size (width x height)	Euro
1/1	220 x 280 mm.	1,200
2/1 (double page spread)	440 x 280 mm.	2,100



Technical specifications

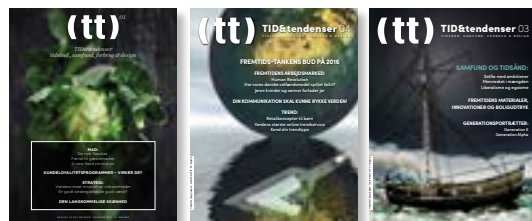
- » Size: 220 x 280 mm, folded and trimmed.
- » High resolution PDF file in CMYK. Send to mail: produktion@pejgruppen.dk.
- » All advertisements: + 3 mm bleed.
- » Stitching, inserts etc., please contact the sales department for individual offers.
- » Prices are based on 100 percent finished material, 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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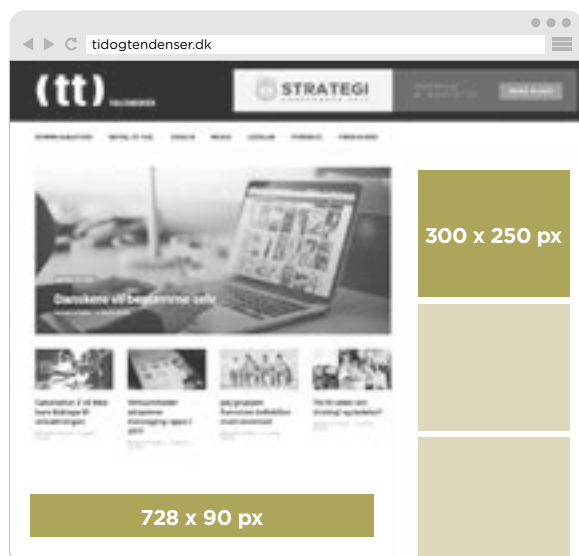
Online portal

Size (width x height)

300 x 250 px

728 x 90 px

Materials: Jpg file and preferred link/URL

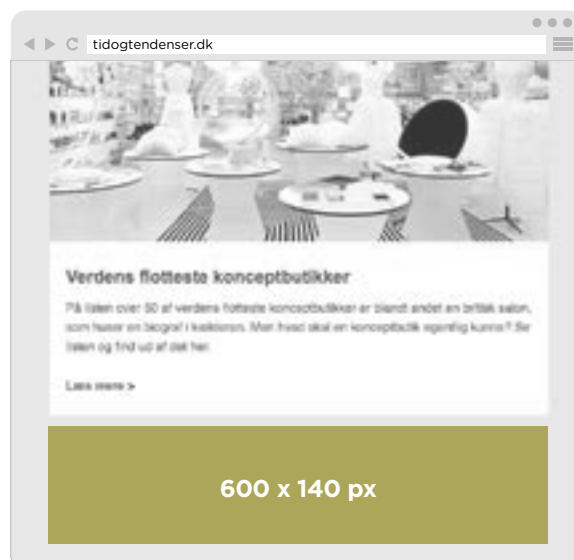


Online newsletter

Size (width x height)

600 x 140 px

Materials: Jpg file and preferred link/URL



Banners on the online portal - Euro

Months	300x250px	728x90px
12 months	1,350	-
6 months	950	1,210
3 months	600	940
1 months	400	540

Banners in the newsletter - price per day

Position	Euro
Top:	82
Middle:	68
Bottom:	55

Annual subscription:

- » 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

Price: Euro 400



PEJGRUPPEN.COM



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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.





TID & TENDENSER
TIDSÅND, SAMFUND, FORBRUG & DESIGN

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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

